

Here Lies...



September 30, 2023

A Memorial Webinar Brought to You By:



iDonate®



"NIO obviously is a good time.

It's not only been really valuable educationally, but it's been a ton of fun!"

Marissa Stein
Coral Reef Alliance





"There was so much information that was applicable."

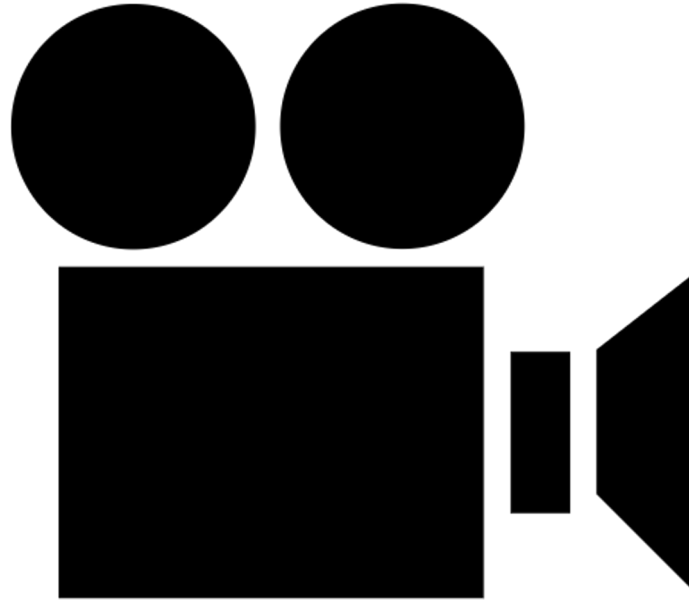
It won't just change the way we approach our donors, but our philosophy of why we're talking to them in the first place."

**DeNail Sparks
EveryNation**

DIGITAL FUNDRAISERS **COME ON DOWN!**

niosummit.com

A Few Quick things...



A video recording of this 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.

A Quick Poll

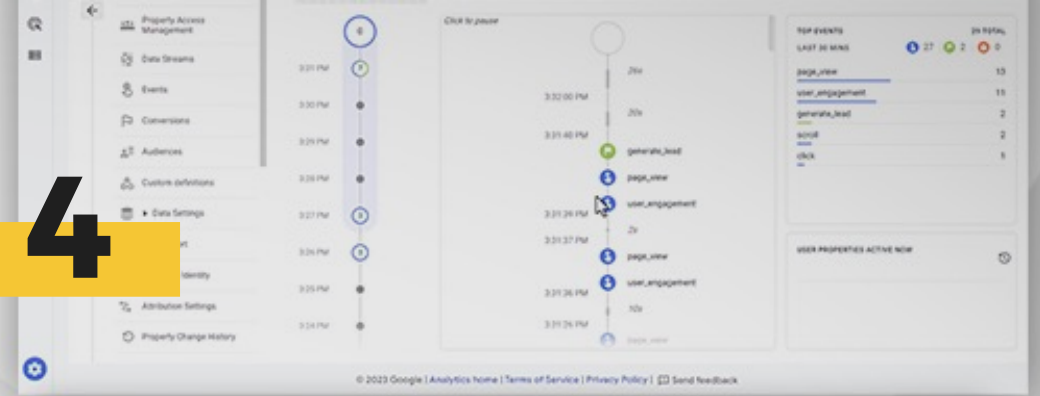
On Google Analytics 4

Google Analytics 4 For Nonprofits

Get free access to the
course for 30 days
by activating your free membership trial



[NEXTAFTER.COM/MEMBERSHIP](https://nextafter.com/membership)



Here Lies...



September 30, 2023

A Memorial Webinar Brought to You By:



Opening Remarks from Michael Baker



Michael Baker

Vice President, Customer Success
iDonate

What happens now?

Confirmed GA4 Integrations

Other Testing Tools

AB Test

OMNICONVERT

Opt

vert®

VWO

crazyegg™

- Big Price Tags
- Not specifically designed for nonprofits
- One more tool to manage and integrate

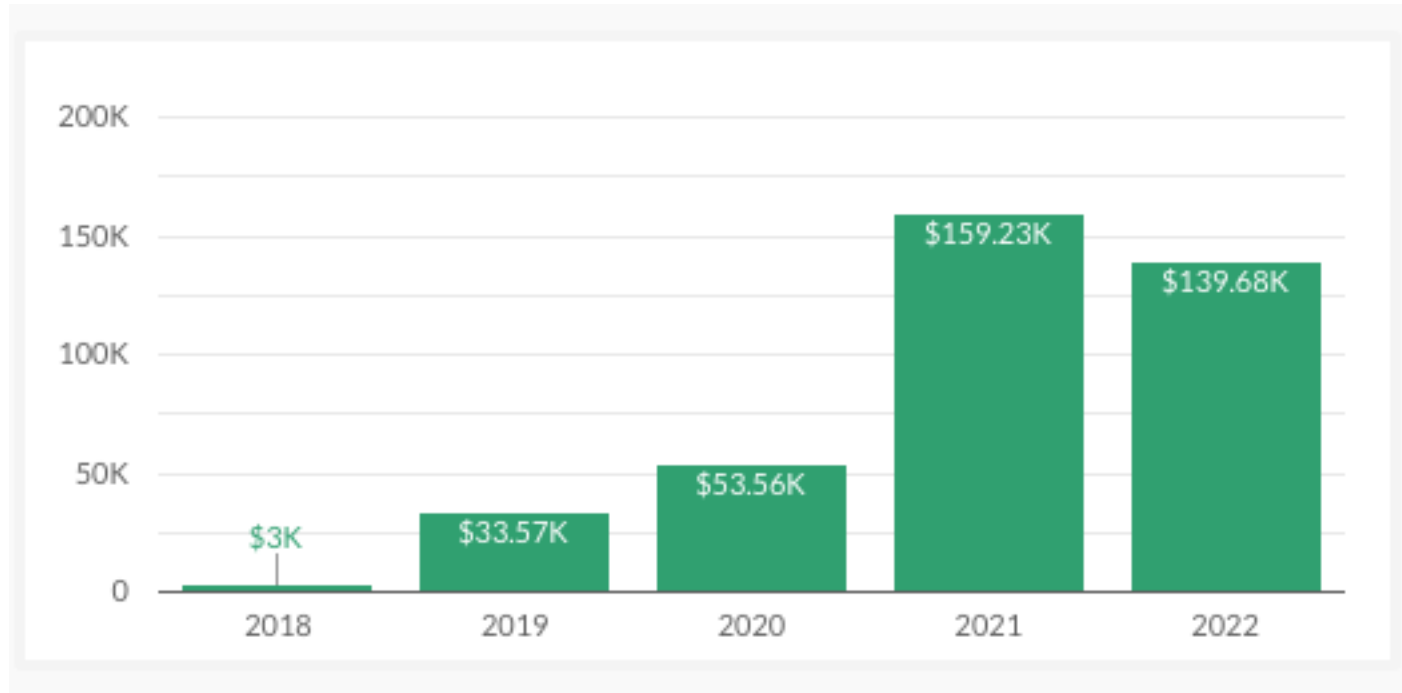
Is it *really* that **big** of a deal?



Let's Look At Some Charts!

Policy Organization

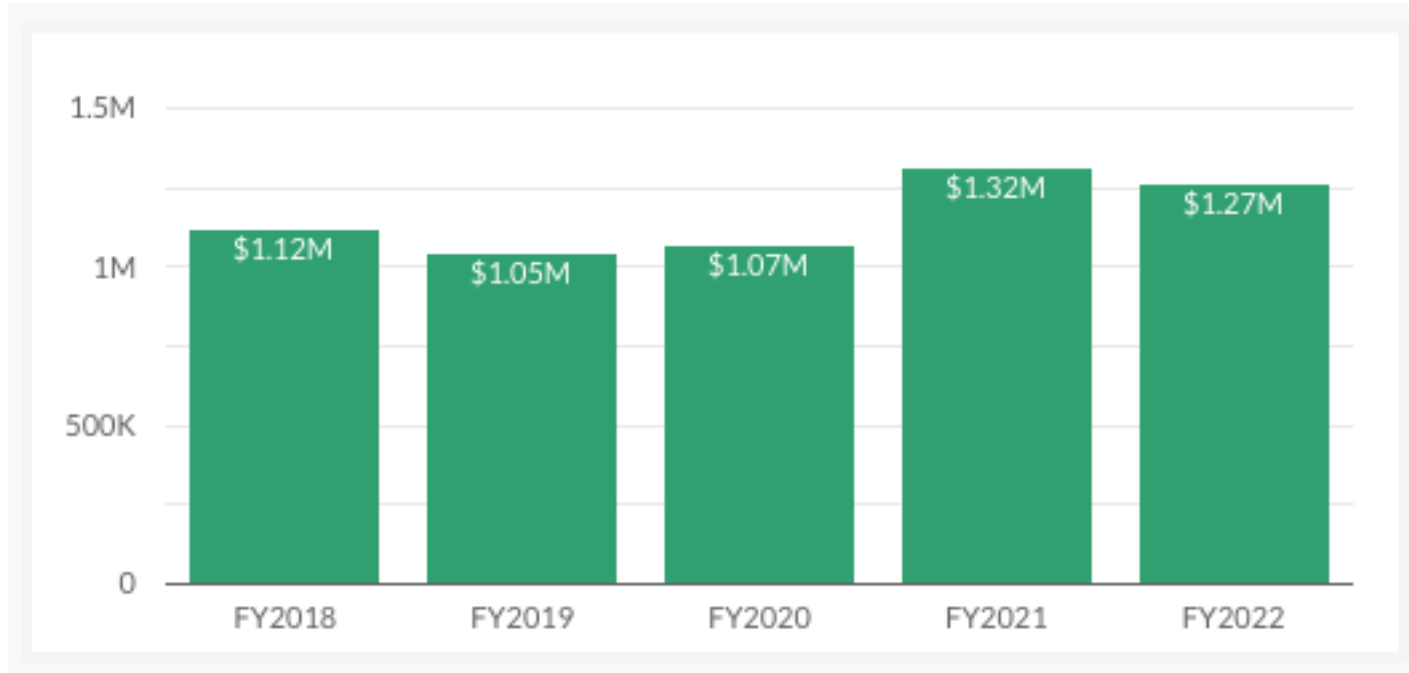
\$17M in Total Revenue



Online Fundraising Revenue by Year

Faith-Based Organization

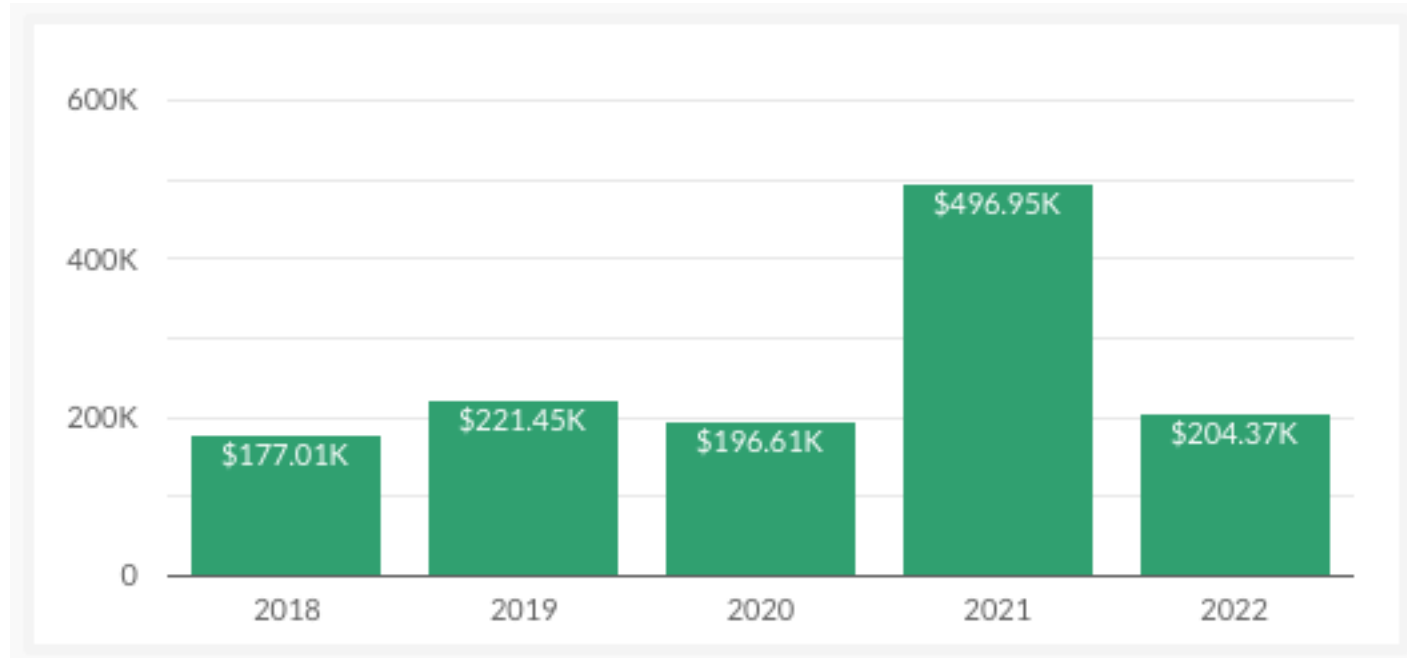
\$16M in Total Revenue



Online Fundraising Revenue by Year

Faith-Based Organization

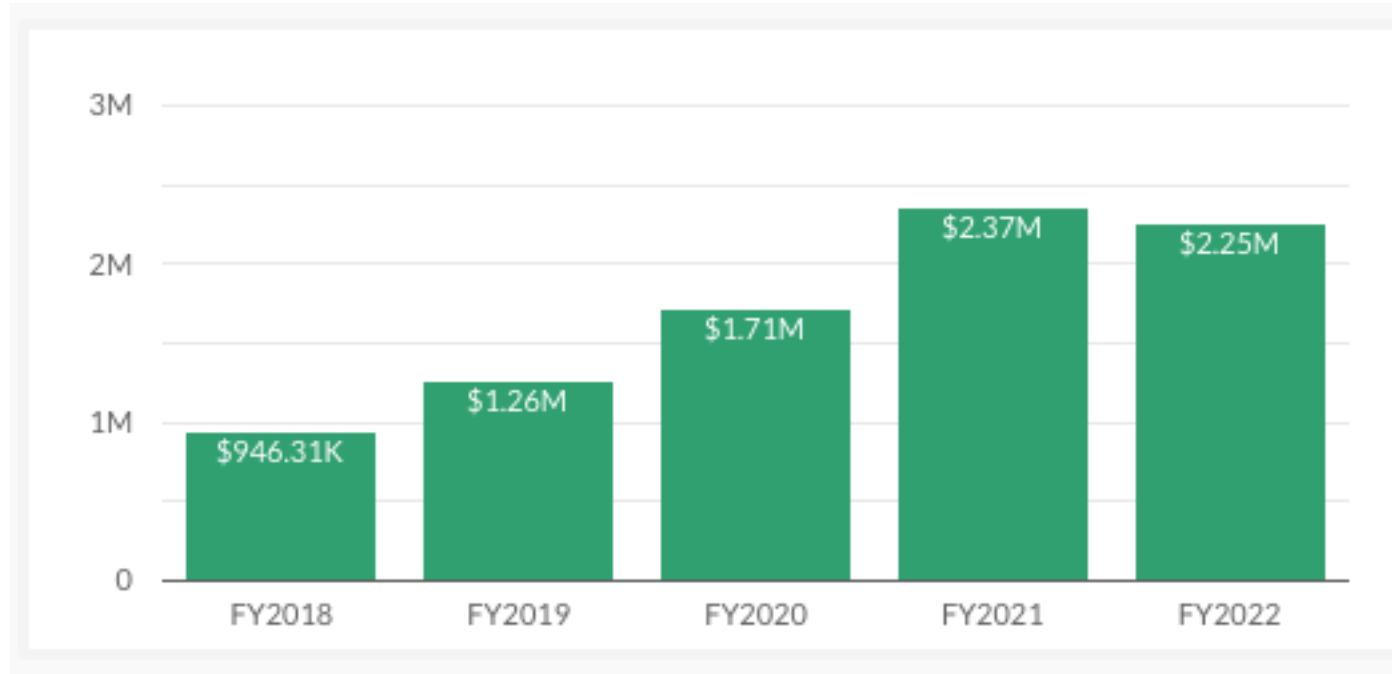
\$23M in Total Revenue



Online Fundraising Revenue by Year

Higher Ed Organization

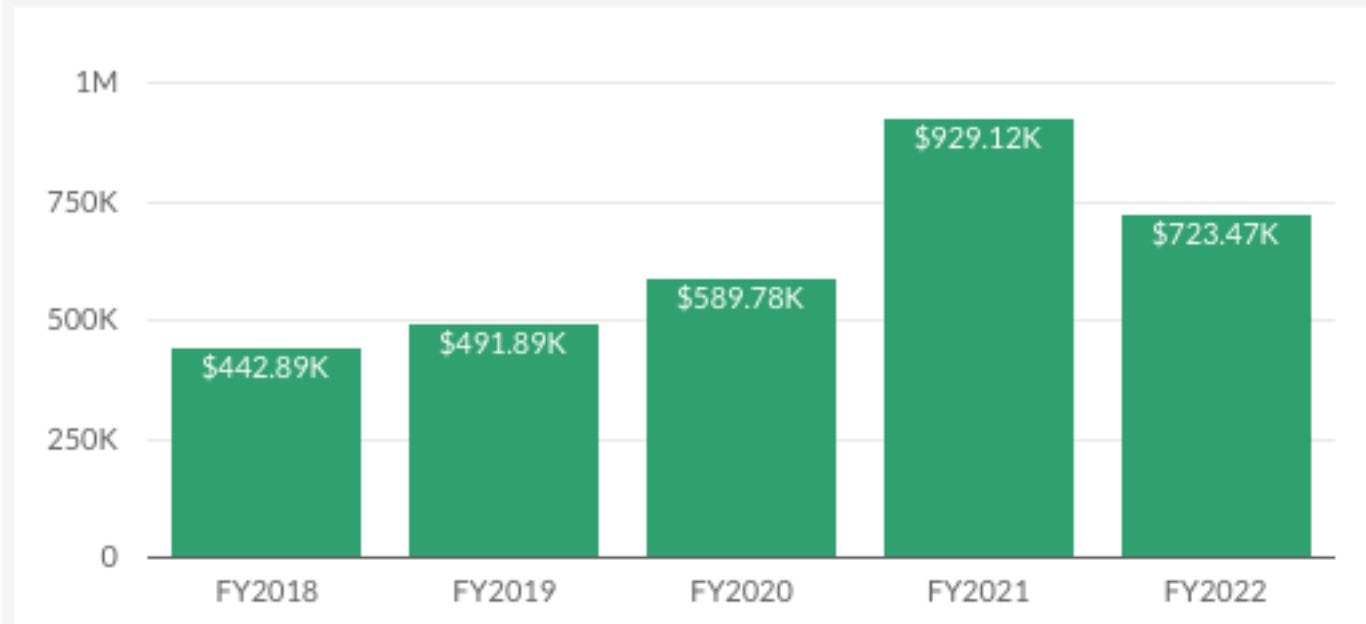
\$26M in Total Revenue



Online Fundraising Revenue by Year

Missions Organization

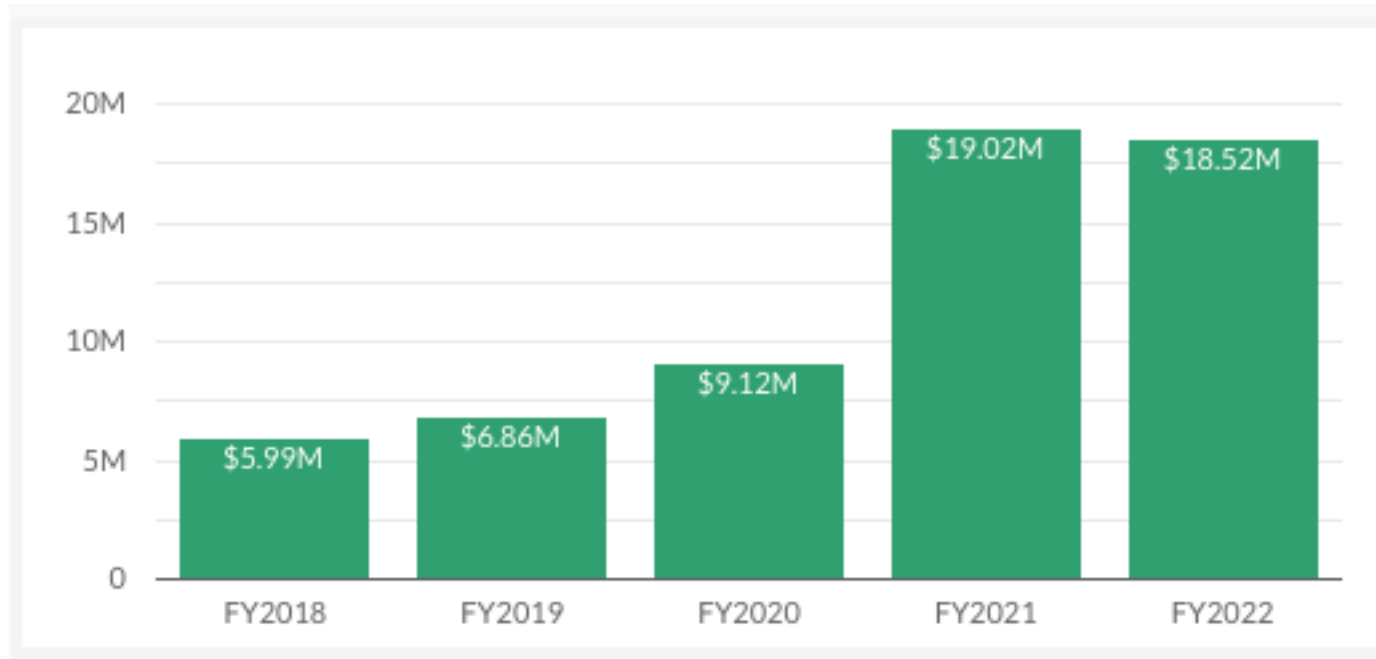
\$29M in Total Revenue



Online Fundraising Revenue by Year

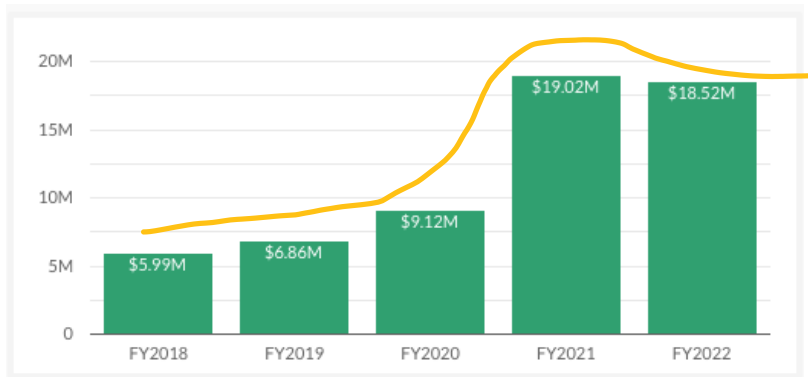
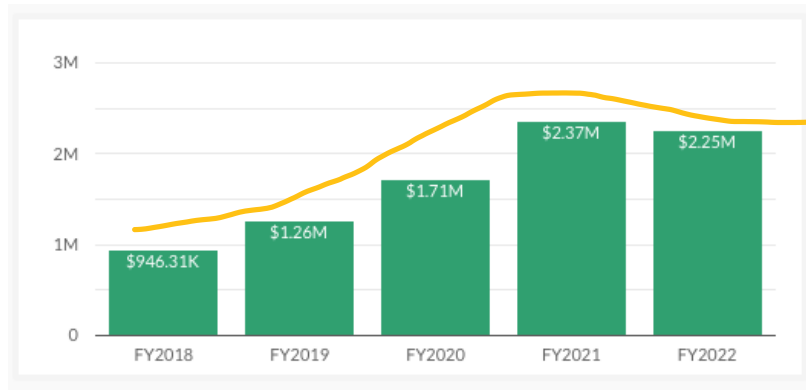
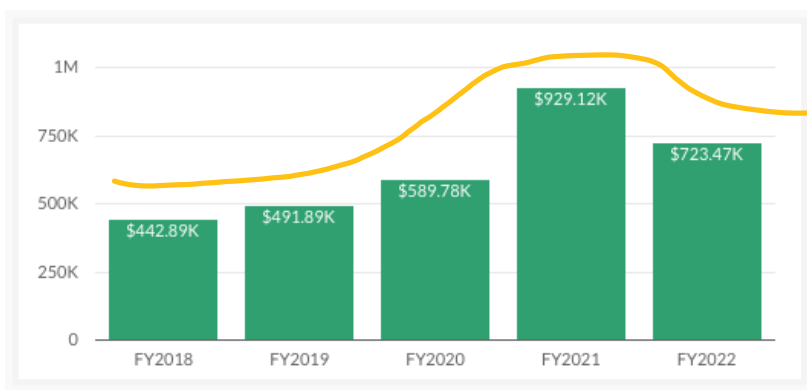
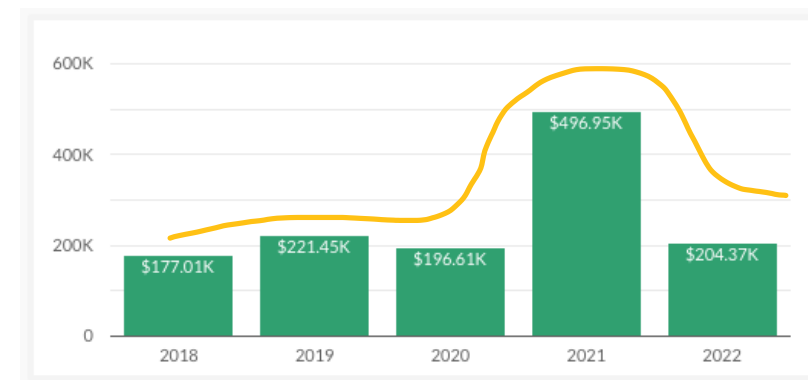
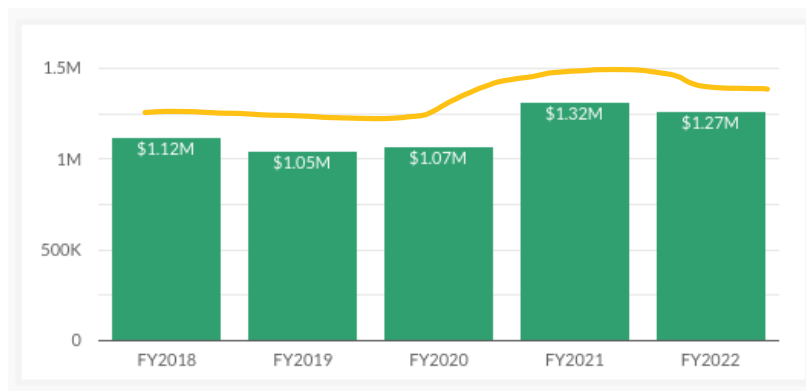
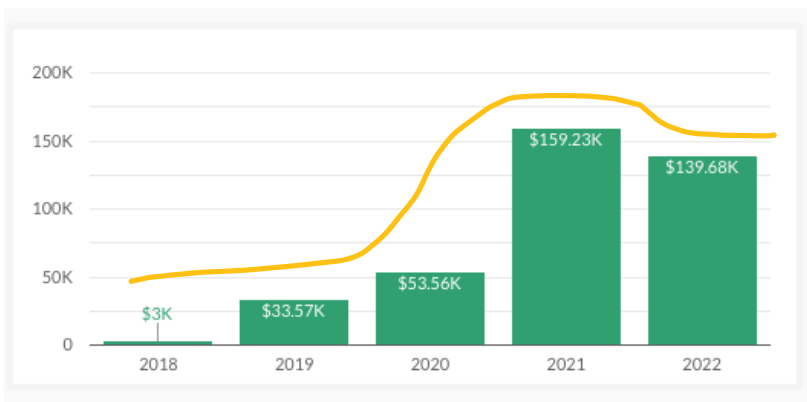
Higher Ed Organization

\$250M in Total Revenue



Online Fundraising Revenue by Year

What did you **see**?





The COVID Bump

There's actually a bigger problem

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

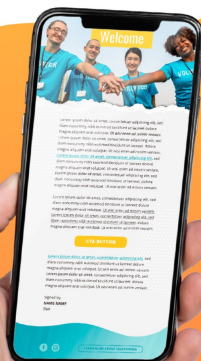
60%

Multi-Year, Offline-Only Donor Retention Rate

Blackbaud Institute 2021

THE NEW DONOR WELCOME STUDY

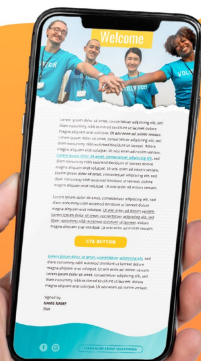
*A Look at How
147 Nonprofits
Treat Donors
from Different
Channels
During the
First 90 Days*



Analyzing the first
90-days of new donor
communication.
(online & offline)

THE NEW DONOR WELCOME STUDY

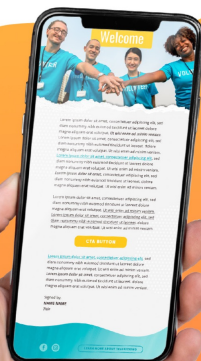
*A Look at How
147 Nonprofits
Treat Donors
from Different
Channels
During the
First 90 Days*



45% of nonprofits
sent nothing to new
postal donors.

THE NEW DONOR WELCOME STUDY

*A Look at How
147 Nonprofits
Treat Donors
from Different
Channels
During the
First 90 Days*



18% of nonprofits
sent nothing to new
online donors.

90%

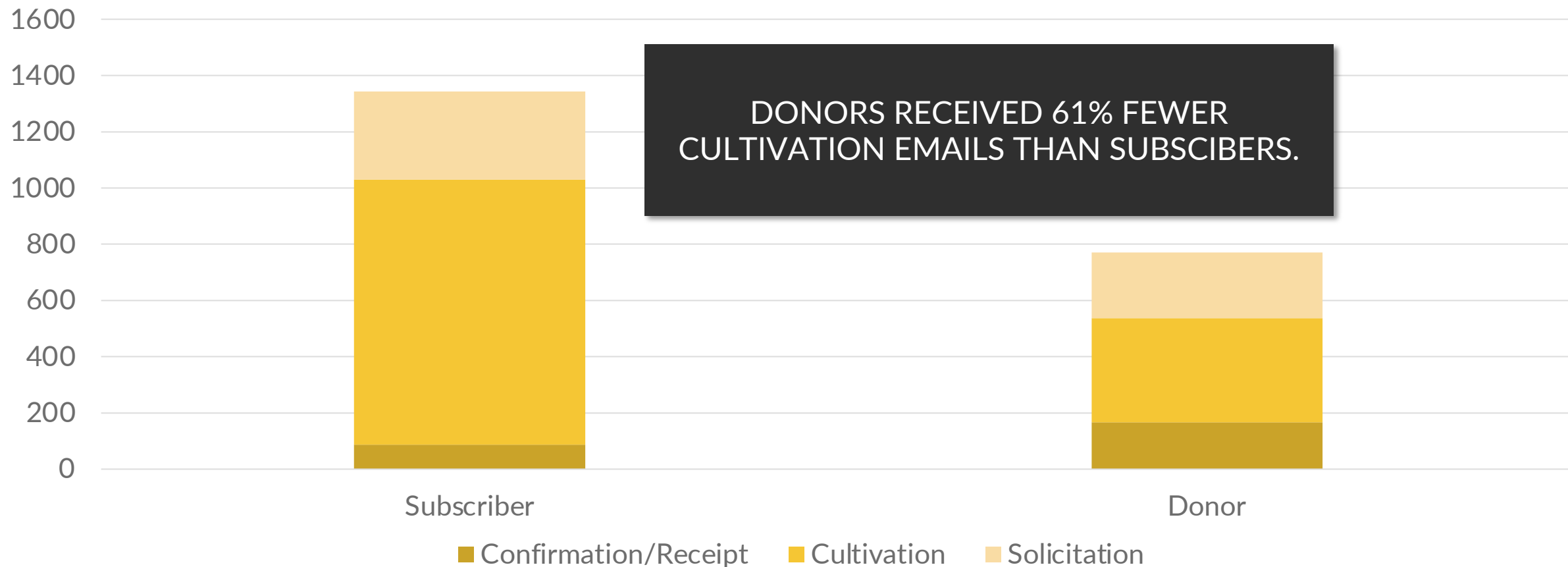
47%

29%

Messages	Open rate	Click-through rate	Click-to-open rate	Unsubscribe rate	Spam rate	Bounce rate	% of cycles
1	90.09%	27.06%	30.03%	0.75%	0.05%	3.01%	39.98%
2	71.86%	19.77%	27.52%	0.57%	0.03%	2.49%	8.74%
3	63.82%	15.14%	23.73%	0.63%	0.03%	2.13%	5.88%
4	57.69%	11.16%	19.34%	0.71%	0.05%	2.03%	5.63%
5	52.43%	10.83%	20.66%	0.65%	0.04%	2.41%	3.93%
6	85.16%	21.57%	25.33%	0.46%	0.04%	1.71%	2.80%
7	47.47%	8.34%	17.56%	0.67%	0.03%	2.43%	3.24%
8	54.83%	7.00%	12.76%	0.62%	0.04%	1.66%	3.02%
9	51.60%	9.26%	17.95%	0.51%	0.03%	1.48%	2.26%
10	40.75%	3.87%	9.51%	0.52%	0.03%	3.26%	2.42%
11	62.27%	8.51%	13.66%	0.36%	0.02%	1.54%	1.26%
12	29.78%	4.33%	14.53%	0.22%	0.02%	0.89%	2.14%

GetResponse customer data analyzing 7 billion emails sent in 2021

Types of Emails by Recipient Type



Does sending more cultivation
emails fix donor retention?

No one actually knows!

About 13,300,000 results (0.34 seconds)

Ad · <https://info.amplitude.com/retention/playbook>

The Playbook on Retention - Complete Guide To Retention

Get an adaptable, repeatable **strategy** that can be put in place for your product today. Set the product **strategy** for **retention** and find the right metric for your business.

[The Retention Playbook](#) · [Explore Live Demo](#) · [See Amplitude In Action](#) · [Chat With Us](#)

Ad · <https://www.donorperfect.com/>

Growth Fundraising CRM Tools - Ranked in Independent Reviews

Independent report gave our fundraising system the most "excellent" ratings. [Learn More](#).

Supercharge your nonprofit's fundraising initiatives & cultivate valuable relationships. Online Fundraising. Reporting & Analytics. Fundraising Growth. **Donor** Management.

[Demonstration](#) · [Features](#) · [DonorPerfect Forms](#) · [Automate tasks](#) · [Scale Your Fundraising](#)

Ad · <https://www.bloomerang.co/>

A Guide to Donor Retention - Bloomerang

Fundraiser Management Software. Request A Free Demo Now & Learn More! Discover a Modern

Donor Management System Nonprofits Actually Love to Use. Request A Demo.

[Explore Product Features](#) · [Explore Customer Results](#) · [Read Our Blog](#) · [Watch A Video Demo](#)



Search performance for this query

<https://www.nextafter.com/>



About 13,300,000 results (0.34 seconds)

Ad · <https://info.amplitude.com/retention/playbook>

The Playbook on Retention - Complete Guide To Retention

Get an adaptable, repeatable **strategy** that can be put in place for your product today. Set the product **strategy** for **retention** and find the right metric for your business.

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Ad · <https://www.donorperfect.com/>

Growth Fundraising CRM Tools - Ranked in Independent Reviews

Independent report gave our fundraising system the most "excellent" ratings. [Learn More](#). Supercharge your nonprofit's fundraising initiatives & cultivate valuable relationships. Online Fundraising. Reporting & Analytics. Fundraising Growth. **Donor** Management.

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Fundraiser Management Software. Request A Free Demo Now & Learn More! Discover a Modern **Donor** Management System Nonprofits Actually Love to Use. [Request A Demo](#).

[Explore Product Features](#) · [Explore Customer Results](#) · [Read Our Blog](#) · [Watch A Video Demo](#)

Lots of people are paying to tell you they have the answers.



Search performance for this query

<https://www.nextafter.com/>

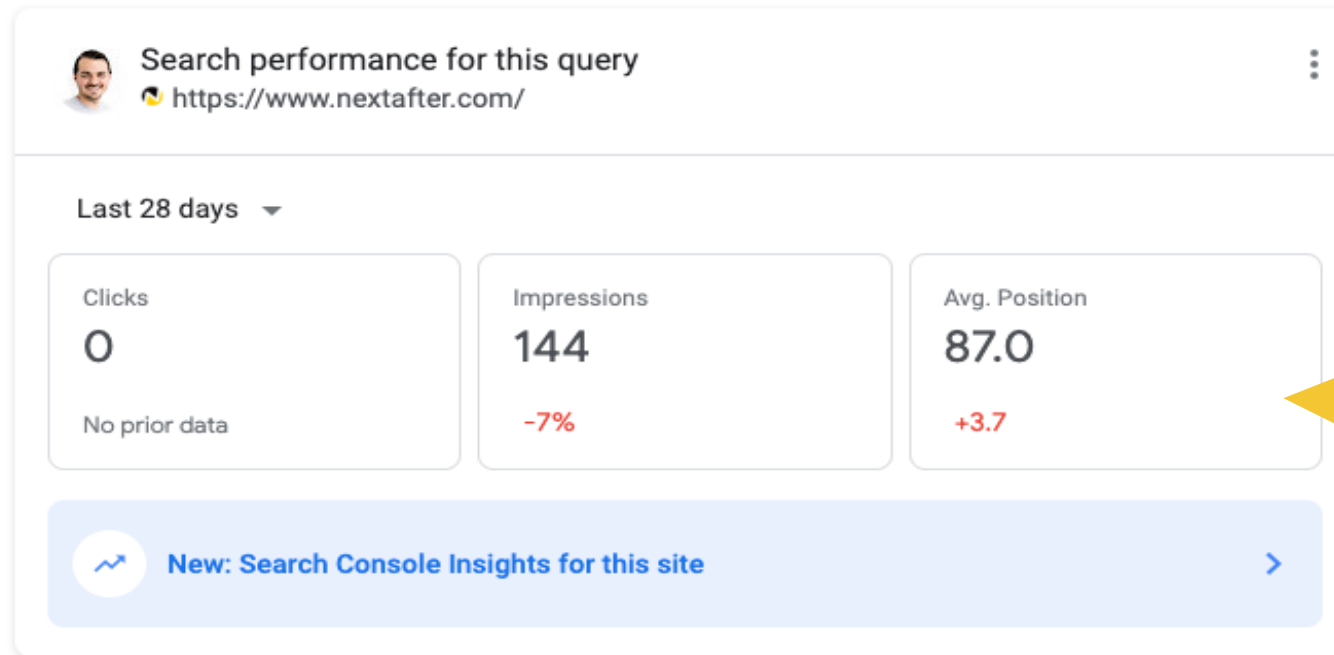


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[Explore Product Features](#) · [Explore Customer Results](#) · [Read Our Blog](#) · [Watch A Video Demo](#)



🔒 Visible only to you

[Feedback](#)

We have an article, but I guess we're bad at SEO.

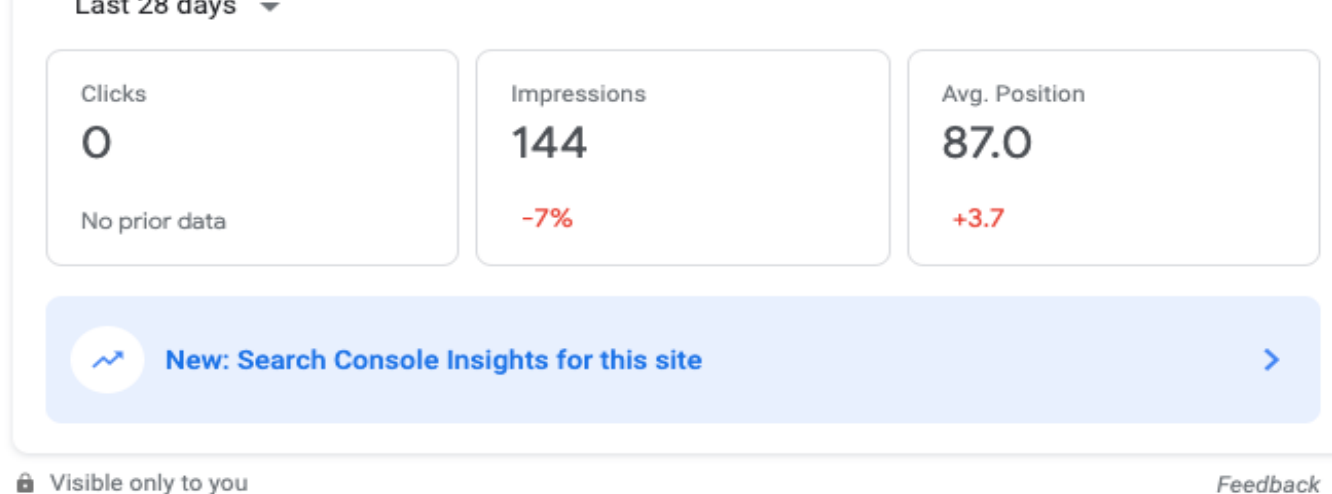
Scholarly articles for **donor retention strategies**

Donor retention matters - Barber - Cited by 22

How can we improve **retention** of the first-time **donor**? A ... - Bagot - Cited by 107

... deferral is ending: An effective **donor retention strategy** - Gemelli - Cited by 6





Scholarly articles for **donor retention strategies**

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How can we improve **retention** of the first-time **donor**? A ... - Bagot - Cited by 107

... deferral is ending: An effective **donor retention strategy** - Gemelli - Cited by 6

This is actually about retaining blood donors.

<https://neonone.com> › resources › blog › donor-retenti... ⋮

7 Effective Strategies for Boosting Donor Retention - Neon One

Nov 23, 2020 — 1. Be a **Donor** Manager. Think of **donors** as an extension of staff. · 2. Invest in Technology · 3. Leverage Nonprofit Data · 4. Perfecting your Annual ...

People also ask ⋮

How do you keep donor retention? ▾

How do you motivate and retain donors? ▾



<https://neonone.com> › resources › blog › donor-retenti... ⋮

7 Effective Strategies for Boosting Donor Retention - Neon One

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People also ask ⋮

How do you keep donor retention? ▾

How do you motivate and retain donors? ▾

What is donor retention? ▾

What is a good donor retention rate? ▾

Feedback

Surely these experts have the answers!

<https://www.classy.org> › blog › want-donors-to-give-ag... ⋮

Donor Retention Strategies: Get Donors to Give Again - Classy

Aug 19, 2022 — 1. Demonstrate Your Impact · 2. Get Personal With Your Thank-Yous · 3. Contextualize Follow-Up · 4. Keep an Eye on Recurring Plans · 5. Use Events ...

[1. Demonstrate Your Impact](#) · [2. Get Personal With Your...](#) · [3. Contextualize Follow-Up](#)

<https://www.constantcontact.com> › blog › donor-retenti... ⋮

4 Simple (But Powerful) Donor Retention Strategies

May 20, 2022 — 1. Welcome back your **donors** · 2. Show your appreciation · 3. Ask for feedback · 4. Celebrate special occasions.

<https://www.keela.co> › Blog ⋮

6 Essential Strategies to Improve Donor Retention - Keela



1. Be a Donor Manager

Think of donors as an extension of staff. You wouldn't

3. Ask for feedback

2. Show your appreciation

3. Leverage Nonprofit Data

A good nonprofit CRM will allow you to create data-driven r

2. Invest in Technology

Even the savviest leaders use technology tools to r

- **Include impact stories in your newsletter.** Yo
donors posted on your programs' recent succe

2. Get Personal With Your Thank-Yous

5. Use Events to Further Nurture Donors

[Events](#) provide a unique opportunity for your supporters



An Experiment

What Would You Do?

You're about to write a donation appeal to 1000 donors for a critical campaign.

Each of them most recently gave you a \$100.

Do you send them Version A or Version B?

A

Asking for Less than Highest Previous Gift

Today we're looking for 15 people who have supported our organization in the past to step forward and make a gift of \$75 before midnight tonight.

I know this is less than you have generously given in the past. With financial uncertainty that you may or may be experiencing, we are not asking for that same level of support.

Your gift of \$75, combined with the generosity of others, will ensure we can reach people every single day.

Will you be one of the 15 donors?

You can make your special gift here:
www.organization.org/donate

B

Asking for More than Highest Previous Gift

Today we're looking for 15 people who have supported our organization in the past to step forward and make a gift of \$125 before midnight tonight.

Your gift of \$125, combined with the generosity of others, will ensure we can reach people every single day.

Will you be one of the 15 donors?

You can make your special gift here:
www.organization.org/donate

Which will lead to
more revenue?

A

Asking for Less than Highest Previous Gift

Today we're looking for 15 people who have supported our organization in the past to step forward and make a gift of \$75 before midnight tonight.

I know this is less than you have generously given in the past. With financial uncertainty that you may or may be experiencing, we are not asking for the same level of support.



15%

In Average Gift

Your gift of \$75, combined with the generosity of others, will ensure we can reach people every single day.



12%

In Donations

Will you be one of the 15 donors?

You can make your special gift here:
www.organization.org/donate

B

Asking for More than Highest Previous Gift

Today we're looking for 15 people who have supported our organization in the past to step forward and make a gift of \$125 before midnight tonight.

Version A led to a 134% increase in revenue across all segments – including four \$5,000 donations.

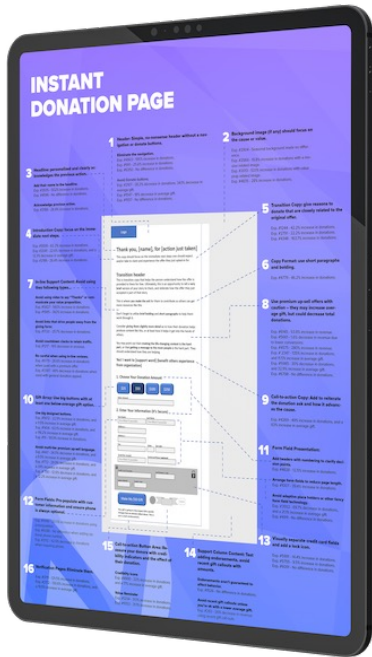
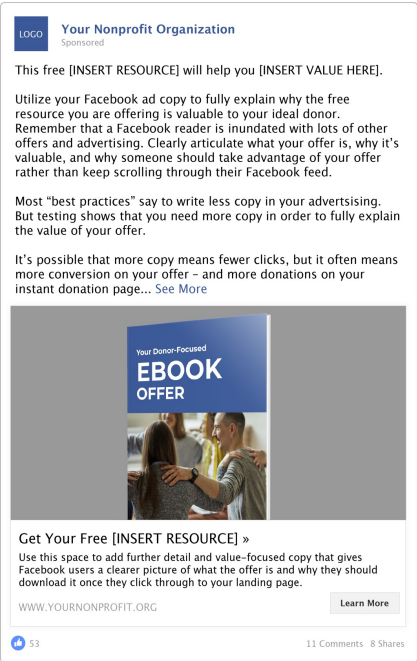
Version B had zero gifts at the \$5,000+ level.

Best Practices Won't Fix Donor Retention



*The solution is not a strategy.
It's a mindset.*

Standard Online Donor Acquisition Model



Facebook

Facebook Ad

Landing Page

Instant Donate Page

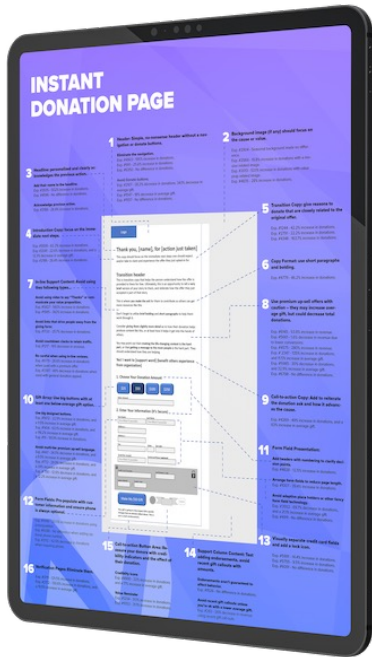
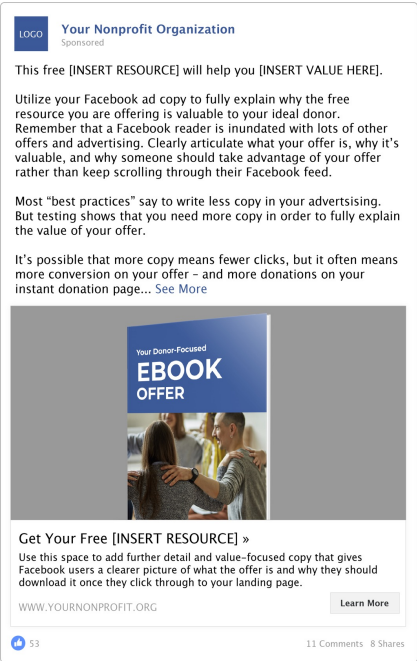
On Facebook to fill time and see content.

Looking at your ad because it provides value to them.

Filling out a form to get the valuable offer.

Considering giving as an act of gratitude » generosity.

NextAfter Marketing Model



On Facebook to fill time and see content.

Looking at your ad because it provides value to them.

Filling out a form to get the valuable offer.

Considering activating a course, attending an event, etc.

NextAfter Marketing Model



Facebook

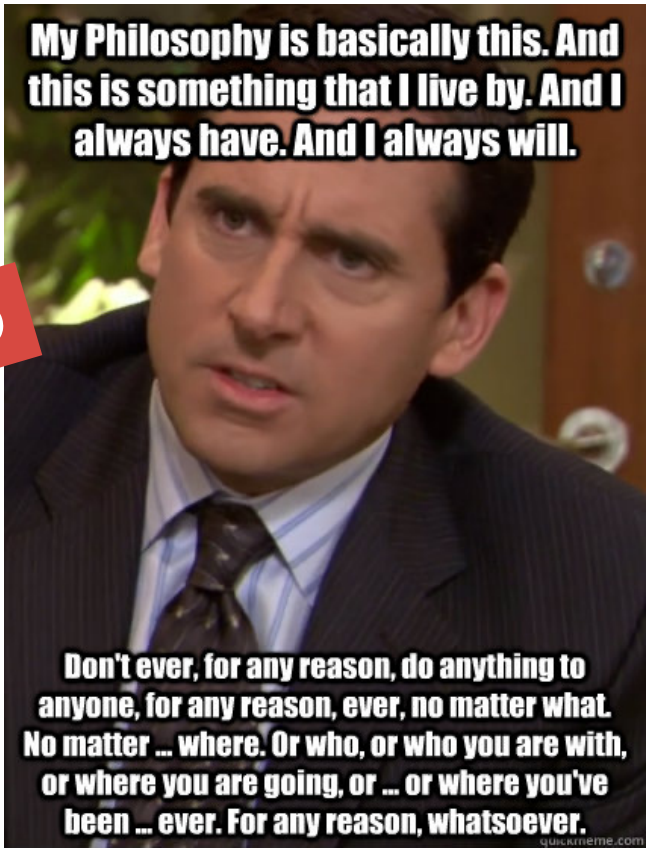
On Facebook to fill time and see content.



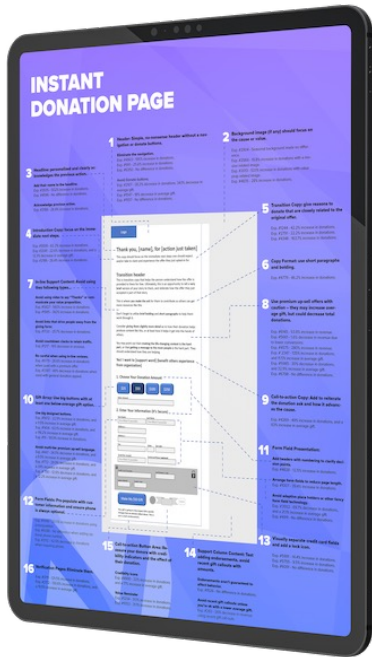
FACEBOOK LEAD AD

Facebook Ad

Looking at your ad because it provides value to them.



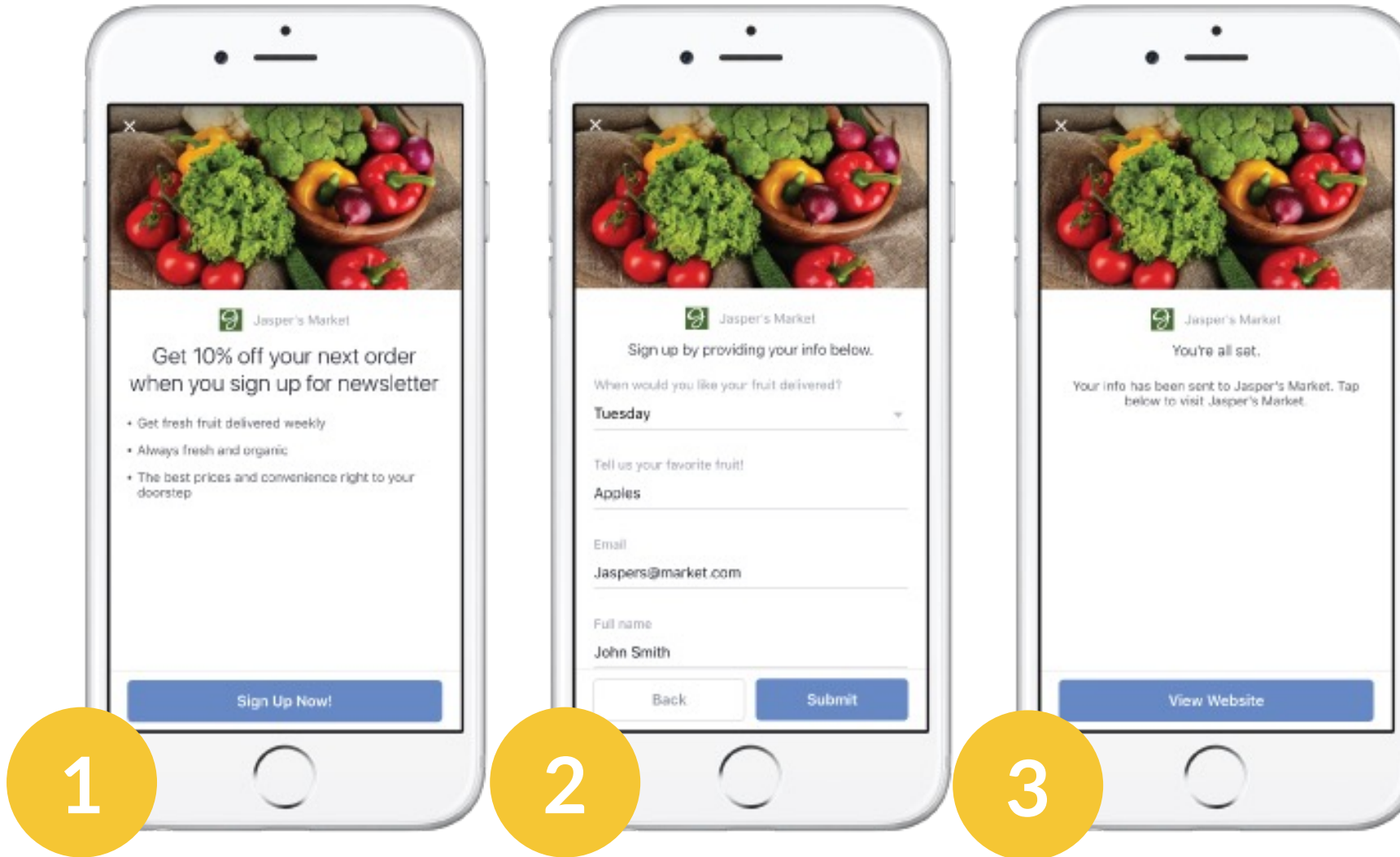
Filling out a form to get the valuable offer.



Instant Donate Page

Considering activating a course, attending an event, etc.

What is a Facebook Lead Ad?

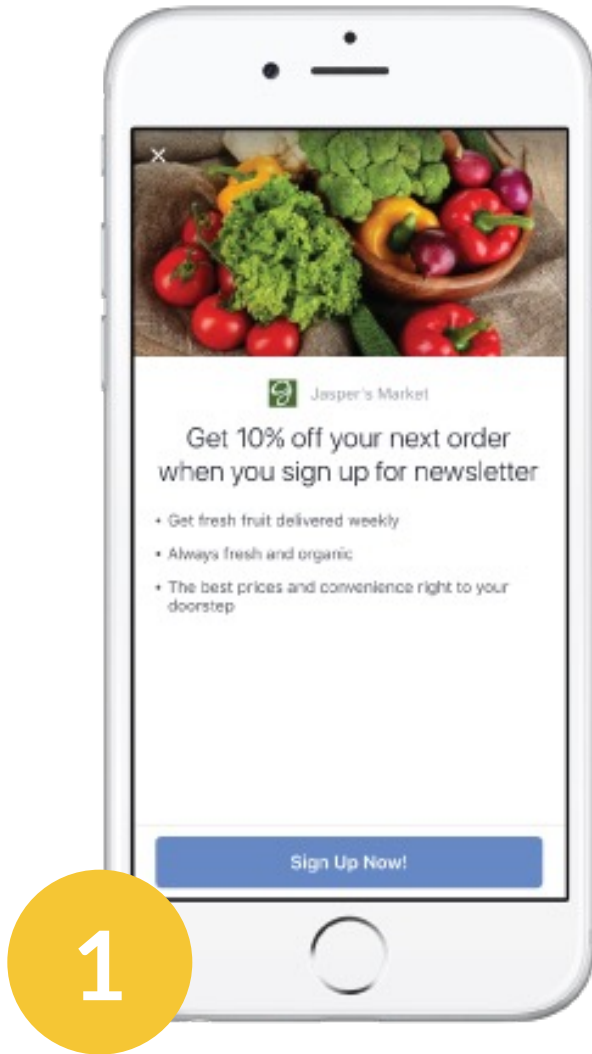


See the Ad

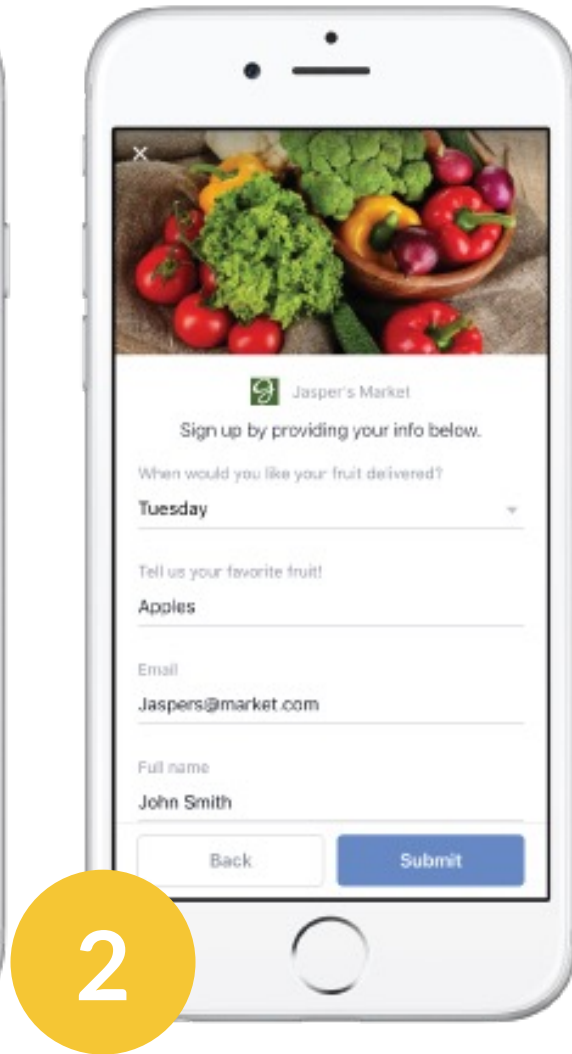
Fill out the Form on
Facebook

Option to Visit the
Website

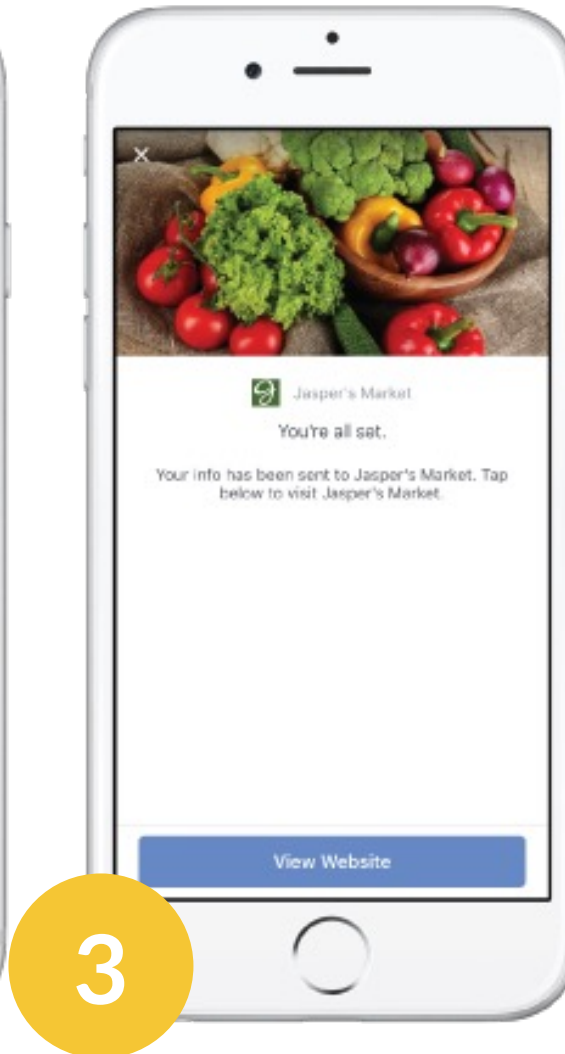
What's the problem?



See the Ad



Fill out the Form on Facebook



Option to Visit the Website

Facebook Lead Ad Fears

- Leads will be lower quality contacts.
- No one *has* to visit the website.
- Motivation to convert on the follow-up page will be low.
- We just don't trust Facebook.

▼ Always be testing.

Embrace the fact that no one knows everything and be willing to test anything to find out what truly works. In fact, the more that we test and experiment, the more we realize what little we know. We recognize that we are not expert fundraisers. And neither are you. The only true experts are the donors themselves—so we become students of the donors to learn all that there is to know about how to best reach, communicate, and inspire them to be more generous.

▼ Be courageous.

We refuse to live in our fears. We make bold decisions. We stand behind our convictions and fight for our ideas. But we are also open to changing our minds when presented with new and conflicting data. We are also people of faith. We believe that faith is critical to our success as it liberates us to act without fear. We have faith in God. Faith in each other. Faith in our clients. Faith in our process. And faith in the miracle of generosity.

Facebook Lead Ad Fears

- Leads will be lower quality contacts.
- No one *has* to visit the website.
- Motivation to convert on the follow-up page will be low.
- We just don't trust Facebook.

1

See the full

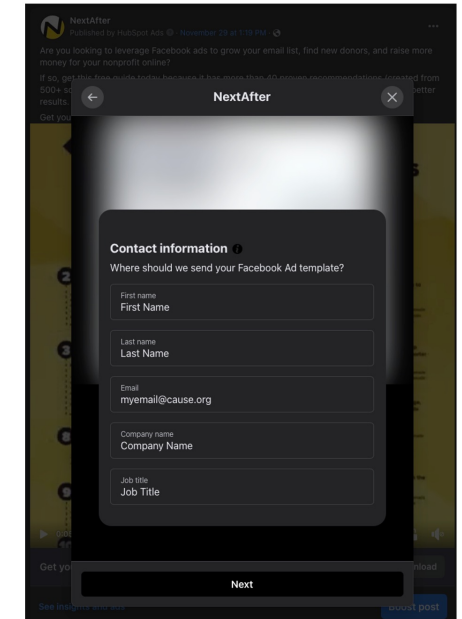
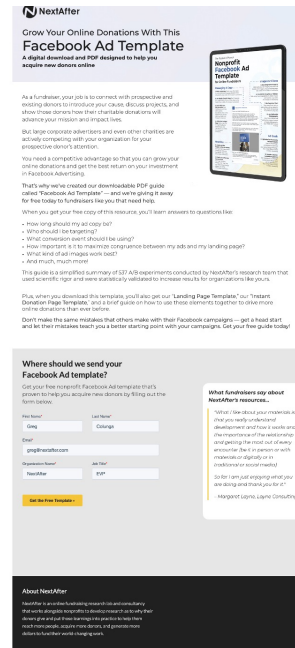
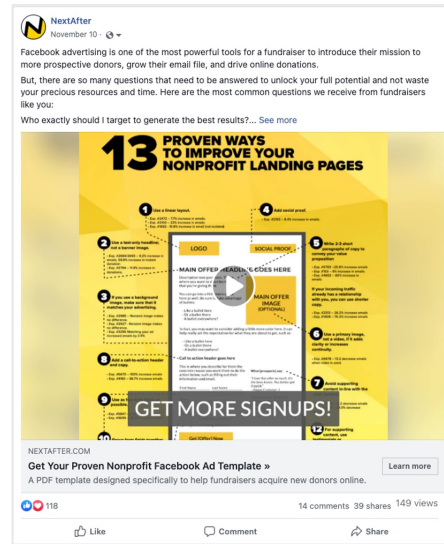
Fill out the form on
Facebook

Option to visit the
Website

Experiment #118073



Standard Acquisition Funnel



Experiment Notes

- Decreased cost-per-lead by 72%.
- Lead quality decreased by 25%, but...
- In the net, it was 40% cheaper to acquire a qualified lead.
- And 64% of leads still went to the website.



132%
In Emails Acquired



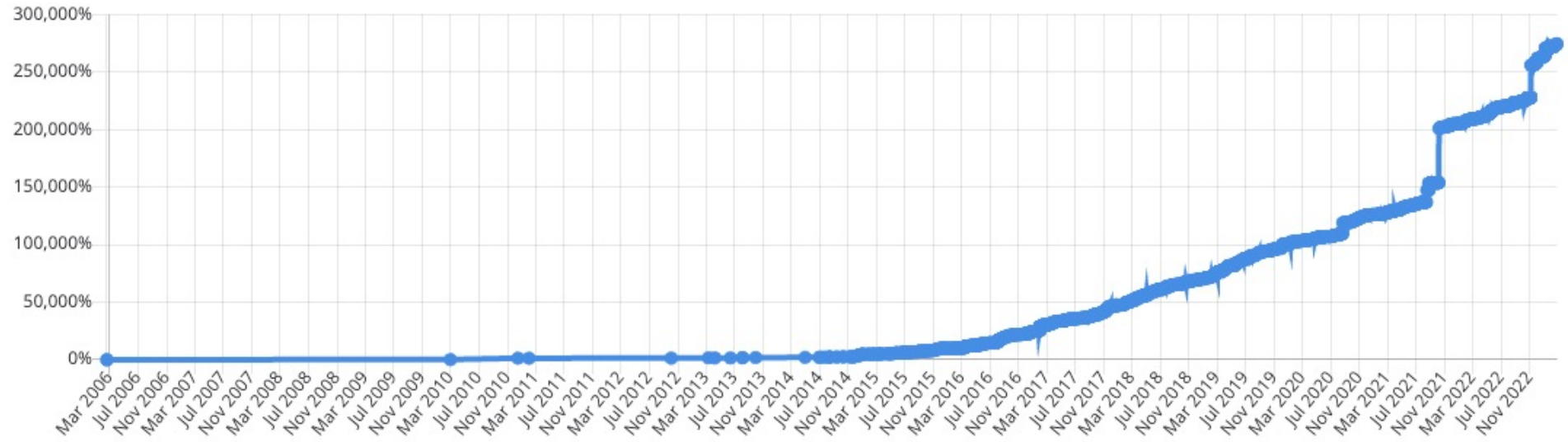
Always Be Testing.

CORE VALUE

How do you start testing?

Cumulative Net Impact

1 WK 1 MO 3 MO 6 MO 1 YR ALL



TOTAL SAMPLES
673,892,830

TOTAL CONVERSIONS
19,239,457

TOTAL RECORDED
4,706

CUMULATIVE NET IMPACT
274,392.5%

2 Types of A/B Tests

Universal Elements

Elements and concepts that apply **across audiences** and organizations.

Contextual Elements

Elements and concepts that apply to **specific audiences**, causes, and organizations.

RESEARCH QUESTION

Can reducing anxiety about donation form security lead to greater giving?

Universal Elements

Control

* City * State * Zip Code

* Email Address Preferred Phone

☒ Yes! Keep me posted on CaringBridge news, involvement opportunities and how my gift makes a difference.

* Credit Card Number * Verification Code

* Expiration Month * Expiration Year

[Donate Now](#)


Your tax-deductible donation to CaringBridge powers our non-profit service of providing safe, protected websites for no charge. **Every 7 minutes, a new CaringBridge site is created** - along with a new compassionate community to surround that individual on their health journey.

Increased Security Indicators

* City * State * Zip Code

* Email Address Preferred Phone

☒ Yes! Keep me posted on CaringBridge news, involvement opportunities and how my gift makes a difference.



* Credit Card Number * Verification Code

* Expiration Month * Expiration Year

[Donate Now](#)

Your tax-deductible donation to CaringBridge powers our non-profit service of providing safe, protected websites for no charge. **Every 7 minutes, a new CaringBridge site is created** - along with a new compassionate community to surround that individual on their health journey.



14%

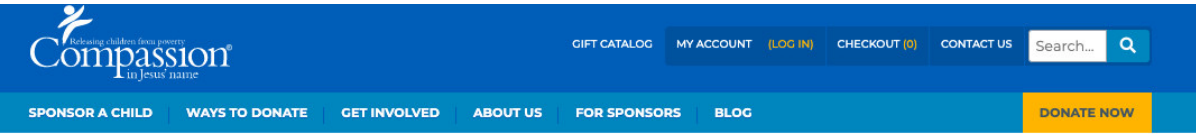
In Donor Conversion

RESEARCH QUESTION

Which messaging approach will lead to more donations with the target donor segment?

Contextual Elements

Help a Child



[Home](#) > [Help a Child Keep Their Sponsor](#)

Help a Child Keep their Sponsor!

By making a gift today, you'll ensure a child does not lose their sponsor during the COVID-19 pandemic. Your gift will cover the cost of sponsorship for another supporter like yourself.

This allows a vital relationship to continue for the child. Thank you for helping us keep these relationships intact for children. We hate to tell children their sponsor has canceled. And we believe they need the love and care of their sponsor now more than ever.

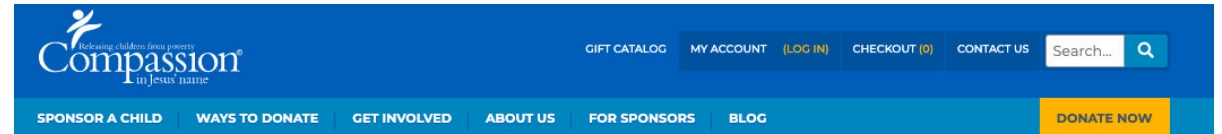
Thank you for helping another sponsor. You are doing an amazing thing for a child in poverty AND their sponsor.



\$114

DONATE

Help a Sponsor



[Home](#) > [Help a Child Keep Their Sponsor](#)

Help a Sponsor Keep their Child!

By making a gift today, you'll ensure a sponsor does not lose their child during the COVID-19 pandemic. Your gift will cover the cost of sponsorship for another supporter like yourself.

This allows a vital relationship to continue for the child. Thank you for helping us keep these relationships intact for children. We hate to tell children their sponsor has canceled. And we believe they need the love and care of their sponsor now more than ever.

Thank you for helping another sponsor. You are doing an amazing thing for a child in poverty AND their sponsor.



\$114

DONATE



119%

In Donations

iDonate.

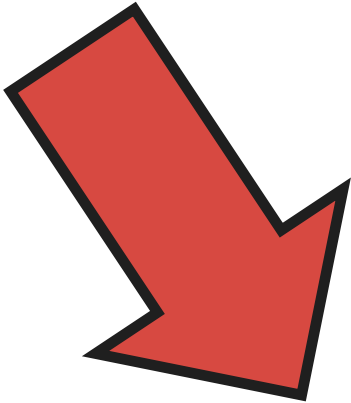
iDonate Helps Accomplish Both

Experiment-Based Templates

Integrated A/B Testing

Why Build Testing Into the Platform?

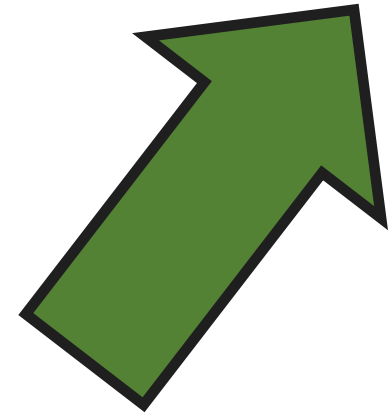
Number of Donors



Donor Retention



Online Giving



How do we create the best
giving experience?

No one actually knows...

But we can find out

New Mindset

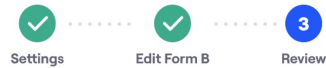


New Results

[Strategy](#) > [A/B Tests](#) > Create A/B Test

Gift Array Inversion

Campaign: Giving Day 2022

[Previous](#)[Next](#)

Description: I am creating this test to test the donation amount arrangement

Assumption: I predict the average donation will increase when the donation values start highest and end lowest

Notify After:
500 visits or 30 days

Version A

You Can Make a Difference!

When you make a gift to the Child Hunger Fund, you are joining thousands of families providing the nutrition kids need to succeed.

Donation Options


How much would you like to donate?



Your \$150 donation provides 75 meals to kids in need!

How often would you like to donate?

Payment



Version B

You Can Make a Difference!

When you make a gift to the Child Hunger Fund, you are joining thousands of families providing the nutrition kids need to succeed.

Donation Options


How much would you like to donate?



Your \$150 donation provides 75 meals to kids in need!

How often would you like to donate?

Payment



Gift Array Inversion

Campaign: Giving Day 2022

Previous Giving Forms

End Test

Test Details Notes

Test Details

Campaign: End Hunger

Test Created: Sept 30, 2022

Description: I am creating this test test the donation amount arrangement

Assumption: I predict the average donation will increase when the donation values start highest and end lowest.

Notify After: 500 visits or 30 days

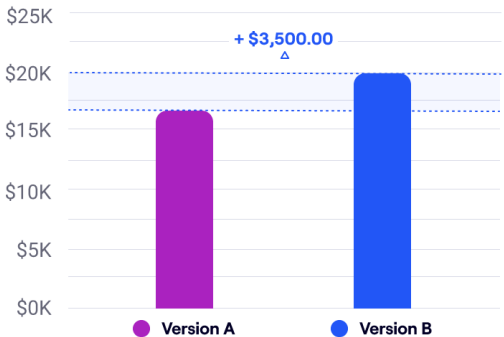
Results 24 Days Active

A/B TEST IN PROGRESS

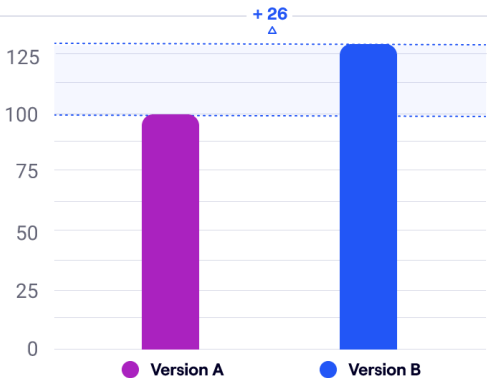
See which giving form has the better performance from the results below.

Form	Total Donation Amount	Total Donations	Page Visits	Conversion Rate
Form A	\$16,500.00	100	511	19.5%
Form B	\$20,000.00 21%	126 26%	534	23.6% 21%

Total Donations

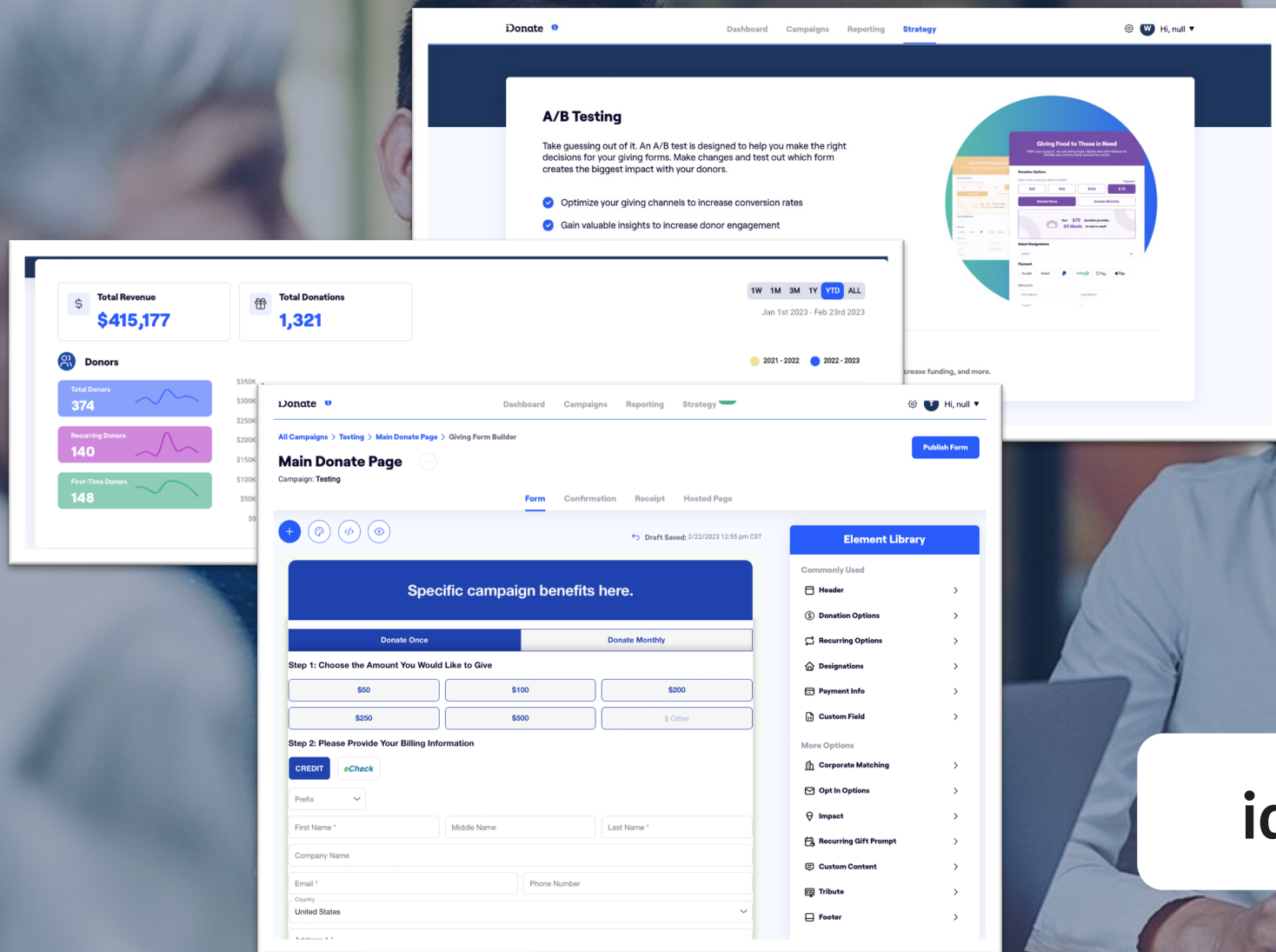


Number of Transactions



Questions?

iDonate



The image displays two overlapping screenshots of the iDonate web application. The top screenshot shows the 'Strategy' page with an 'A/B Testing' section. The bottom screenshot shows the 'Main Donate Page' builder, which includes a 'Form' tab with donation options and a 'Confirmation' tab.

A/B Testing

Take guessing out of it. An A/B test is designed to help you make the right decisions for your giving forms. Make changes and test out which form creates the biggest impact with your donors.

- Optimize your giving channels to increase conversion rates
- Gain valuable insights to increase donor engagement

Main Donate Page

Campaign: Testing

Form | Confirmation | Receipt | Hosted Page

Draft Saved: 2/22/2023 12:55 pm CST

Specific campaign benefits here.

Donate Once | Donate Monthly

Step 1: Choose the Amount You Would Like to Give

\$50 | \$100 | \$200 | \$250 | \$500 | \$ Other

Step 2: Please Provide Your Billing Information

CREDIT | eCheck

Prefix: [dropdown]

First Name * | Middle Name | Last Name *

Company Name

Email * | Phone Number

Country: United States

Element Library

Commonly Used

- Header
- Donation Options
- Recurring Options
- Designations
- Payment Info
- Custom Field

More Options

- Corporate Matching
- Opt In Options
- Impact
- Recurring Gift Prompt
- Custom Content
- Tribute
- Footer



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