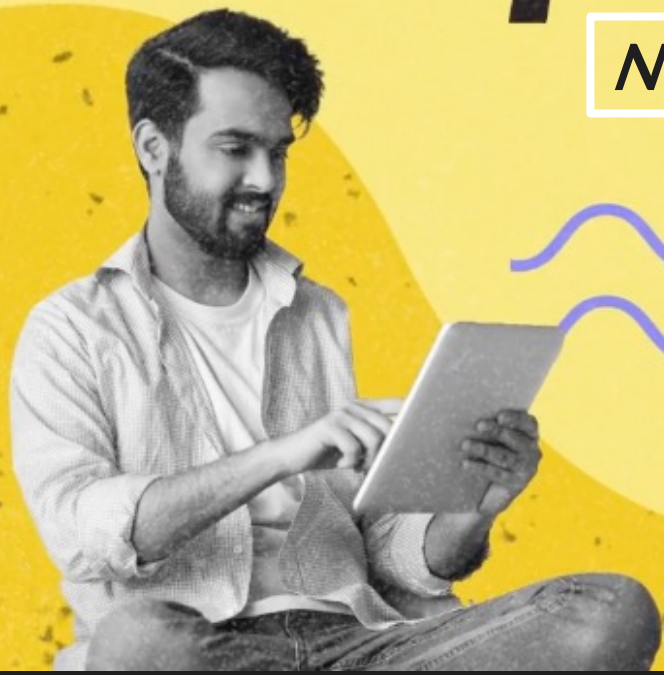




Online Donor Acquisition

NEW COURSE COMING AUGUST 9th



THE NONPROFIT INNOVATION & OPTIMIZATION SUMMIT

KANSAS CITY, MO
SEPTEMBER 20-23

[NIOSUMMIT.COM](https://niosummit.com)

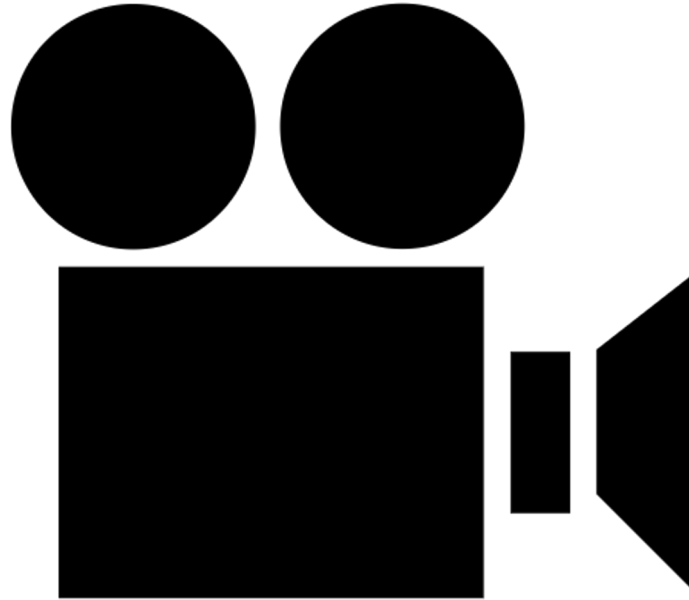


DEADLINE IS TOMORROW

SAVE \$300 WITH CODE FLYINGMONKEY



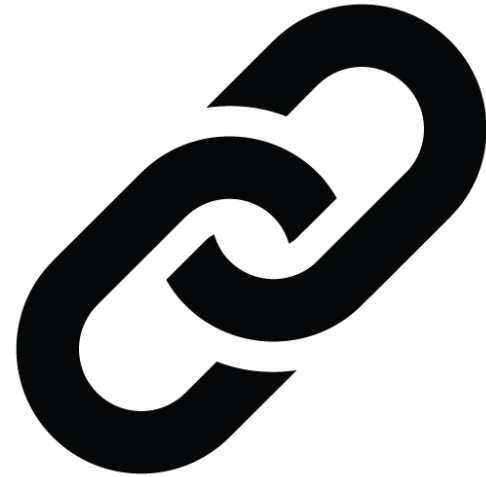
A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.



A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for additional Q&A.





NextAfter Institute
FOR ONLINE FUNDRAISING

Online Donor Acquisition



Why do we need
more acquisition?



Online donor retention

View as table ▾

	Overall	New Donors	Prior Donors
All	36%	23%	60%
Cultural	24%	18%	52%
Disaster/International Aid	48%	30%	66%
Environmental	41%	26%	59%
Health	22%	15%	53%
Hunger/Poverty	33%	27%	63%
Public Media	49%	44%	56%
Rights	34%	18%	60%
Wildlife/Animal Welfare	38%	25%	59%

M&R Benchmarks 2022

DONOR RETENTION

29%

First-Year, Offline-Only Donor Retention Rate

60%

Multi-Year, Offline-Only Donor Retention Rate

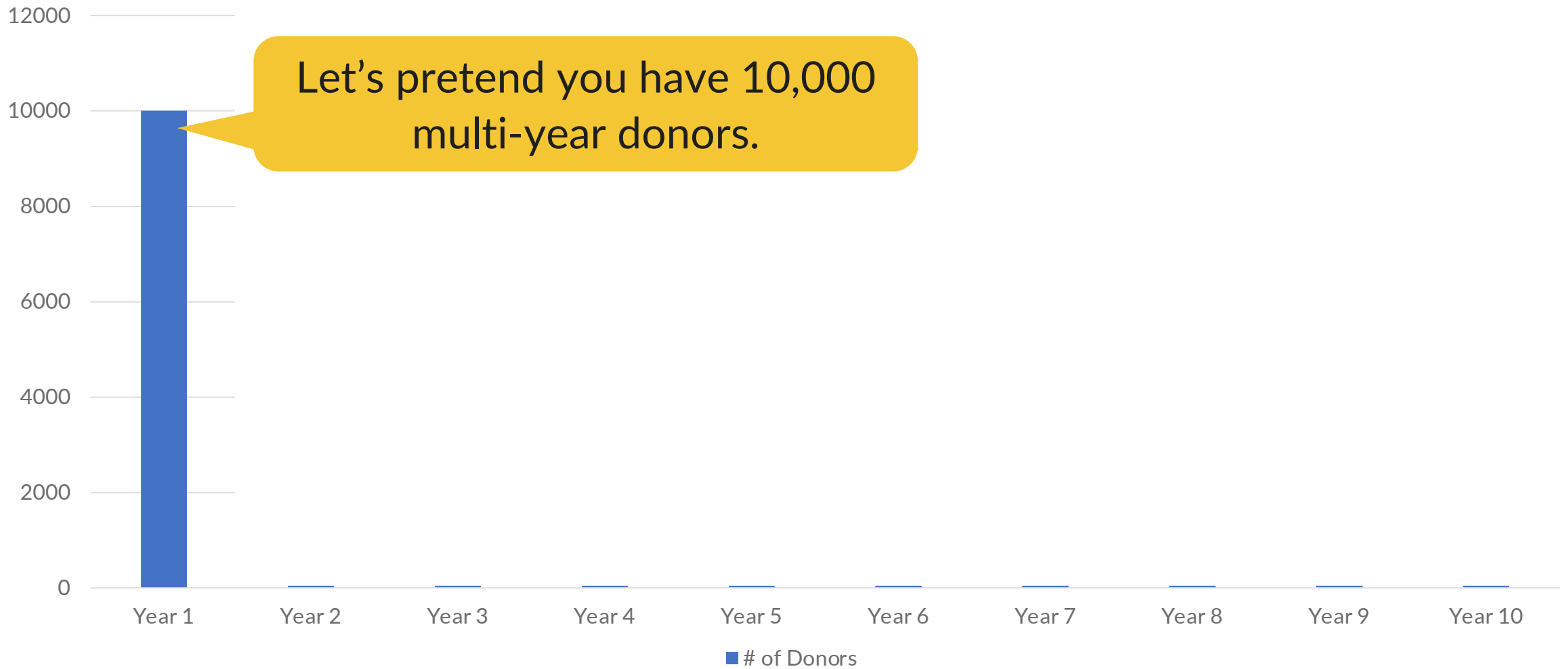
Blackbaud Institute 2021



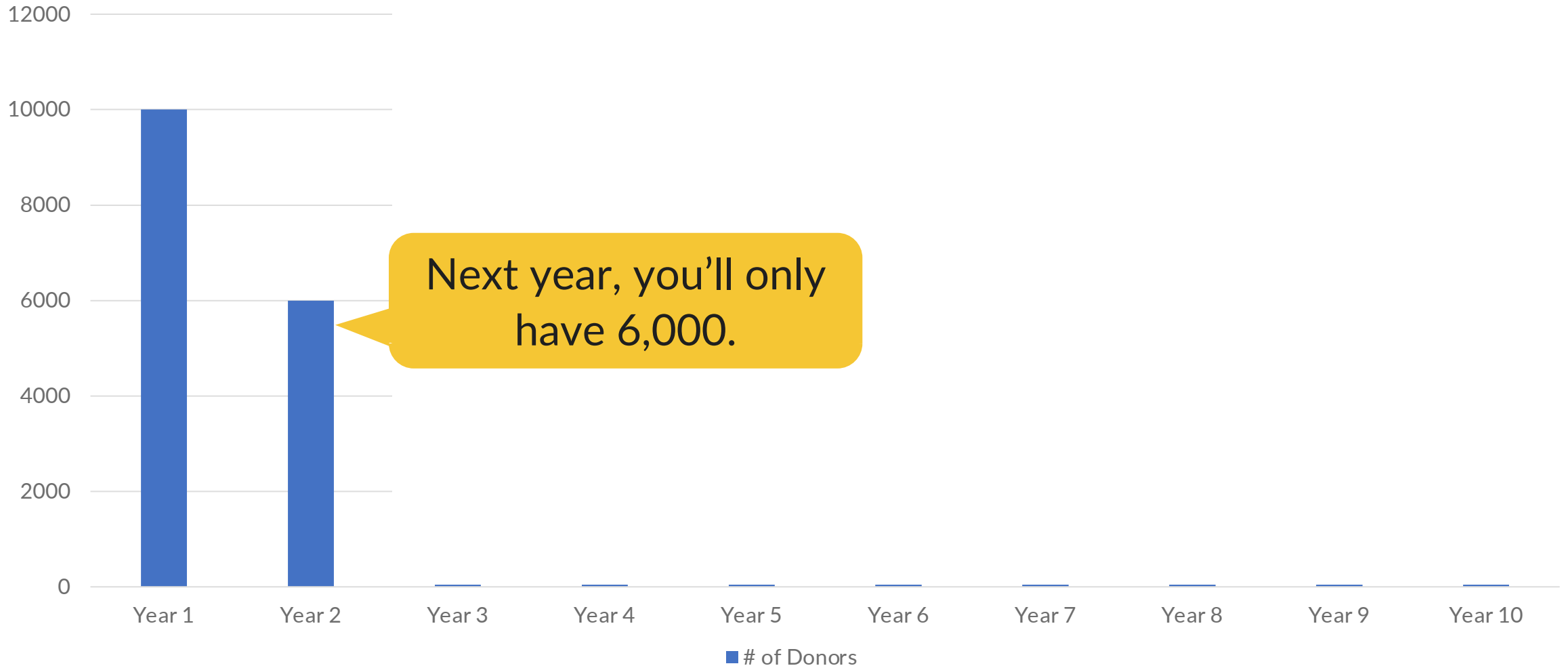
Nonprofits Will **Lose** at Least
40% of Their Donors Every Year



of Donors With No Acquisition



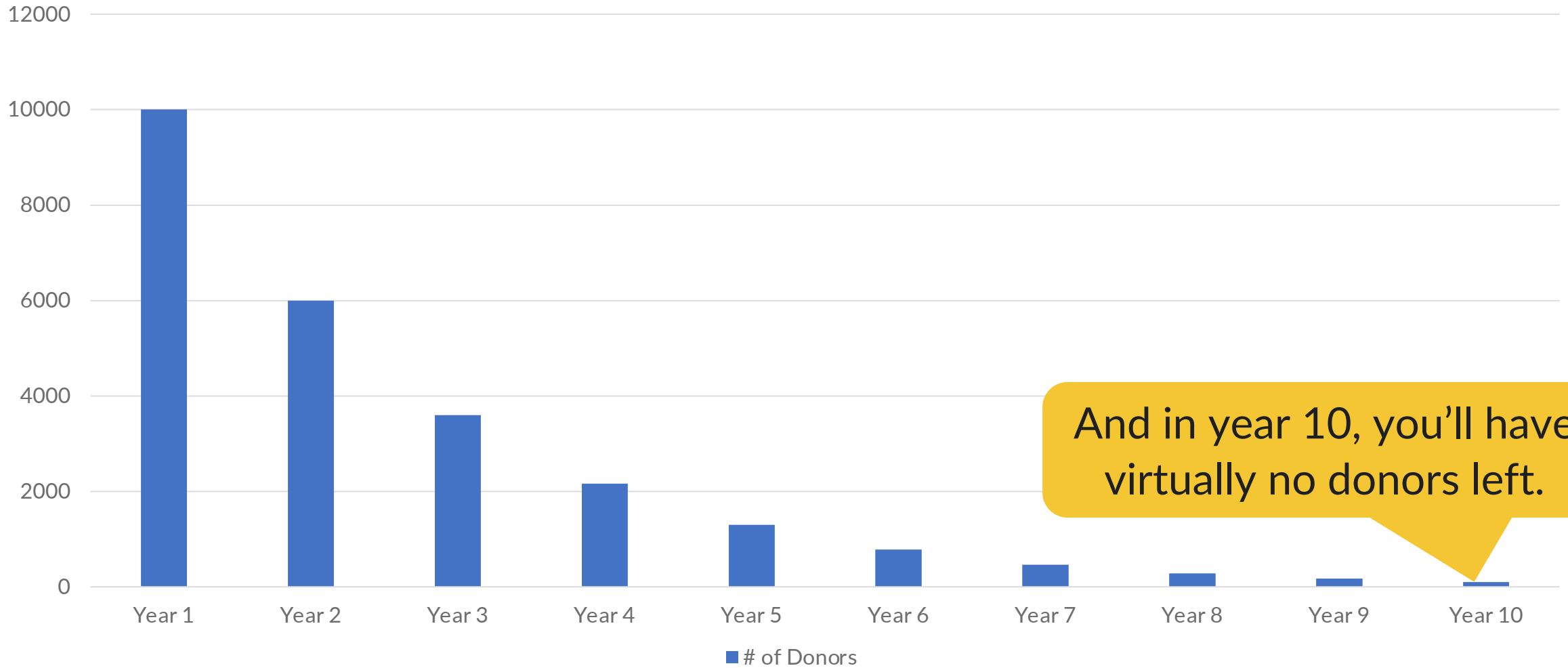
of Donors With No Acquisition



of Donors With No Acquisition



of Donors With No Acquisition



How can you make sure you **still**
have donors left in 10 years?





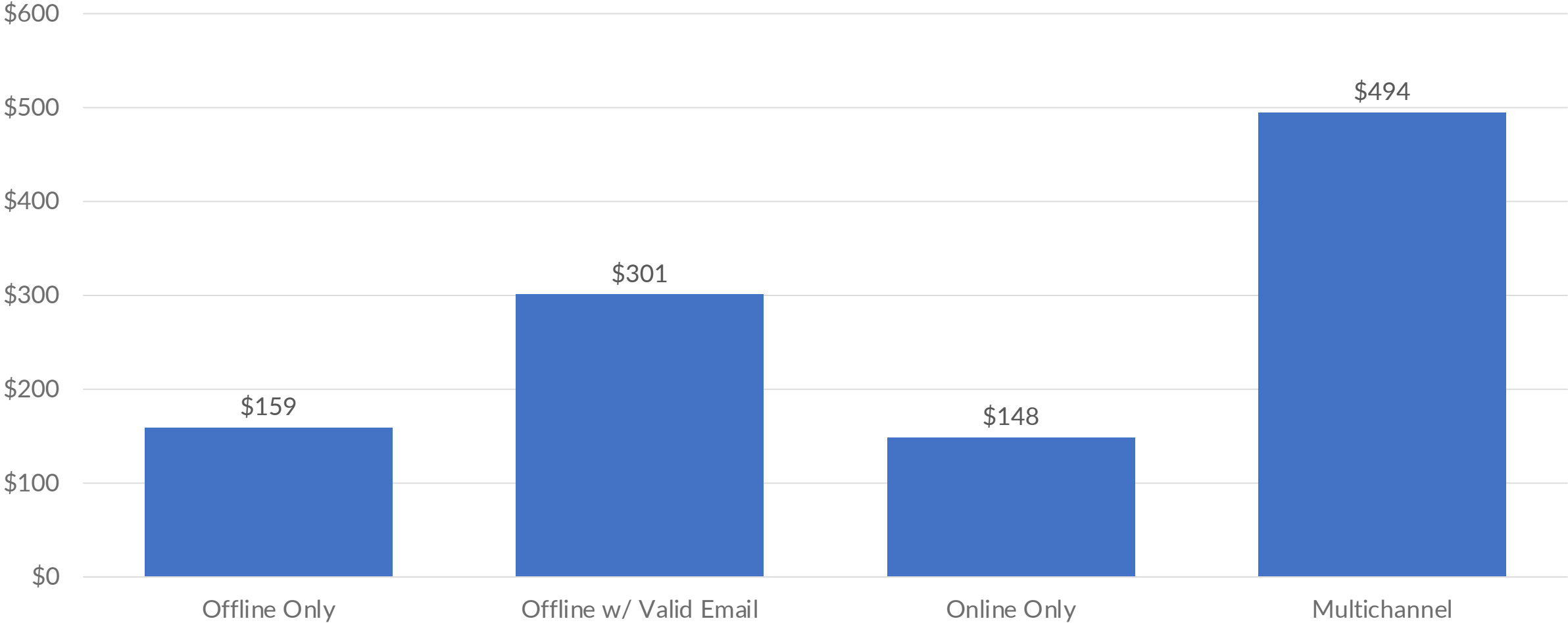
Fix Retention

More Acquisition

Is Online Acquisition
actually worth it?



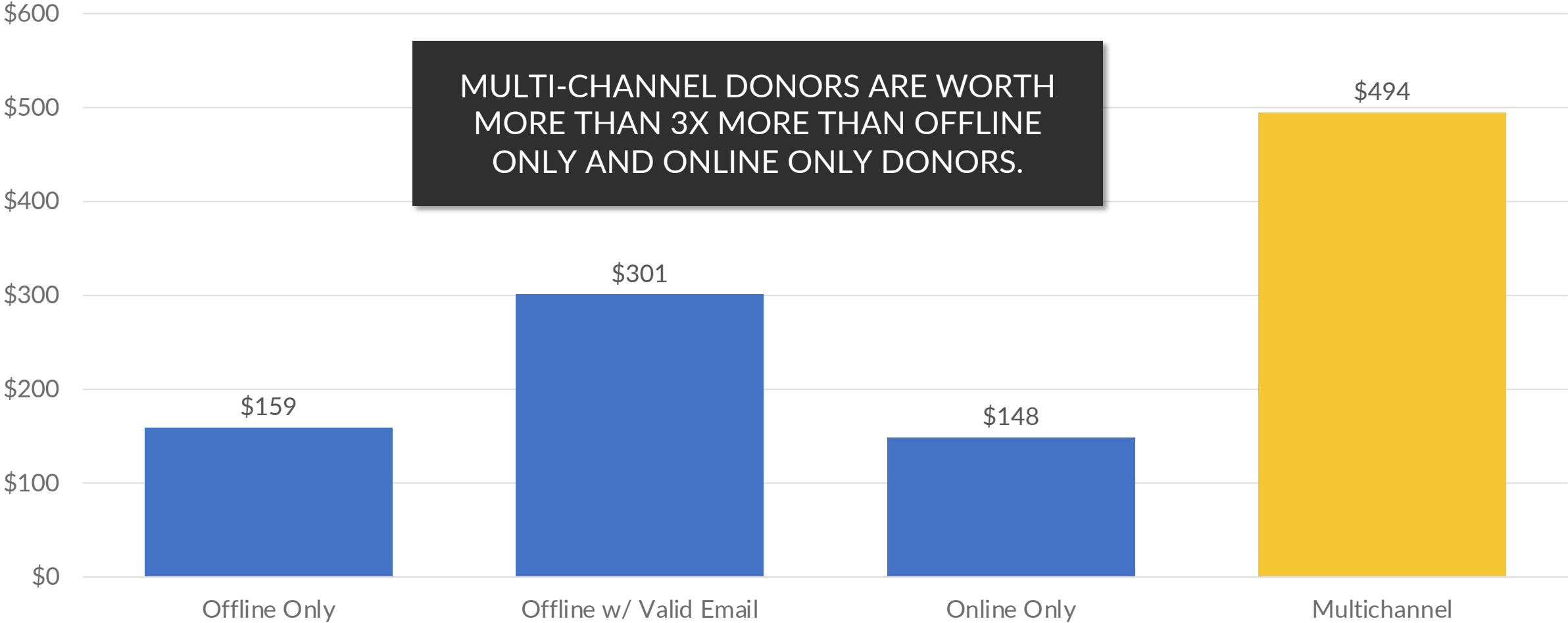
Average Revenue per Donor by Channel Cohort



Source: Analysis of 20 U.S. nonprofit organizations across verticals including faith, education, politics/advocacy, and health/human services



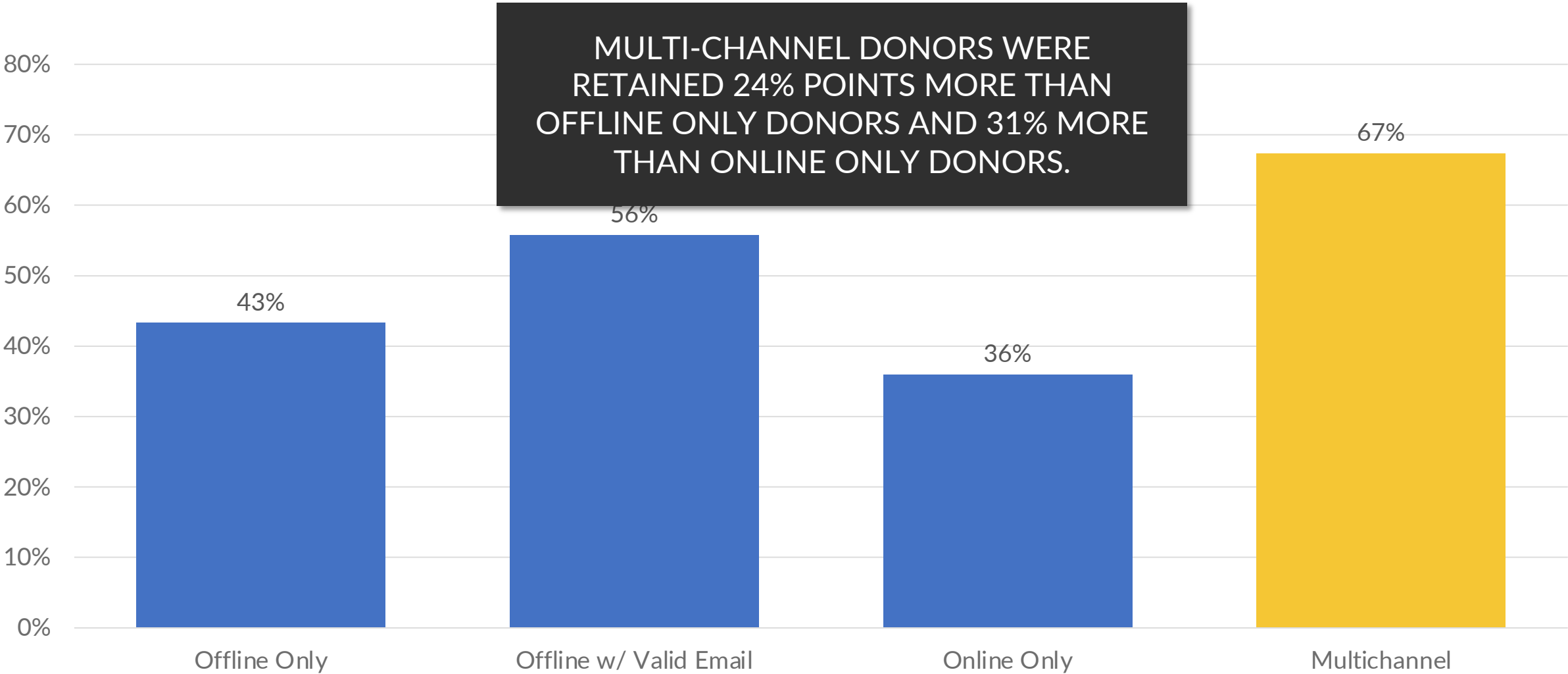
Average Revenue per Donor by Channel Cohort



Source: Analysis of 20 U.S. nonprofit organizations across verticals including faith, education, politics/advocacy, and health/human services



Average Donor Retention by Channel Cohort



Source: Analysis of 20 U.S. nonprofit organizations across verticals including faith, education, politics/advocacy, and health/human services



Multi-Channel Conversion Rate by Cohort

Organization	Offline Only	Online Only
A Small Nonprofit	.2%	1.8%
A \$100m Nonprofit	.03%	3.4%
Nonprofit Media Network	.3%	4.5%
Broadcast Ministry	1.18%	3.96%
Higher Education Organization	.4%	1.8%



Multi-Channel Conversion Rate by Cohort

ONLINE ACQUIRED DONORS ARE **463%** TO **11,200%** MORE LIKELY TO BECOME A MULTI-CHANNEL DONOR COMPARED TO OFFLINE ACQUIRED.

Organization	Offline Only	Online Only
Small Ministry	.2%	1.8%
\$100k+ Ministry	.03%	3.4%
Media Network	.3%	4.5%
Broadcast Ministry	1.16%	3.96%
Higher Education	.4%	1.8%



KEY QUESTION

How do you effectively and efficiently
acquire quality donors online?



The Power of Free





1¢

VS



26¢



1¢

VS



26¢

No difference
In Consumption





FREE

VS



25¢



VS



FREE

25¢



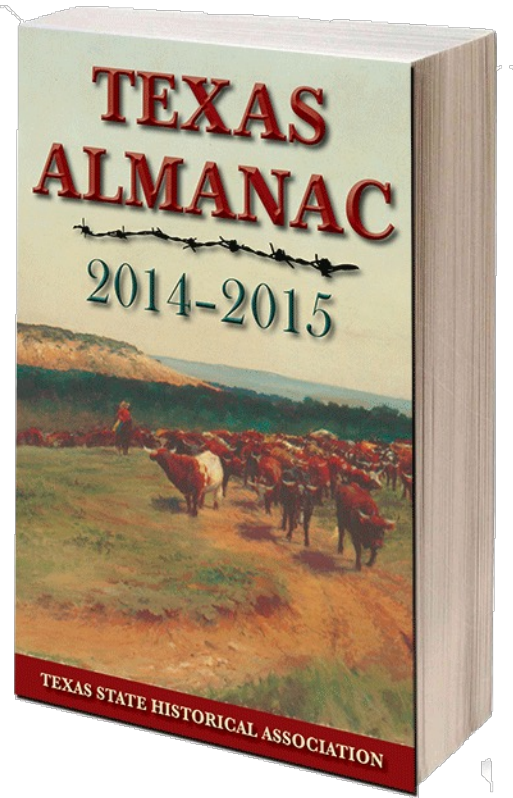
90%
Took the Kiss

People want **free** stuff.

Ok...but how does that
lead to **donations**?







Get the Texas Almanac
on CD for \$19.95!

15 Units Sold | \$299.95 in revenue



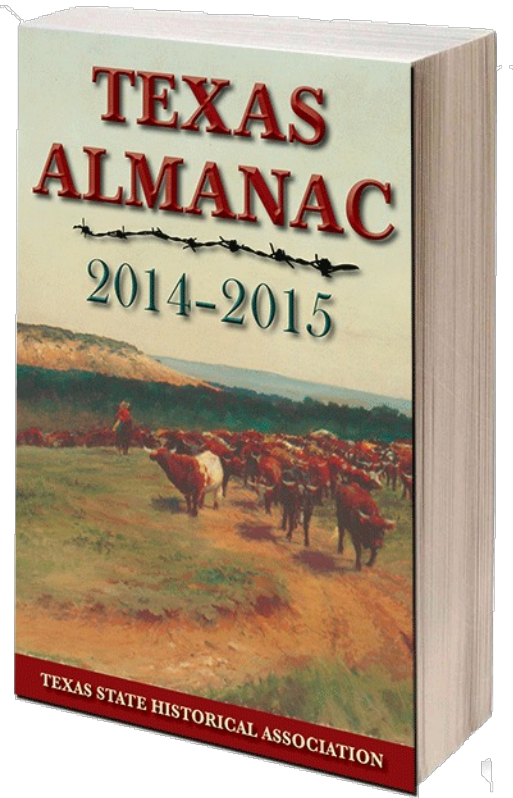


What if you gave it away for *free*?

Get the Texas Almanac
on CD for \$19.95!

15 Units Sold | \$299.95 in revenue

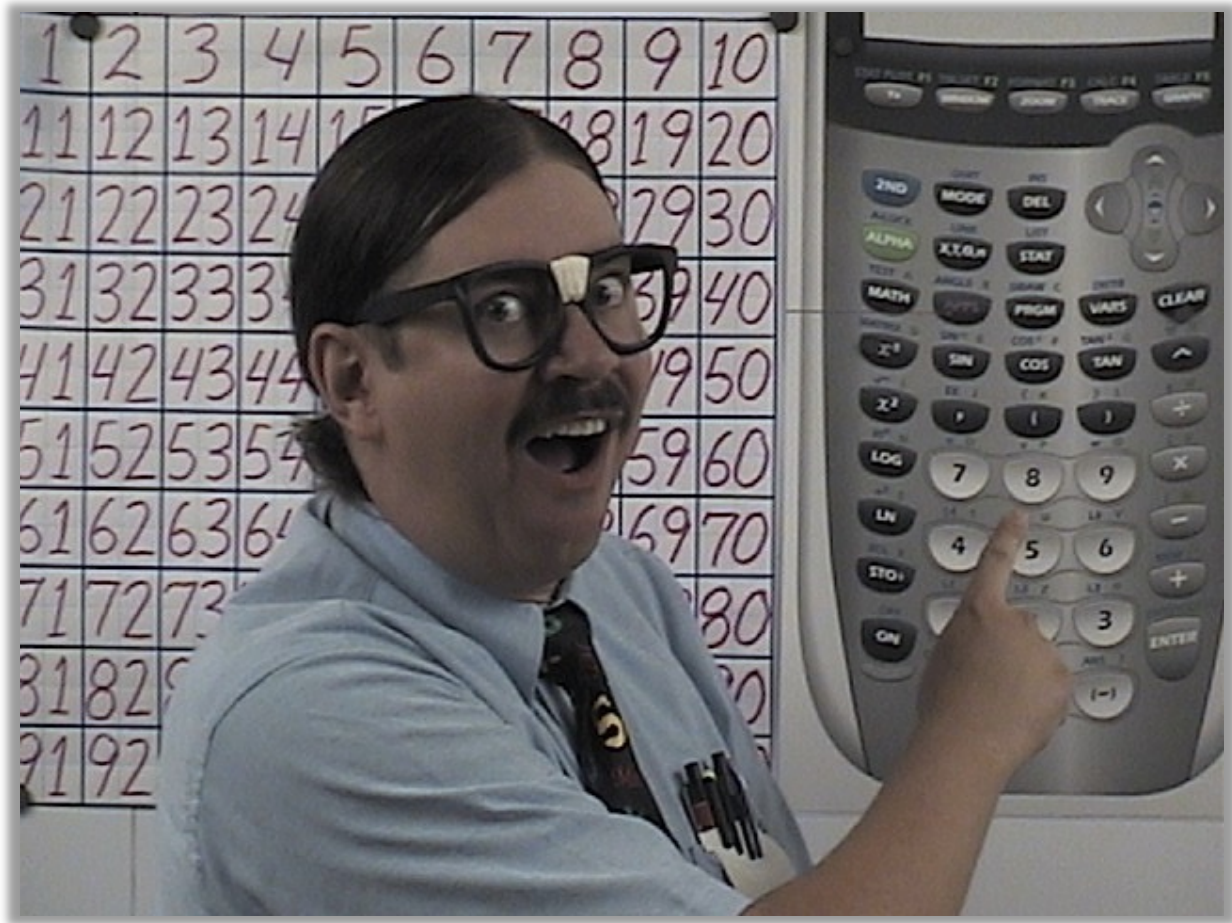




Get the Texas Almanac for free!

- **61k visitors**
- **16.8k emails acquired**
- **258 new members**
- **\$53 avg. gift size**
- **\$13k in member revenue**







\$13k





\$13k >





\$13k > \$299





Free > Paid



The Free » Donor Model

Valuable

Content





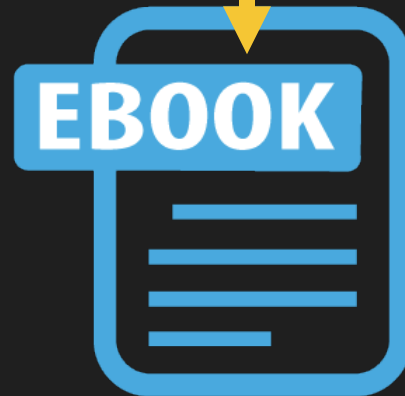
Advertisement



**Landing
Page**



**Instant
Donation Page**



Email Offer





Advertisement



**Landing
Page**



**Instant
Donation Page**



Email Offer





Advertisement



**Landing
Page**



**Instant
Donation Page**

Sent By Email



Email Offer





Advertisement



**Landing
Page**



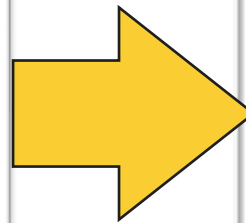
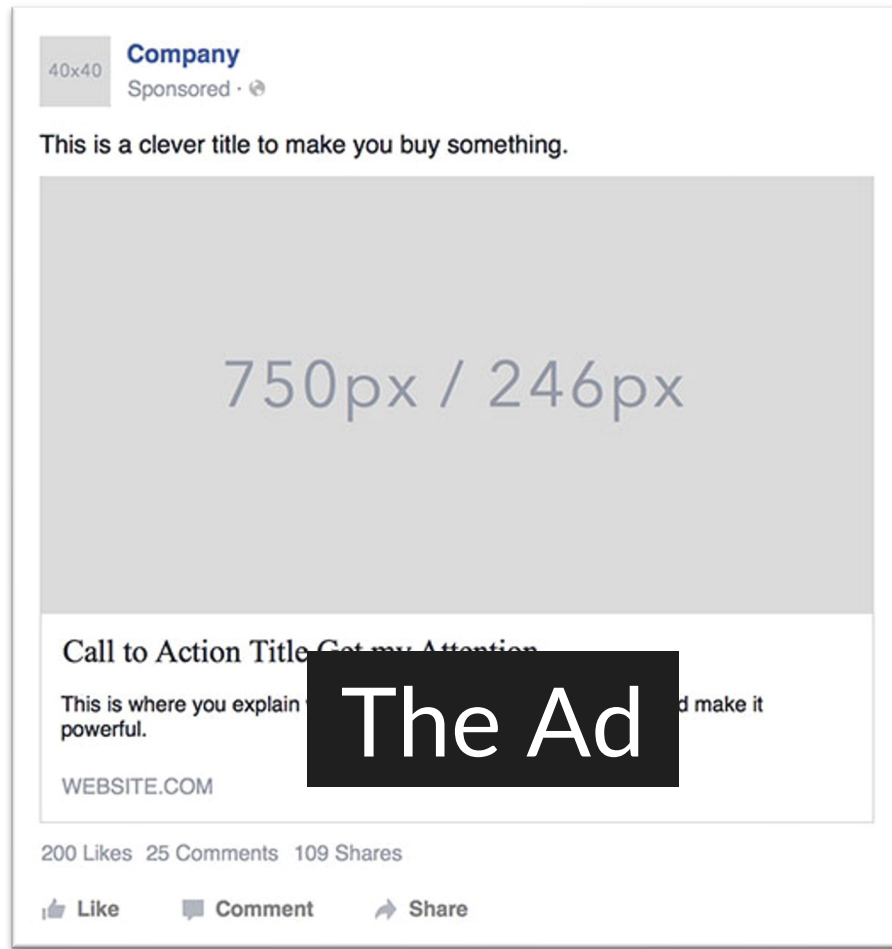
**Instant
Donation Page**



Email Offer



Most of us have already tried this...



...and experienced this:

\$0 Donations





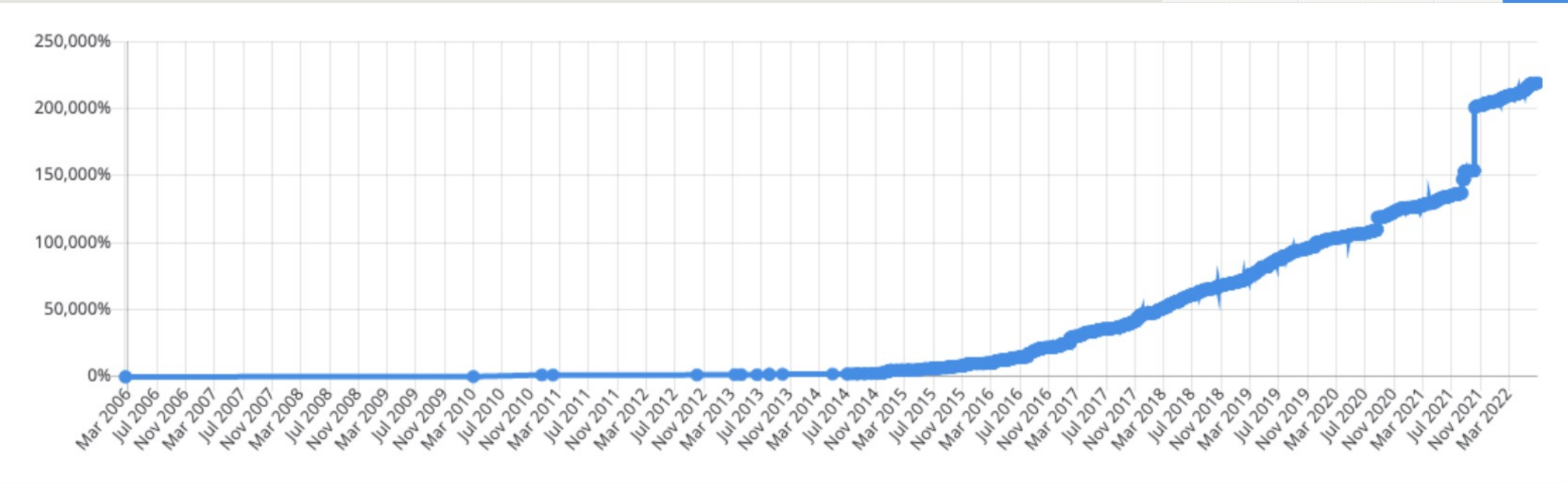
We help nonprofits grow their digital fundraising.

Research Lab. Digital-First Agency. Training Institute.



Cumulative Net Impact

1 WK 1 MO 3 MO 6 MO 1 YR **ALL**



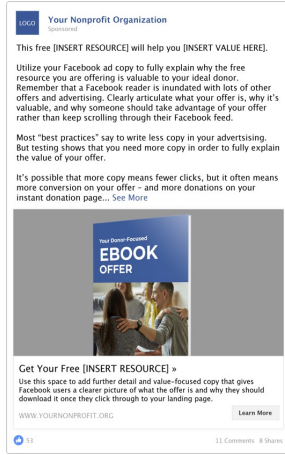
TOTAL SAMPLES
577,888,638

TOTAL CONVERSIONS
15,254,396

TOTAL RECORDED
3,670

CUMULATIVE NET IMPACT
219,067.9%

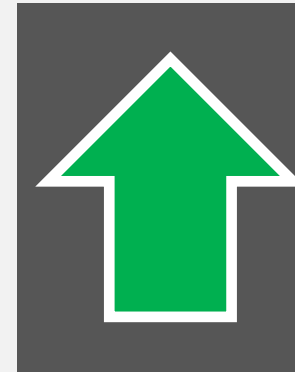
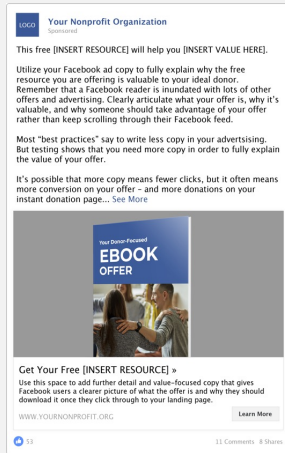




Facebook

Facebook Ad

Instant Donate Page



∞%

In Donations

Facebook

Facebook Ad

Landing Page

Instant Donate Page



Direct, Organic, Referral



Variety of Sources

Homepage

Main Donation Page

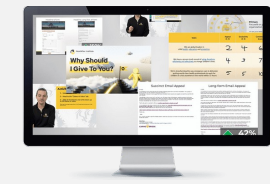
MOTIVATION ANALYSIS

STRONG

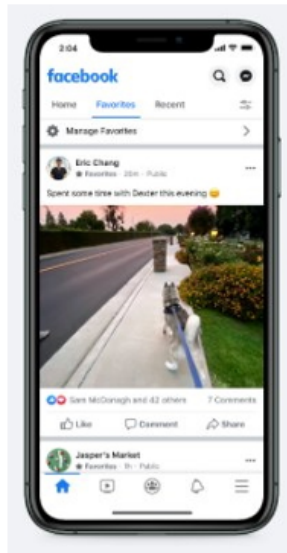
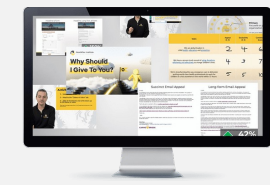
UNKNOWN



Found in the *Why Should I Give to You?* course on Value Proposition.



Found in the *Why Should I Give to You?* course on Value Proposition.



MOTIVATION ANALYSIS

WEAK **KNOWN**







Foot-in-the-Door Technique

According to this theory, a person will be more likely to agree to do a large request if they first agree to do a small request. The foot-in-the-door technique works due to a person feeling obligated to go along with larger requests after proving they can fulfill smaller requests or commitments.





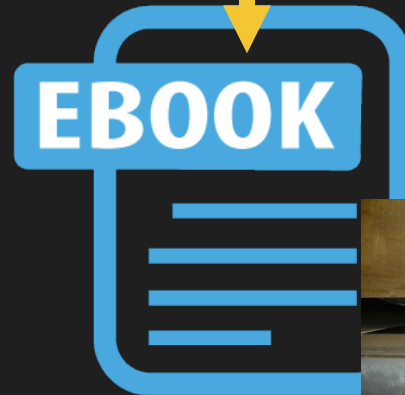
Advertisement



**Landing
Page**



**Instant
Donation Page**



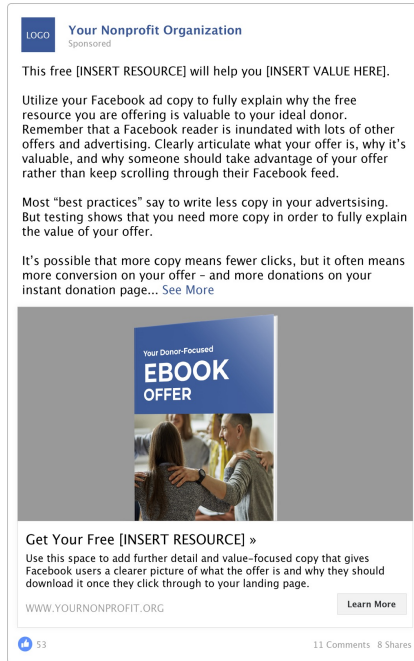
Email Offer





Facebook

On Facebook to fill time and see content.



Facebook Ad

Looking at your ad because it provides value to them.



Landing Page

Filling out a form to get the valuable offer.



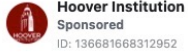
Instant Donate Page

Considering giving as an act of gratitude » generosity.

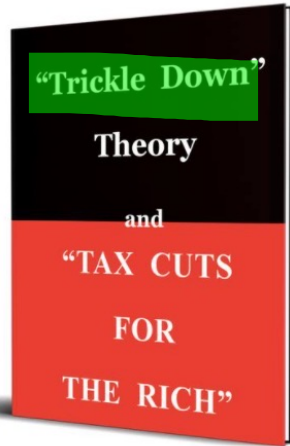


This only works if it's **all**
working together.





Get your free eBook from Thomas Sowell.



RESOURCES.HOOVER.ORG
Click here to get your free copy now »
This book examines the common idea that higher tax rates on the "rich" increase government revenues....

Learn More

Online Advertisement & Promotion



Get "Trickle Down" Theory and "Tax Cuts for the Rich" by Thomas Sowell

This book examines the common idea that higher tax rates on the "rich" increase government revenues. Based on empirical and careful analysis, Sowell examines this hypothesis and revisits the origins of the ideas of "Trickle Down" Theory and "Tax Cuts for the Rich"—in his signature style that we've all come to love.

This is a critical area of economic thinking—yet another where Sowell has proven to be a formidable expert and clear thinker.

With the issue of taxes and government revenue set to be a central topic of debate in the coming months, this research and analysis is an indispensable resource.

Simply complete the form below to get your free digital copy, "Trickle Down" Theory and "Tax Cuts for the Rich"

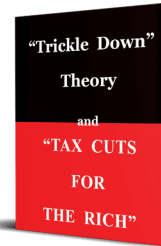
First Name *

Last Name *

E-mail: *

Please also send me the Hoover Daily Report, an email newsletter featuring policy analysis, news, and more.

Get your free copy now »



Email Acquisition Landing Page

Email Acquisition Offer

Hi Brady,

Thank you for requesting "Trickle Down" Theory and "Tax Cuts for the Rich" by Hoover Institution Rose and Milton Friedman Senior Fellow on Public Policy Thomas Sowell.

[You can download your copy here.](#)

We provide Americans with data-driven research on tax cuts vs. tax hikes because it's important that a free society knows the truth about how their money is spent.

We are able to give you this incredible commentary, loaded with Thomas Sowell's decades of wisdom, because of the support of donors who also believe that an educated citizenry is vital to America's economic well-being.

Thank you for sharing our vision of an informed and engaged public on economic issues here in America and around the world.

Sincerely,

Greg

Greg Stamps
Online Development
Hoover Institution

Instant Donation Page

Thank you, friend!

"Trickle Down" Theory and "Tax Cuts for the Rich" is headed to your inbox now.

While you wait for it to arrive, we'd like to ask you just one more thing... We provide Americans with data-driven research on tax cuts vs. tax hikes because it's important that a free society knows the truth about how their money is best spent. We are able to give you this incredible commentary, loaded with decades Thomas Sowell's wisdom, because of the support of donors who also share our belief that an educated citizenry is vital to America's economic well-being.

In fact, The Hoover Institution is 100% donor-funded – which enables us to offer free resources like this in the hopes that we can reach and teach Americans from all walks of life – especially the next generation – about the benefits of liberty, free-market economics, and national security.

Would you partner with us in this vital mission?

The Hoover Institution will wisely invest every dollar of your generous gift to promote ideas that encourage a free society. By helping to underwrite the work of the Hoover Institution, you'll put your mark on American and world history for generations to come.

Moreover, your support will allow Hoover's team of innovative, widely respected scholars like Thomas Sowell to continue to study history and then apply their knowledge to solving modern-day societal challenges.

Please make your most generous, tax-deductible gift to the Hoover Institution now.

Regardless of the exact amount of your gift, we'd be honored to have your friendship and support as we advance the principles of limited constitutional government, personal and economic liberty, and the American way of life.

Your Gift

\$50.00 \$100.00 \$250.00 Other amount

Your Information

Title First Name Last Name
-Choose- [input] [input]

Email Address
[input]

Country
United States [dropdown]

Street Address Street Address 2
[input] [input]

City State Zip Code
[input] -Choose- [input]

This is a business address

This is an anonymous gift

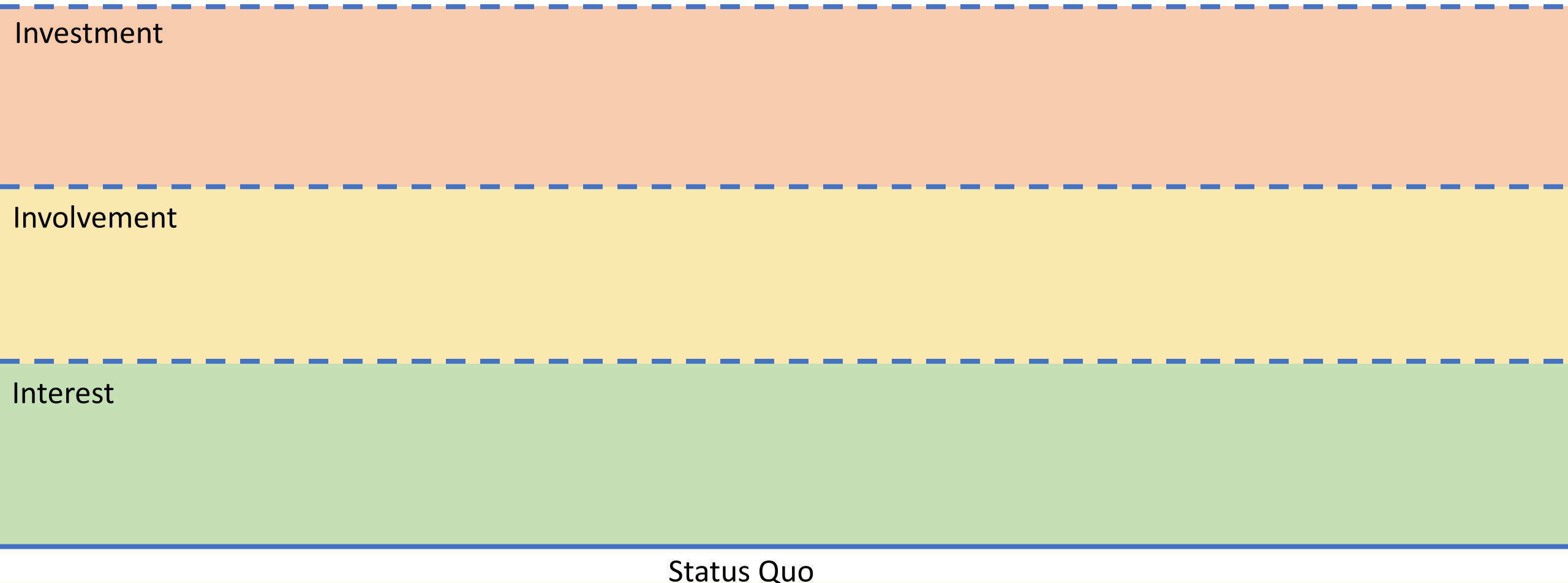
Continue

Sparkline of a Donation

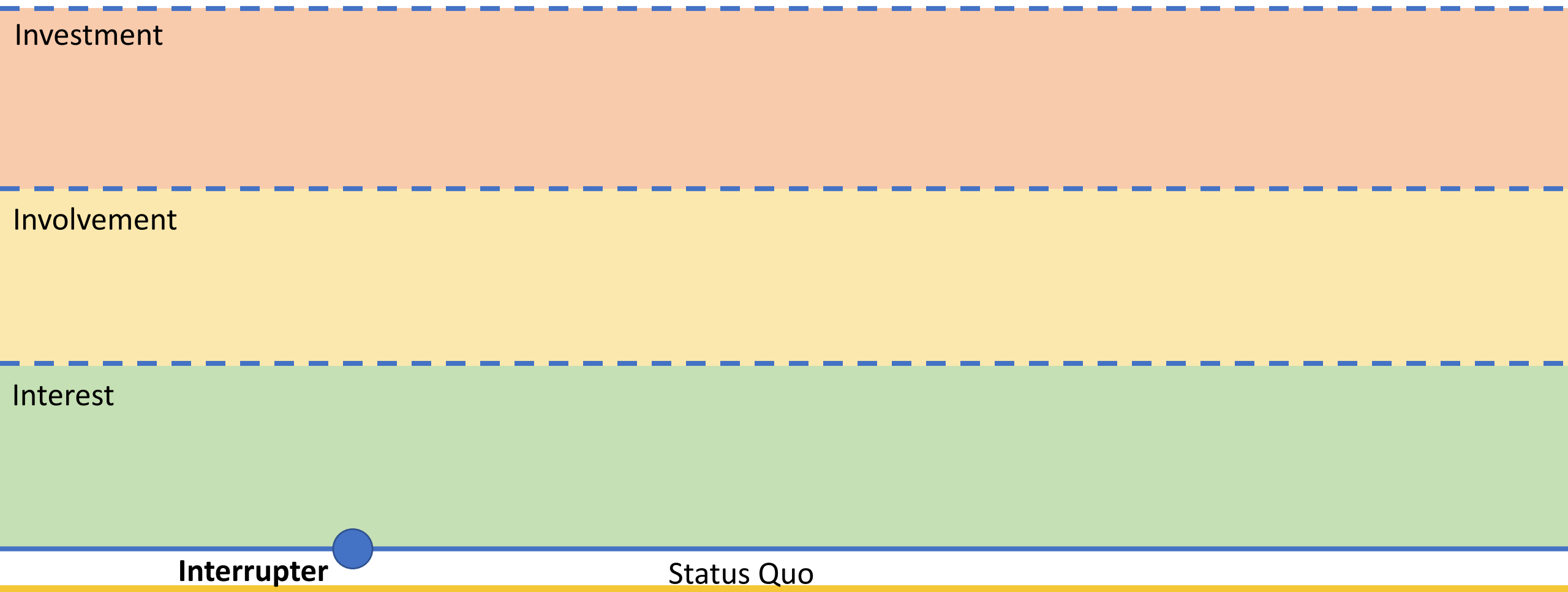
Status Quo



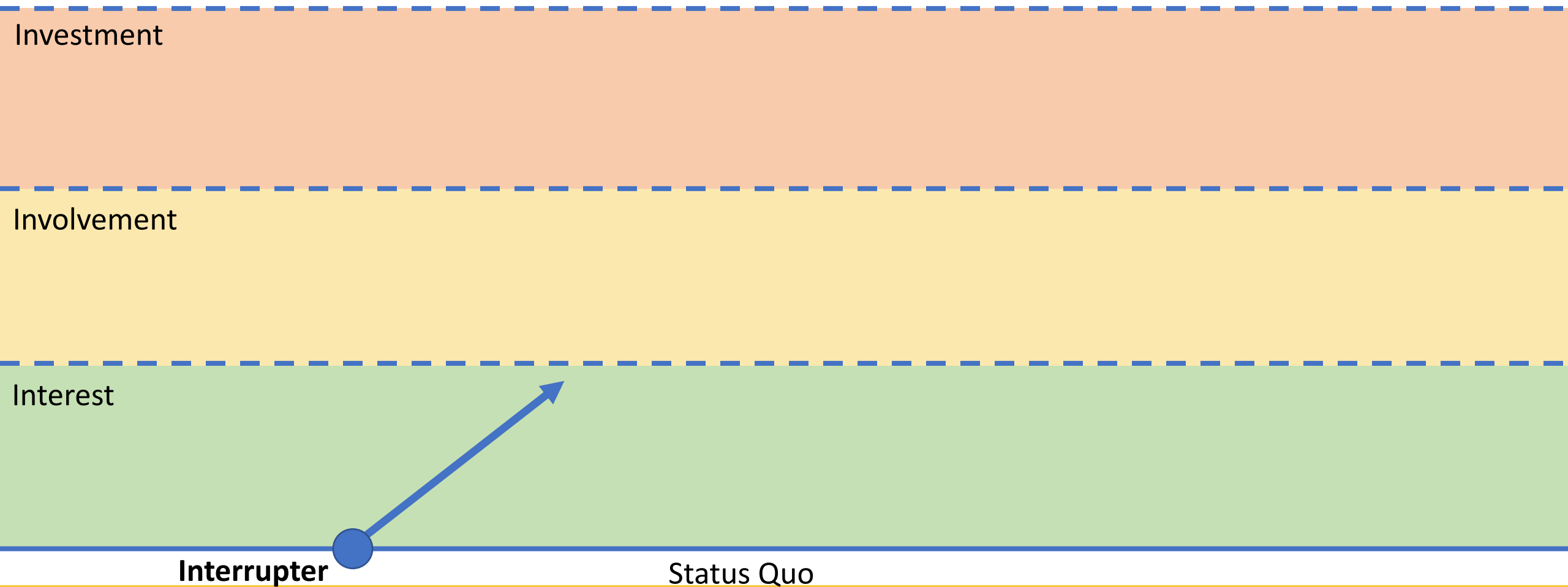
Sparkline of a Donation



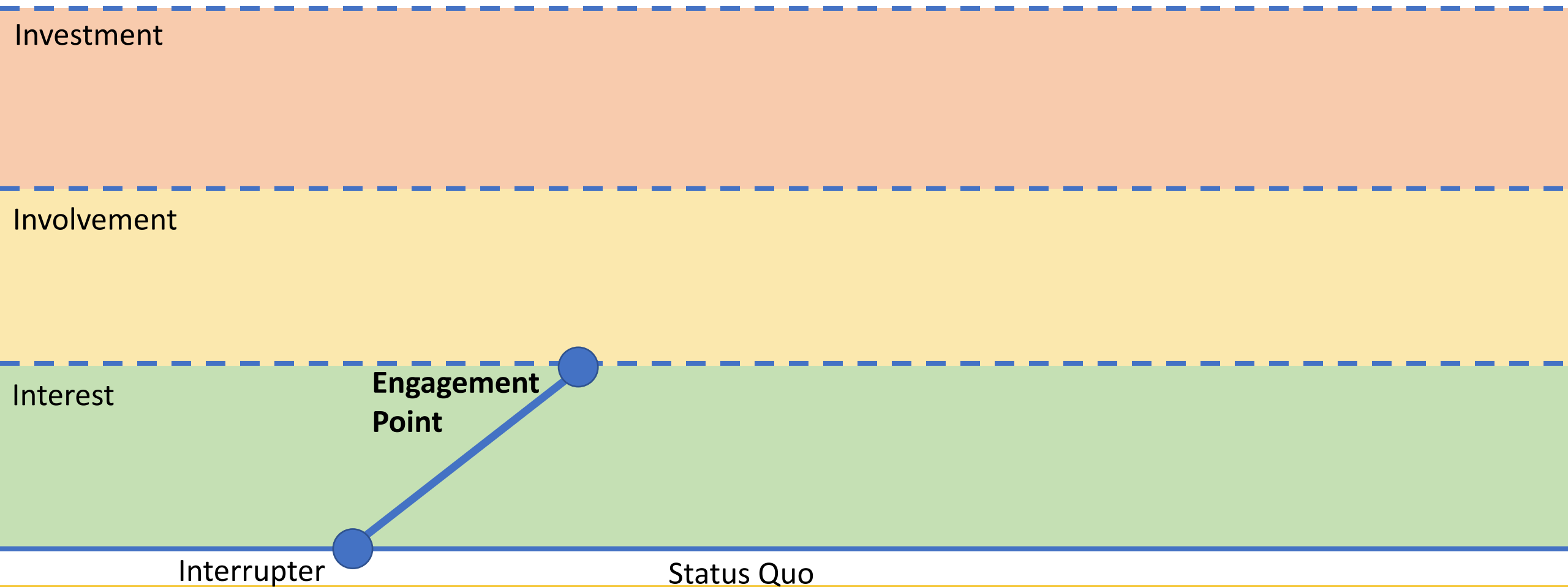
Sparkline of a Donation



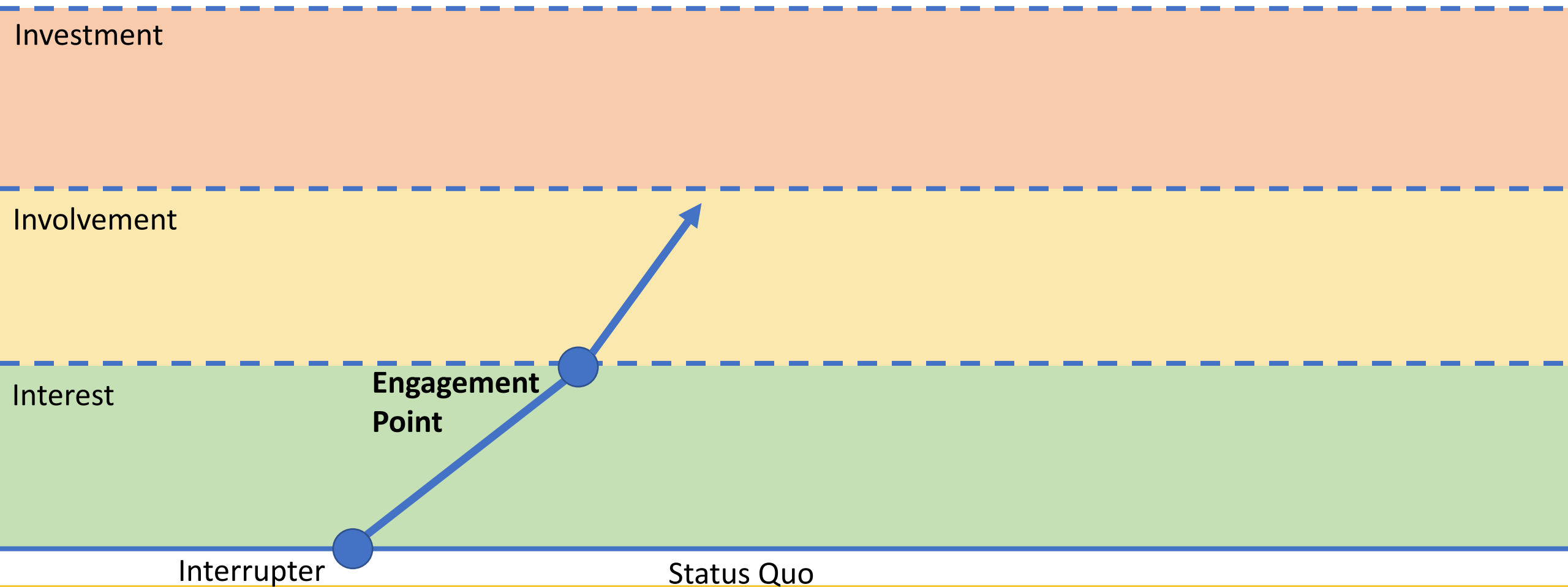
Sparkline of a Donation



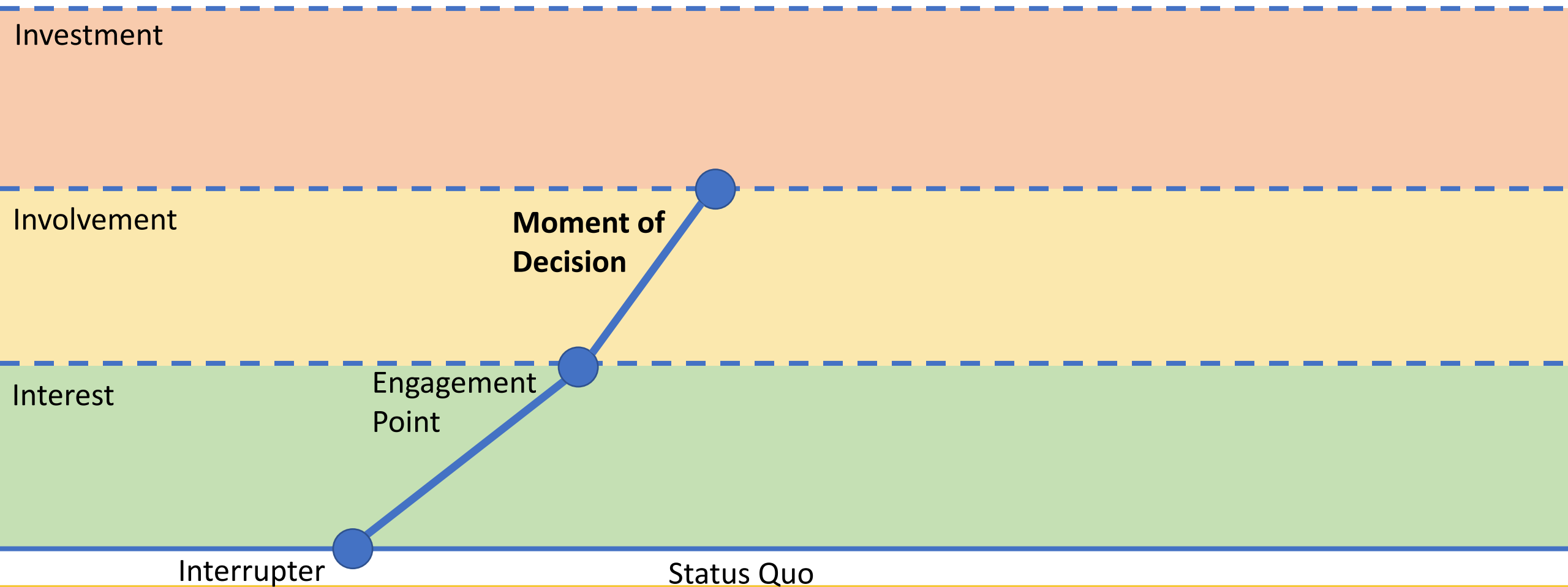
Sparkline of a Donation



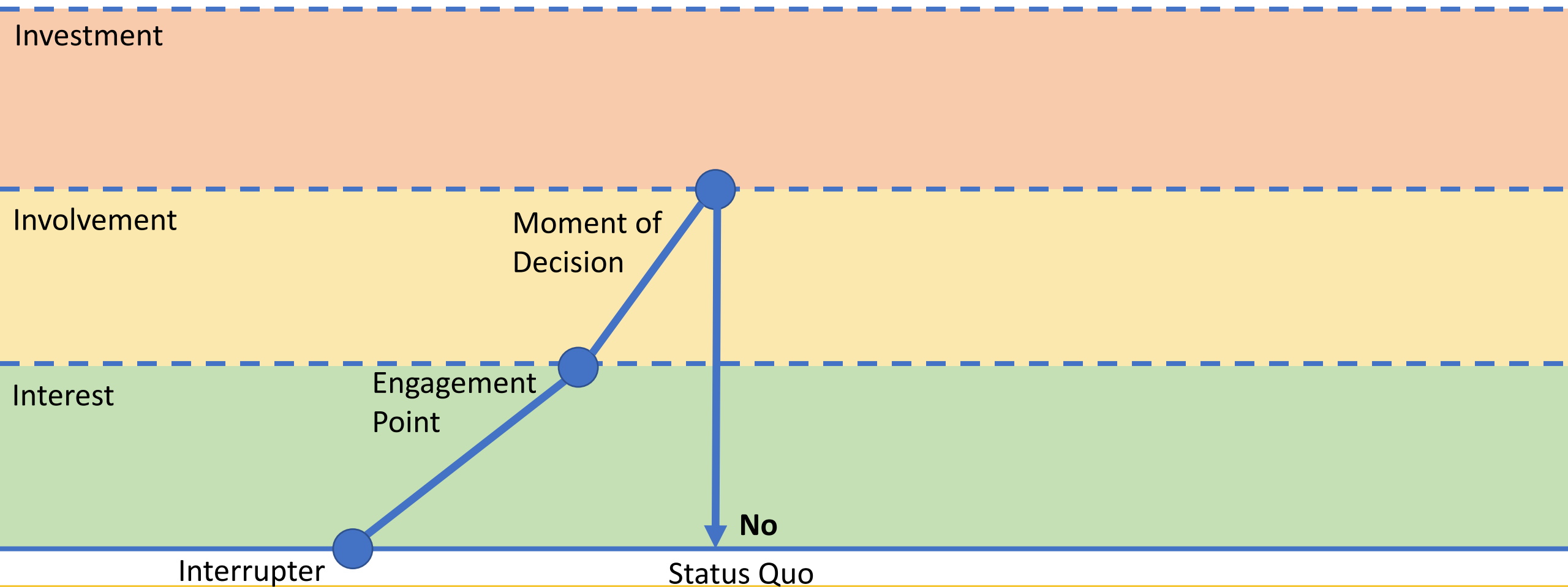
Sparkline of a Donation



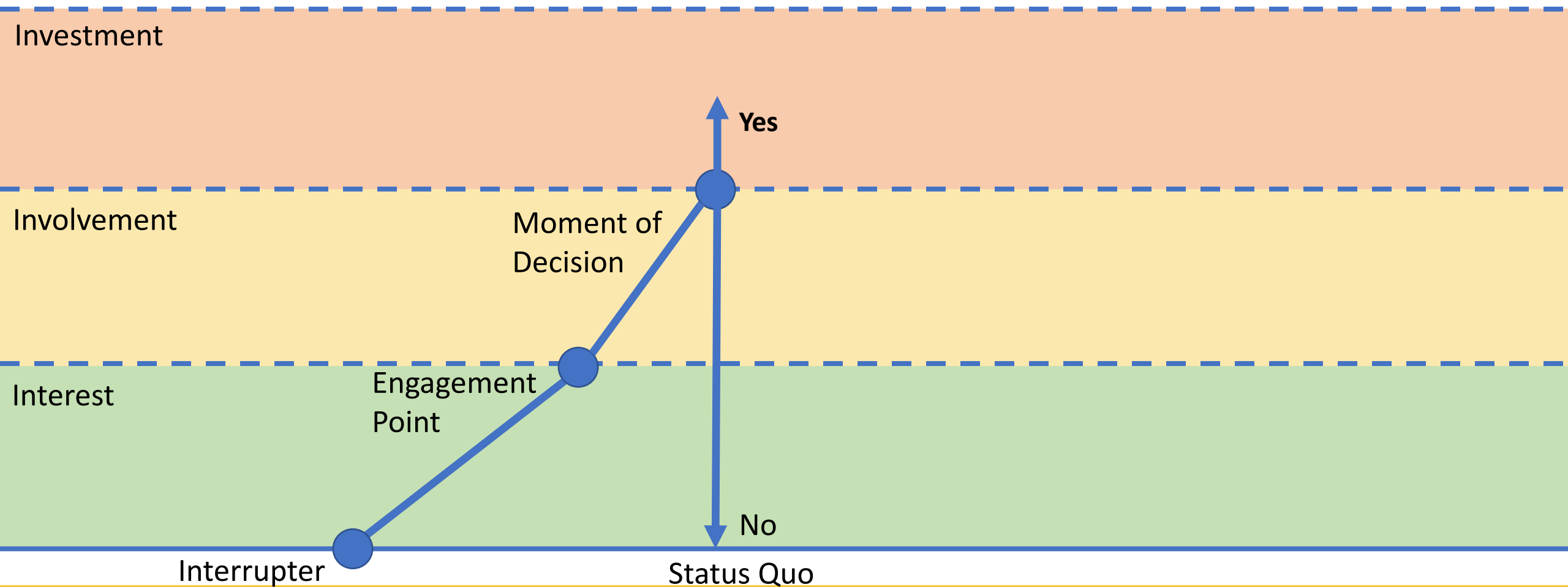
Sparkline of a Donation



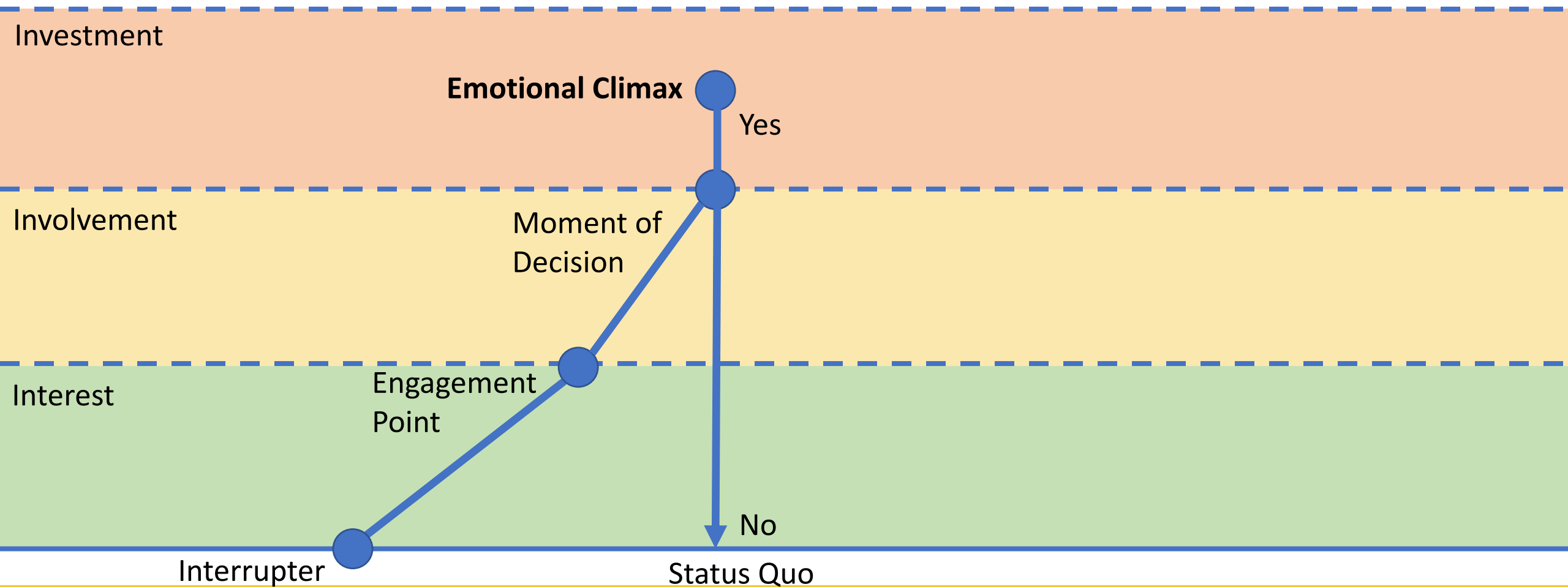
Sparkline of a Donation



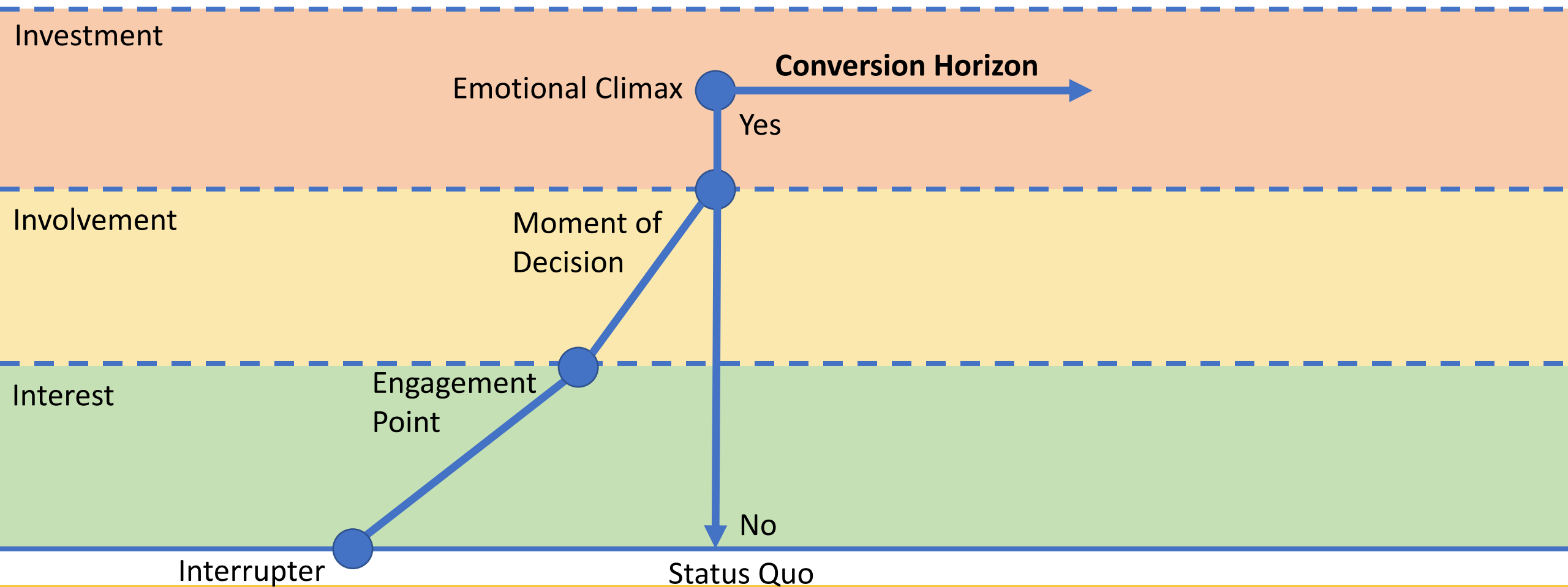
Sparkline of a Donation



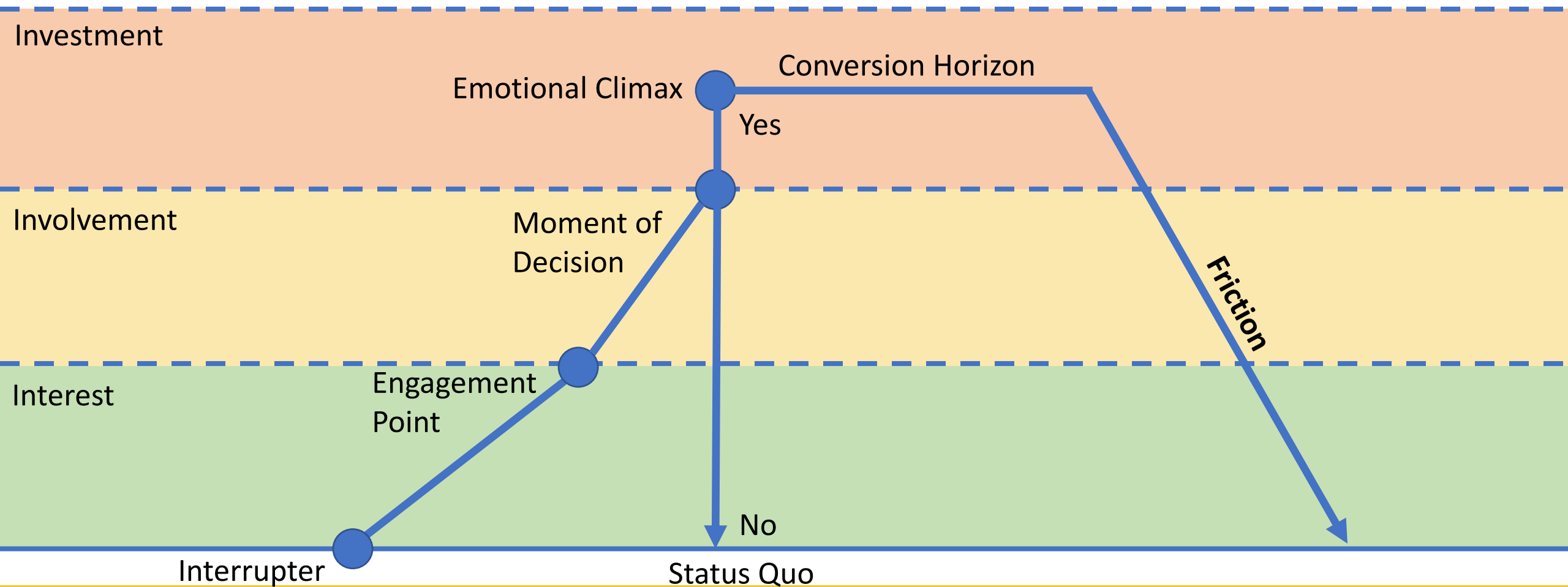
Sparkline of a Donation



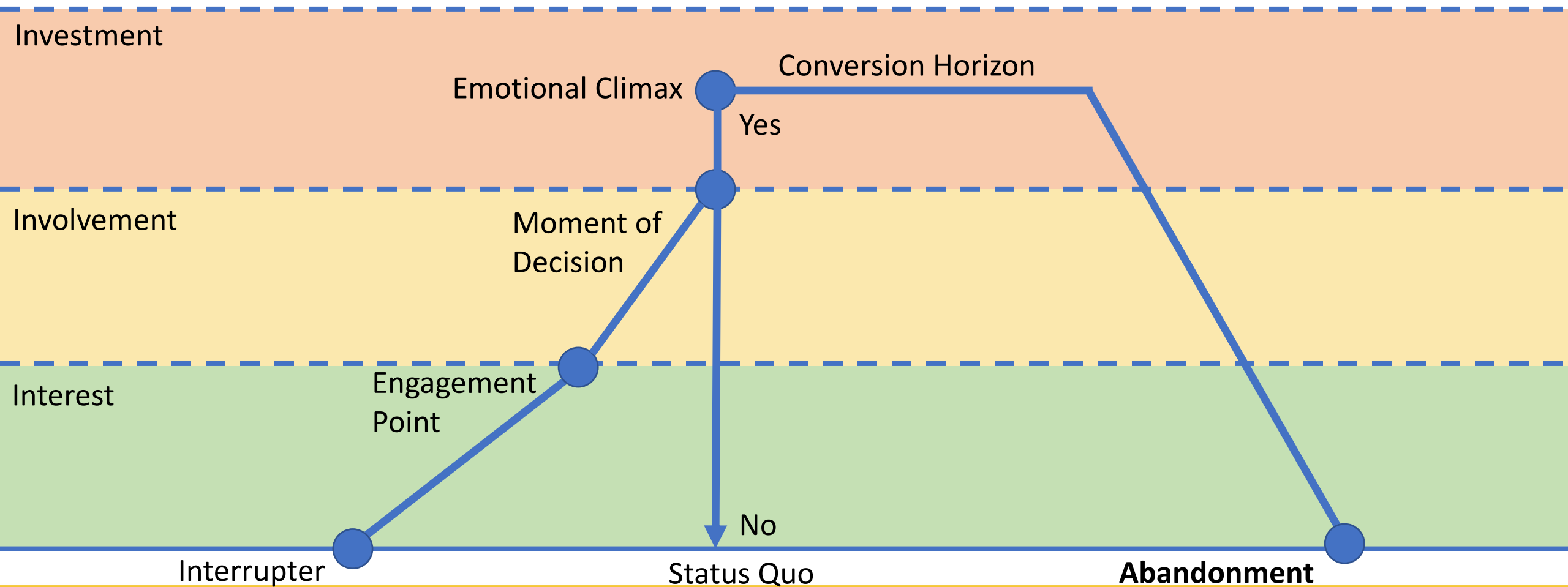
Sparkline of a Donation



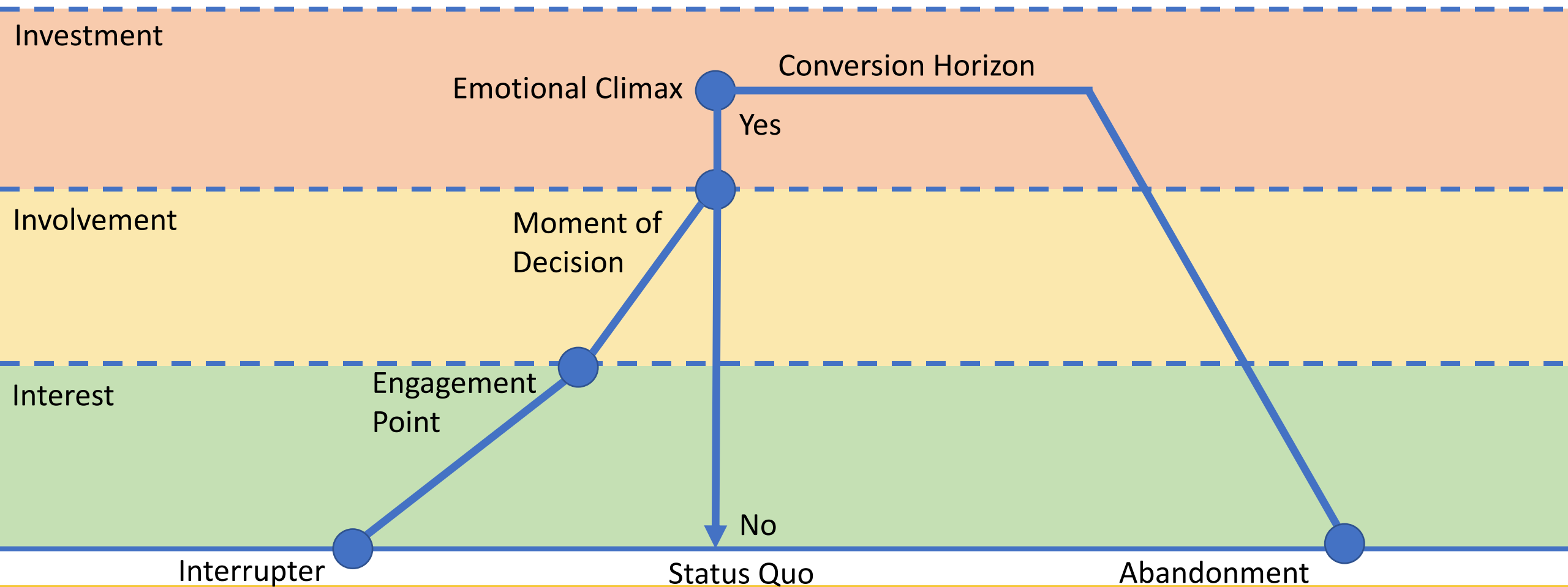
Sparkline of a Donation



Sparkline of a Donation



Sparkline of a Donation





The

Donor

Mountain





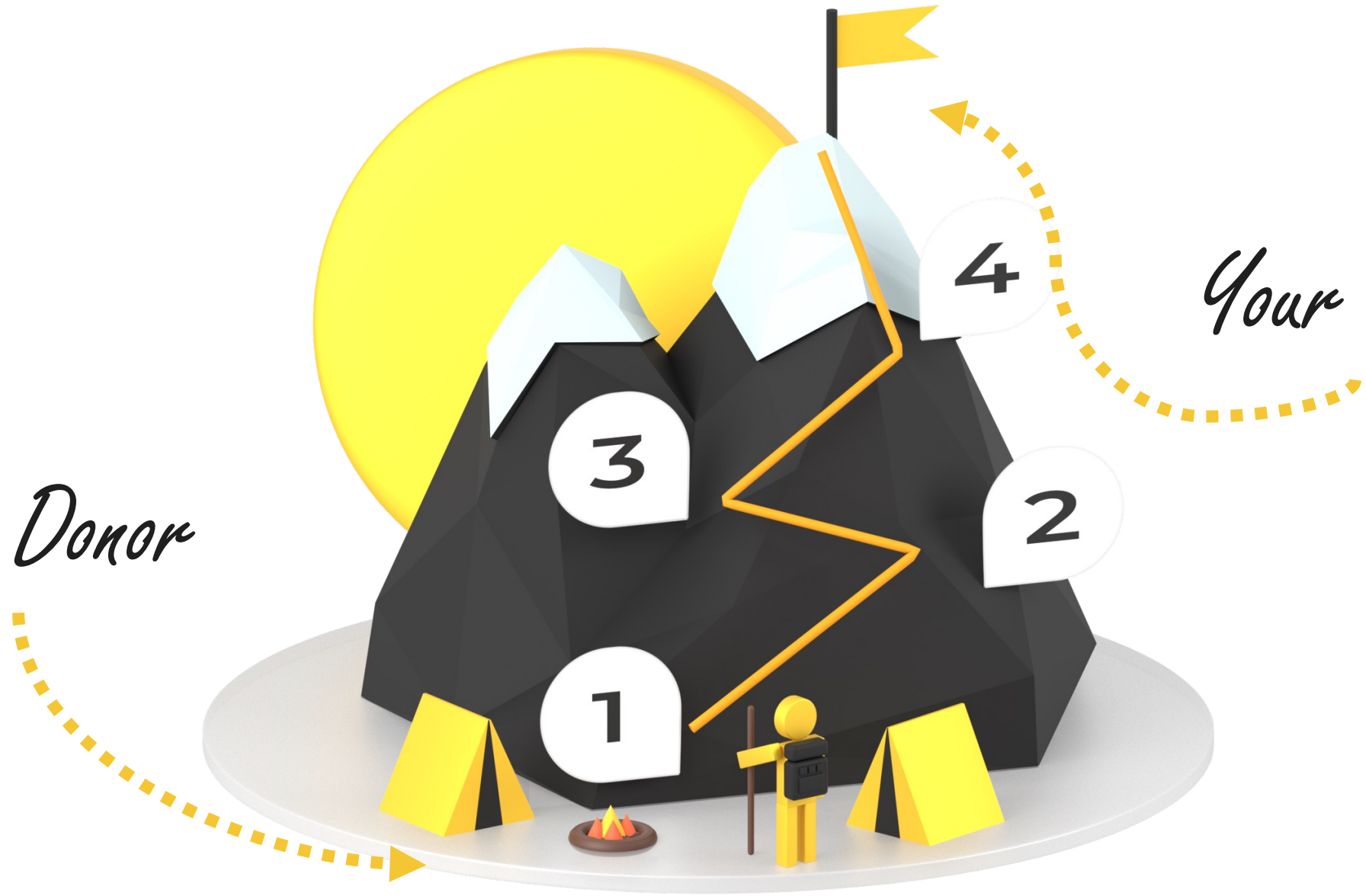
Your Donor



Your Goal

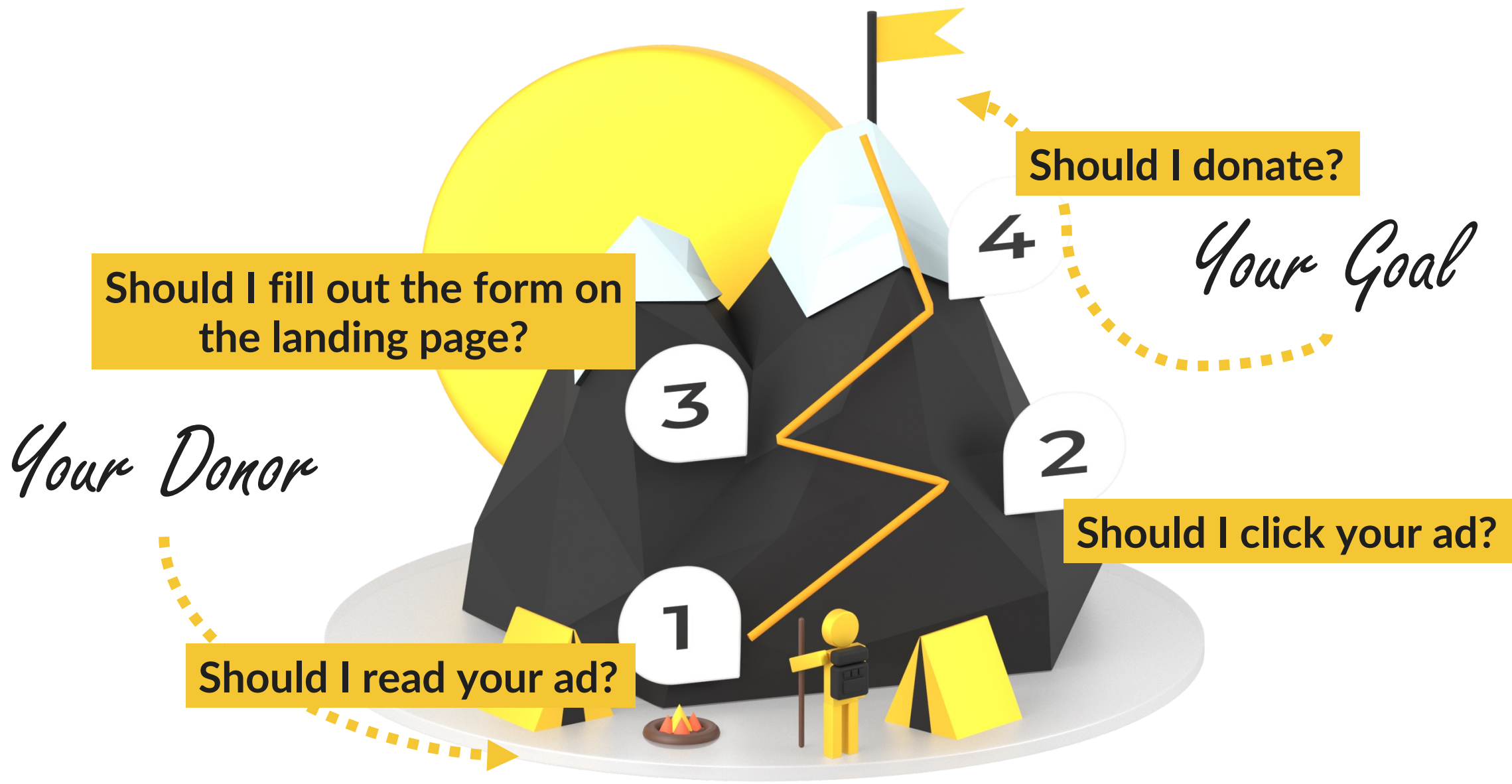


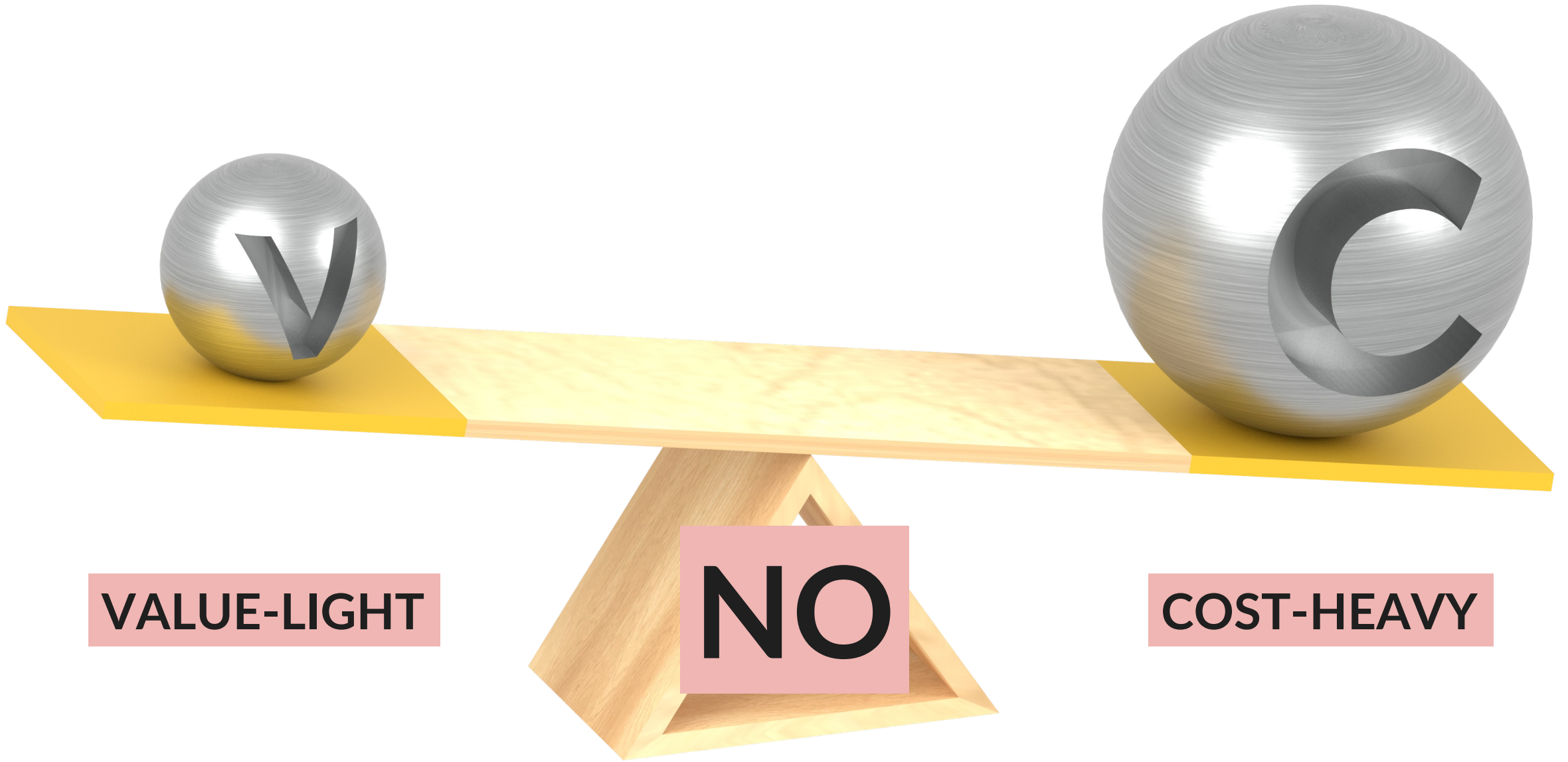
Your Donor



Your Goal





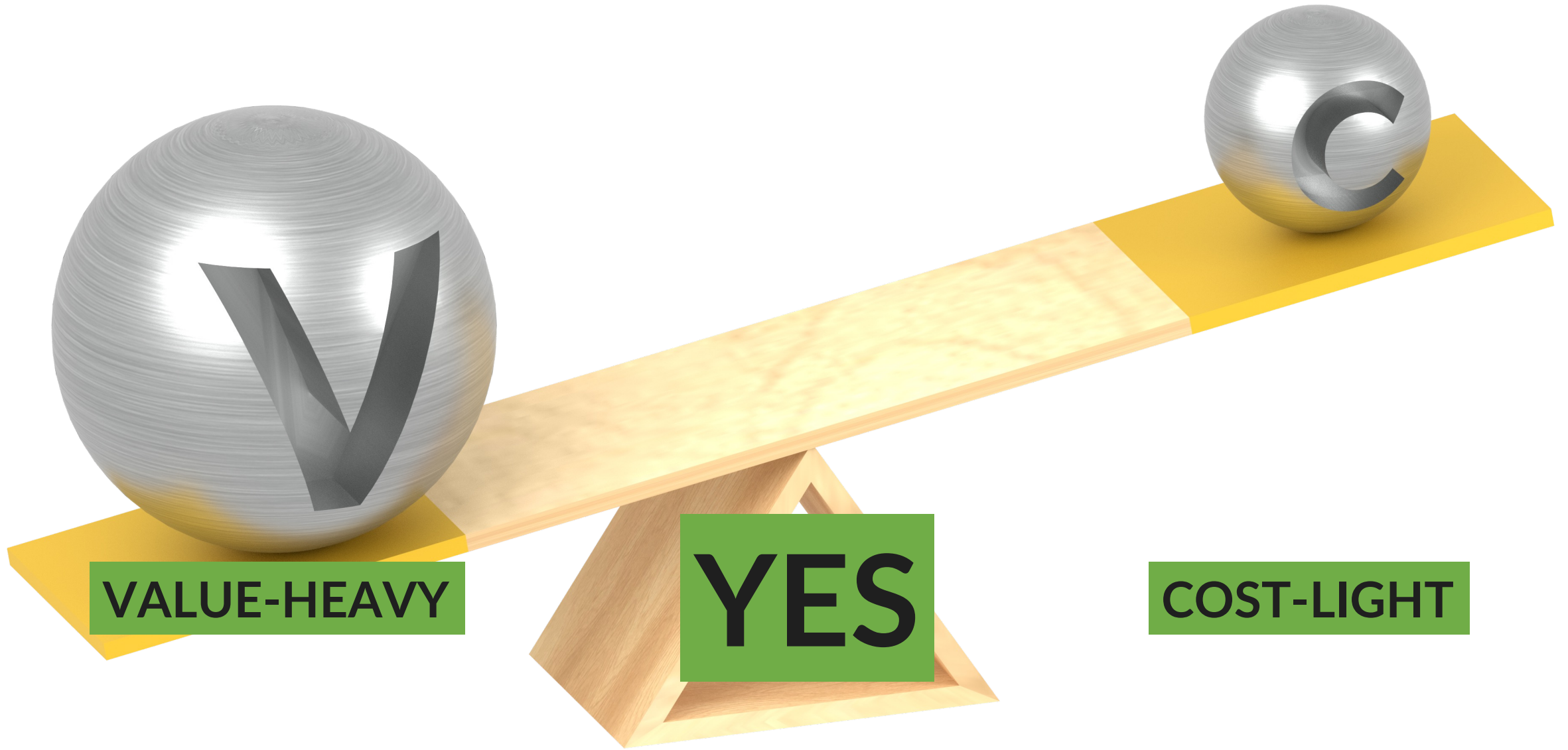


VALUE-LIGHT

NO

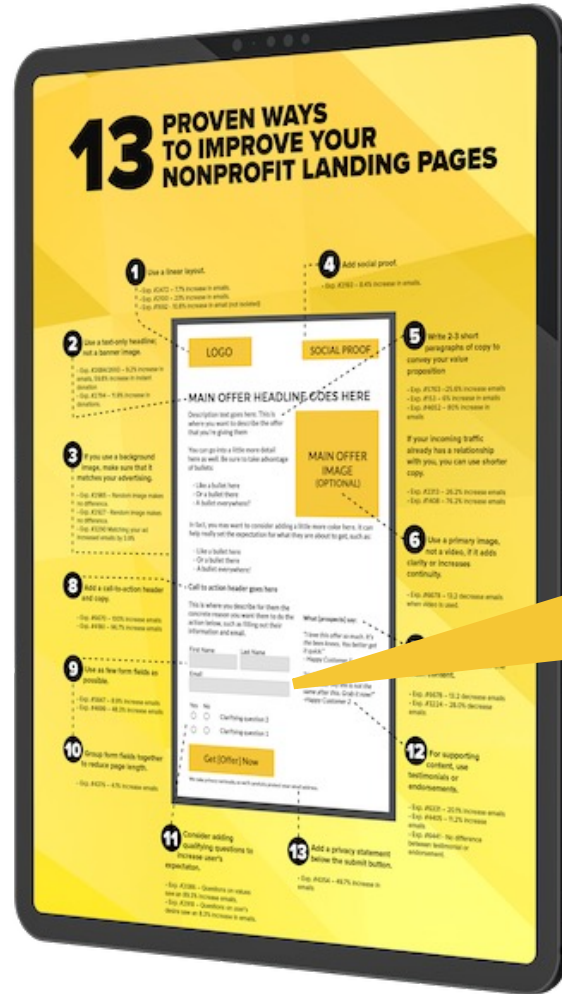
COST-HEAVY





But why do I need their
email address?





What's the value of an email address?



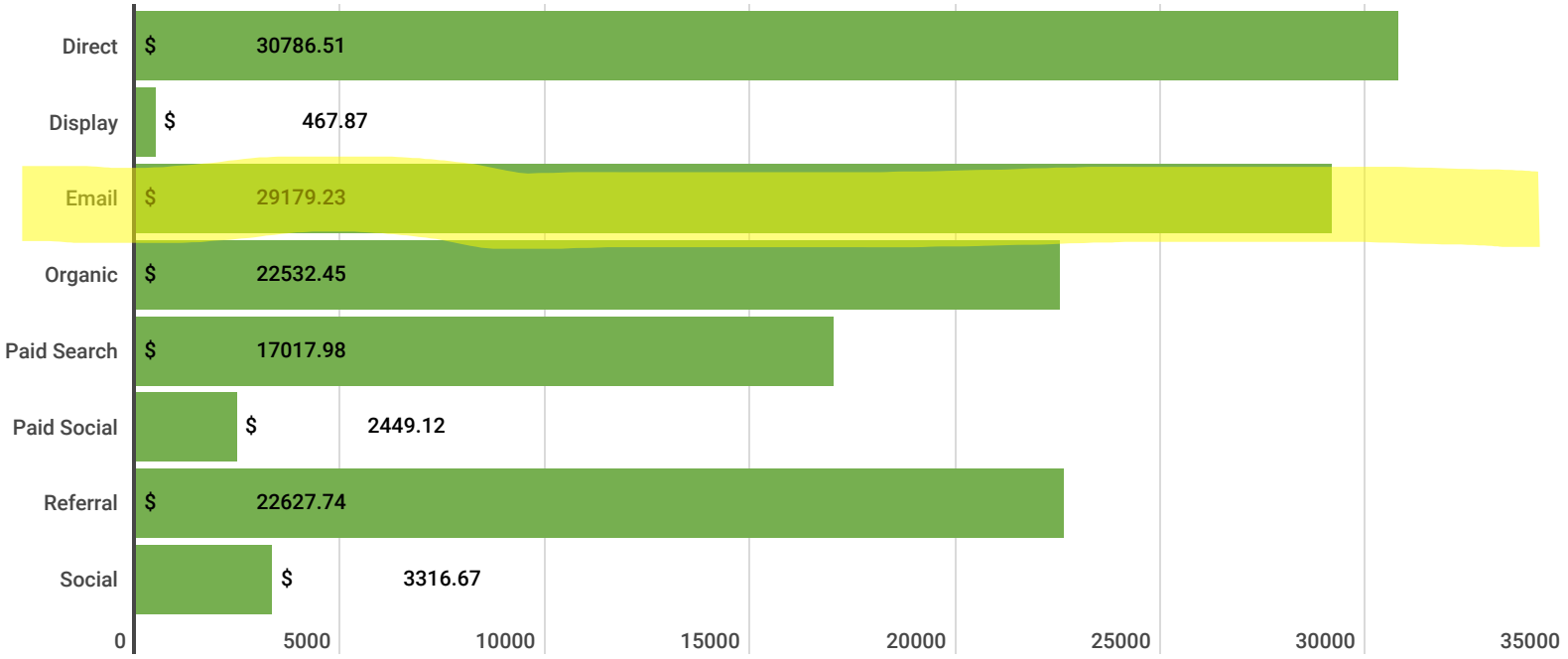
Emails Activate

Down-stream Revenue



Average Revenue Per Channel

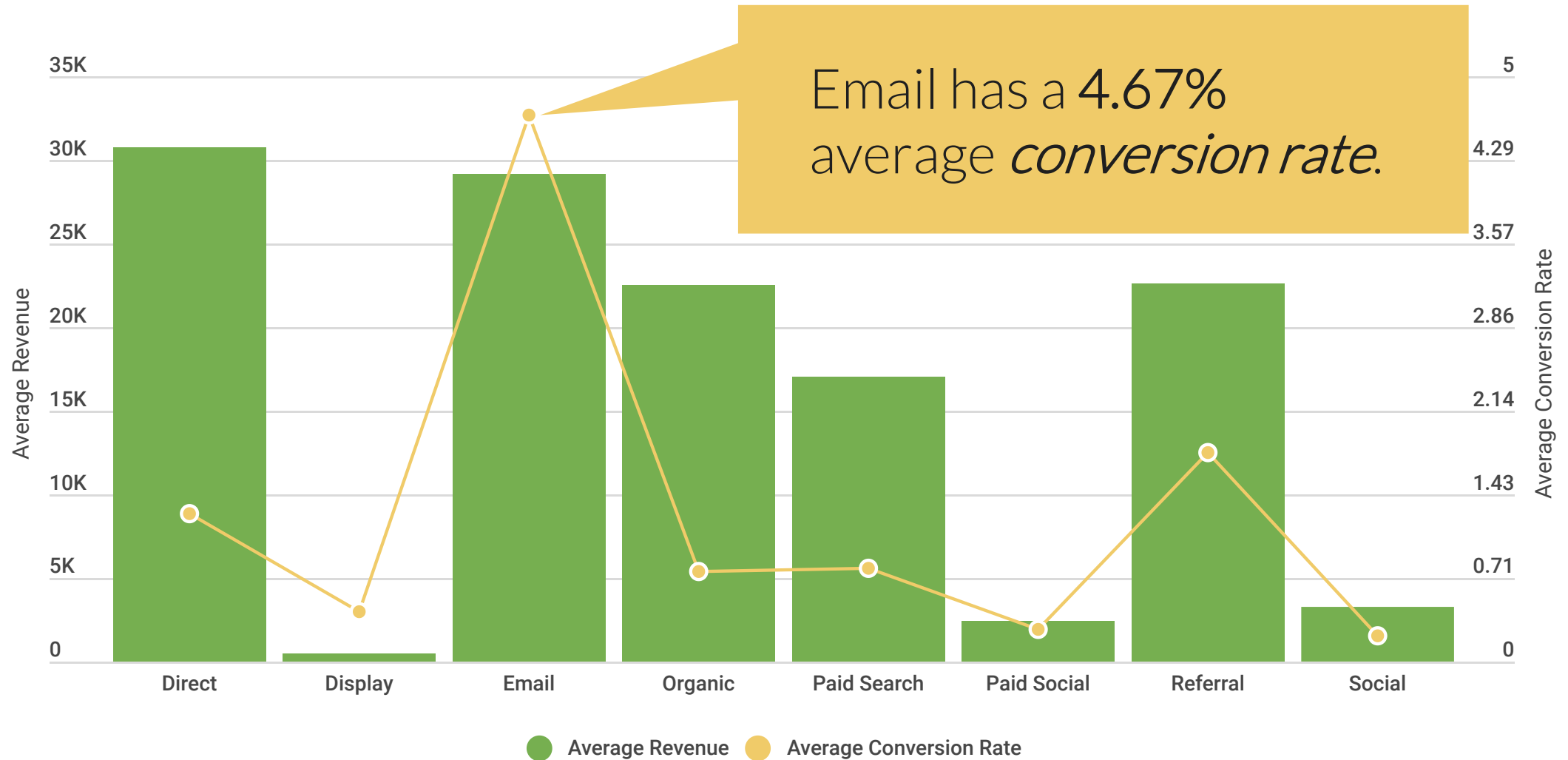
Average Revenue



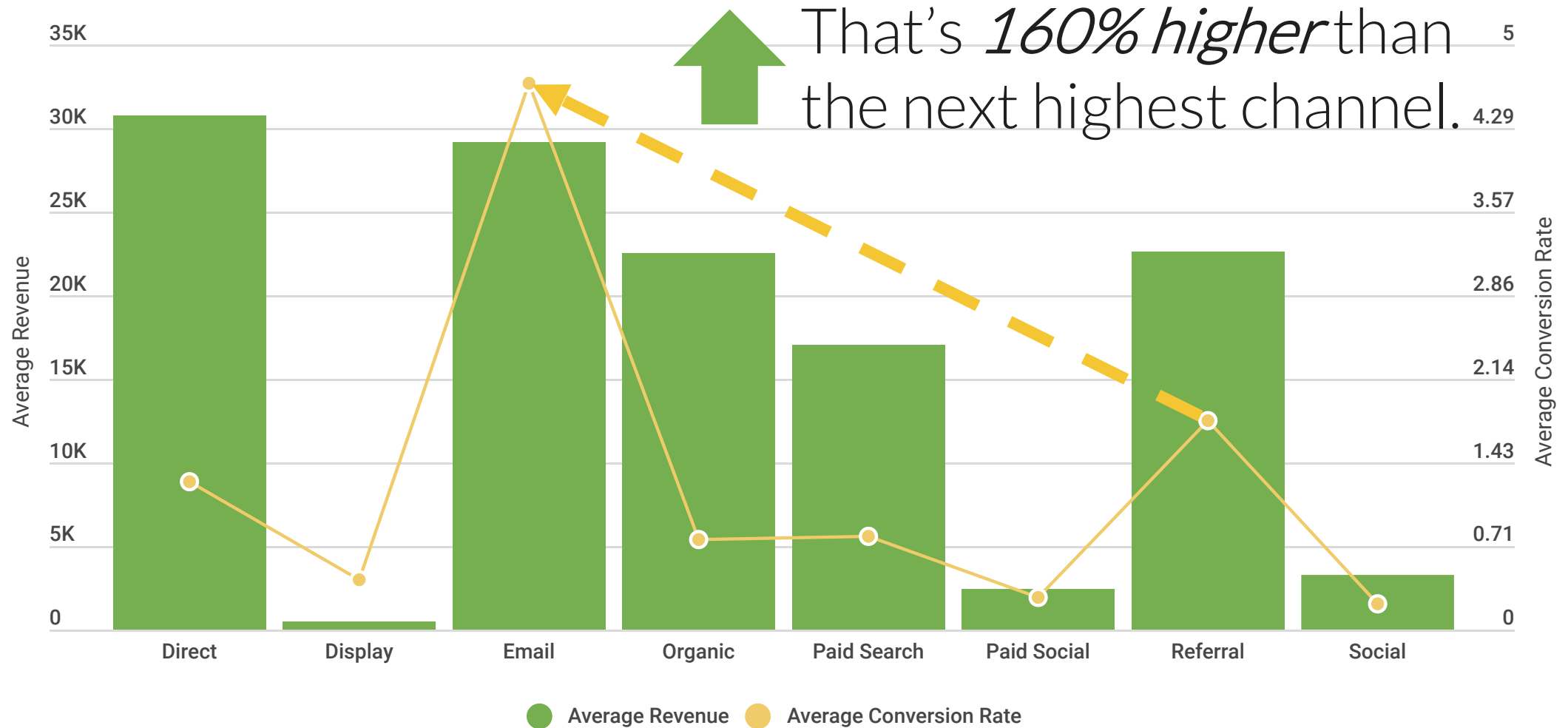
Made with 



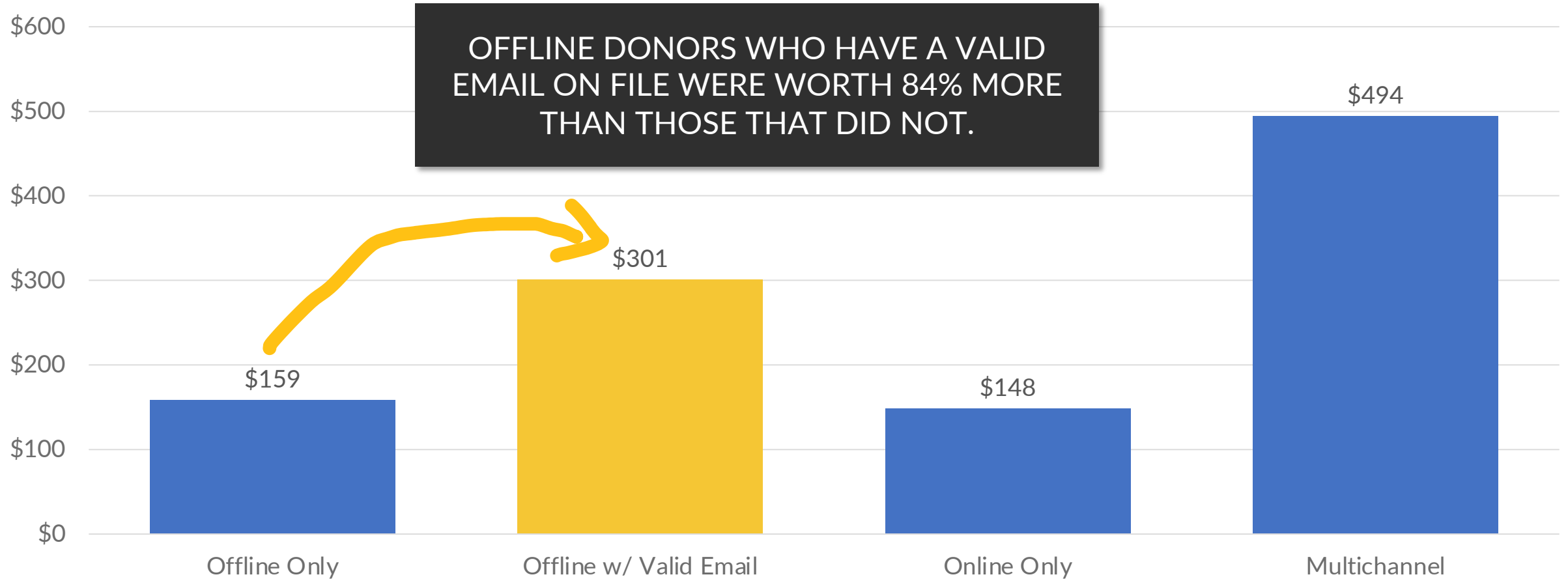
Average Conversion Rate Per Channel



Average Conversion Rate Per Channel



Average Revenue per Donor by Channel Cohort



Real Examples of Instant VS Downstream



A Missions Organization

Instant Donors

These "instant" refer to someone who signed up for email (or an email acquisition offer) and made a donation immediately following the signup. Some systems report



Instant Donors

1,050



First Gift Revenue

\$28.82K



Average First Gift

\$27



Lifetime Revenue

\$51.88K

Downstream Donors

Unlike instant donors, these this audience was first acquired on the email list and then later (at least 24 hours after signing up) became donors. These metrics help to measure how longer-term initiatives such as the new subscriber welcome series or high urgency campaigns are converting those who *don't* become donors at the time of acquisition.



Downstream Donors

1,179



Average Days to Convert

96

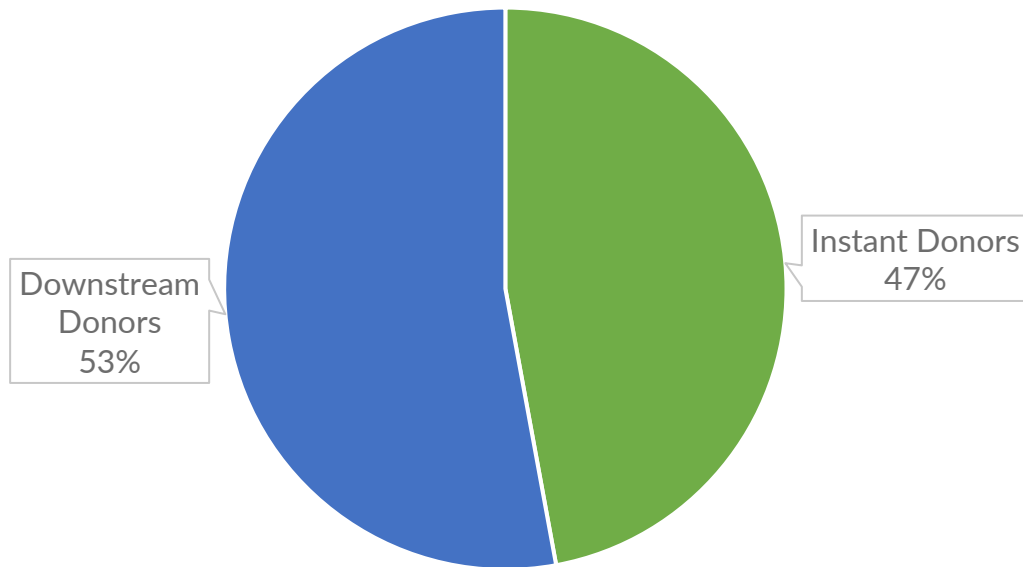


Lifetime Revenue

\$61K

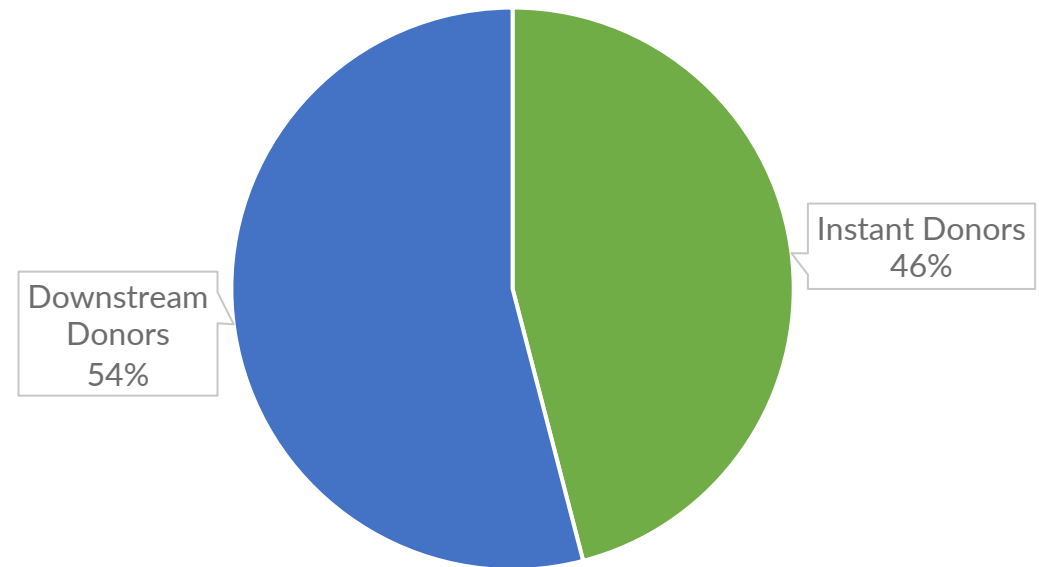
A Missions Organization

Number of Donors by Acquisition Type



■ Instant Donors ■ Downstream Donors

12 Month Revenue By Acquisition Type



■ Instant Donors ■ Downstream Donors



A Higher Ed Organization

Instant Donors

These "instant" refer to someone who signed up for email (or an email acquisition offer) and made a donation immediately following the signup. Some systems report



Instant Donors

25,323



First Gift Revenue

\$2.48M



Average First Gift

\$98



Lifetime Revenue

\$4.44M

Downstream Donors

Unlike instant donors, these this audience was first acquired on the email list and then later (at least 24 hours after signing up) became donors. These metrics help to measure how longer-term initiatives such as the new subscriber welcome series or high urgency campaigns are converting those who *don't* become donors at the time of acquisition.



Downstream Donors

11,554



Average Days to Convert

97



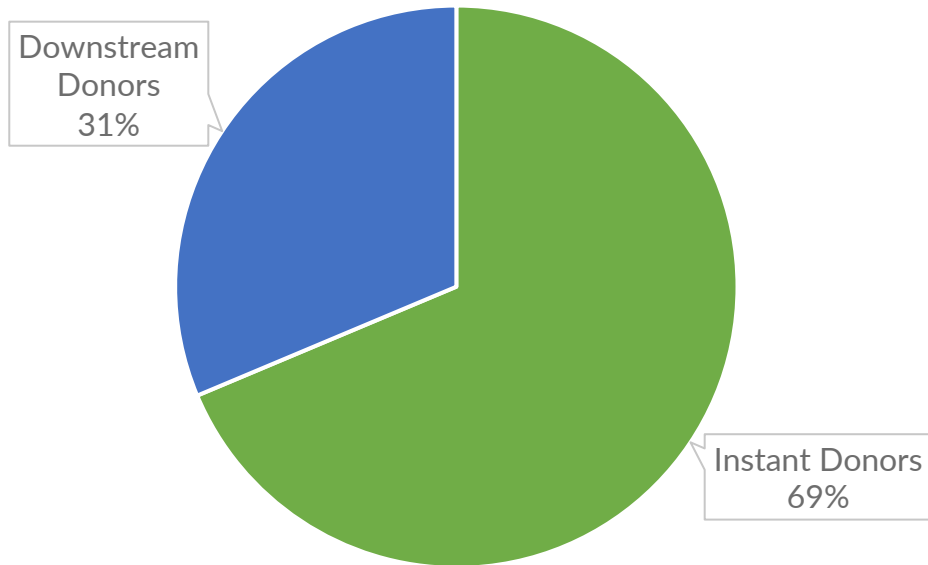
Lifetime Revenue

\$3M



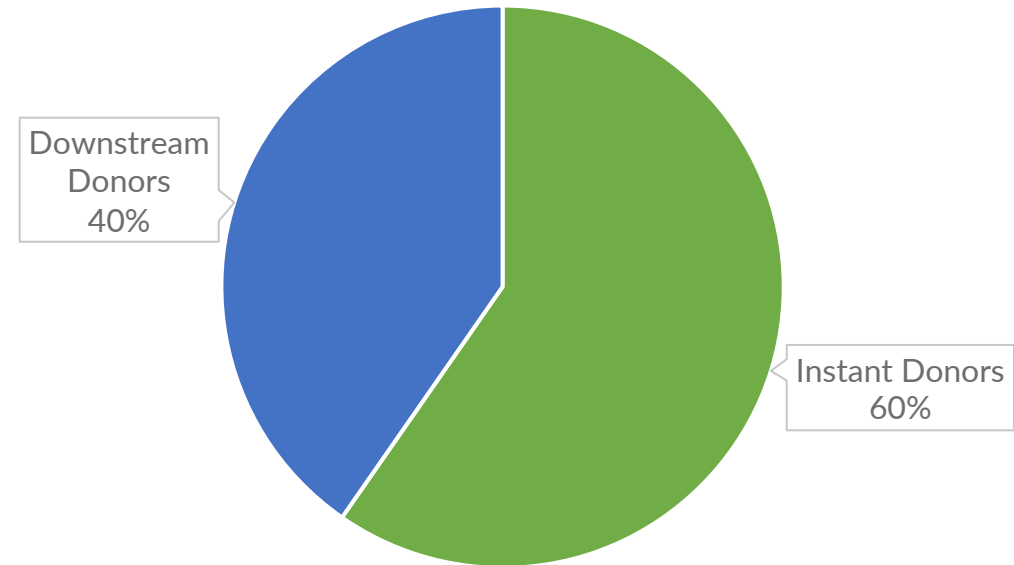
A Higher Ed Organization

Number of Donors by Acquisition Type



■ Instant Donors ■ Downstream Donors

12 Month Revenue By Acquisition Type



■ Instant Donors ■ Downstream Donors



Let's Review



#1

Donor retention is a problem.

60% retention rate for multi-year donors.



#2

Online donor acquisition has tremendous potential.

>463% more likely to become multi-channel than offline donors.



#3

Free content is the key to grab attention and convert donors.

A consistent and efficient model to acquire new donors online.





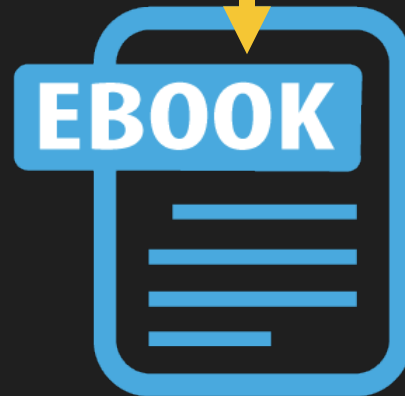
Advertisement



**Landing
Page**



**Instant
Donation Page**



Email Offer



The Strategy

The Execution

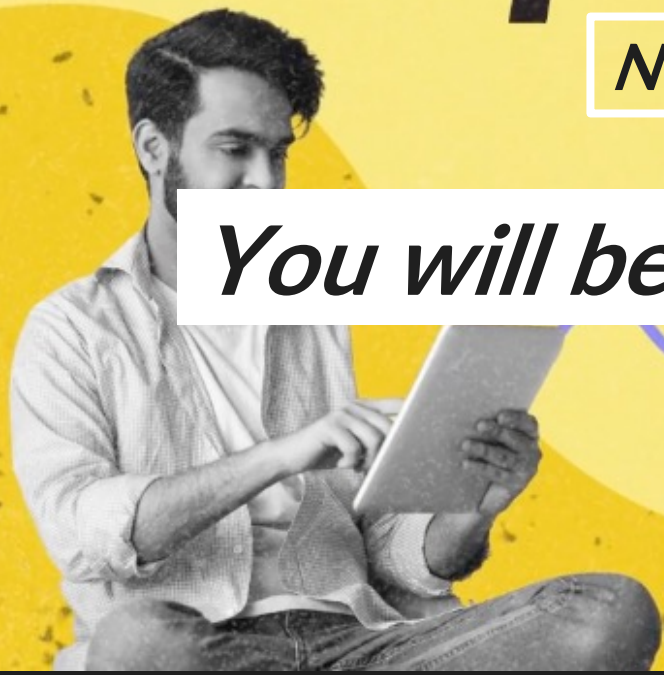


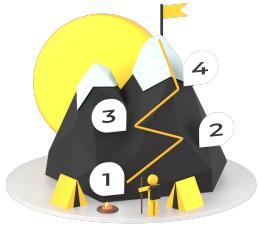


Online Donor Acquisition

NEW COURSE COMING AUGUST 9th

You will be the first to know when it's live





SESSION 2

Value
Proposition
Essentials



SESSION 3

Creating an
Email
Acquisition
Offer



SESSION 4

Implementing
Your Email
Acquisition Page



SESSION 5

Implementing an
Instant
Donation Page



SESSION 6

Getting People
to See Your
Offer

Taught in the order you will build your campaign.



Questions?



THE NONPROFIT INNOVATION OPTIMIZATION SUMMIT

KANSAS CITY, MO
SEPTEMBER 20-23

[NIOSUMMIT.COM](https://niosummit.com)

DEADLINE IS TOMORROW

SAVE \$300 WITH CODE [FLYINGMONKEY](#)



Don't break the Tin Man's heart by not coming to NIO.