



# Retaining New Donors

Tips for engaging and stewarding your Giving Day donors



# The Power of Donor Retention

- On average, 3 of 4 first time donors leave and never return - that's about 75%!
- This is often a result of an ineffective donor stewardship plan
  - **Donor Stewardship** is how your organization cultivates a relationship with your existing donors by meeting their gift intentions and expectations
- Developing a strategy specifically for stewarding your new donors, can help your organization increase its overall donor retention rate
- Focusing your effort on existing supporters for stronger donor retention

Source: Bloomerang



# Determining Your Donor Retention Rate

# of **unique donors** in a chosen year (Y1)

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# of **repeat donors** in the following year (Y2)



## 5 Steps to New Donor Love

1. Identify first time donors
2. Thank them for their contribution (regardless of size!)
3. Ask them questions about their connection to your cause
4. Highlight how their gift made a direct impact
5. Provide opportunities for future engagement



## Developing Your Strategy

- What is your capacity? What resources can you utilize?
- How do you identify and segment first time donors?
- Do you have existing donor stewardship opportunities?
- What tools do you use to engage with donors?
- Are there other ways new donors can support your mission other than making a gift?

# Opportunities for Growth



# Getting to Know Your New Donors

- Create unique opportunities to get to know your new donors!
- Segment your new donors to send customized communications and specific calls to action
- Develop a strategy within your capacity
  - Sending new donors a sticker vs sending new donors a customized email and CTA
- Use as shareable content

Thank You & Welcome!



Hi Bridget,

From me and all of the senior dogs at Logan's Pups, I would just like to say THANK YOU! We are so grateful for supporters like you who keep the mission of Logan's Pups thriving. Without you our senior pups might not have food to eat, a place to sleep, and humans to love and care for them. Your contribution has made this and so much more possible, and for that we are so grateful.

Since this is your very first time making a gift to Logan's Pup's, we have just one question for you....

**What made you decide to give to Logan's Pups?**

Reply to this email and let us know! We look forward to hearing from you and hopefully seeing you at our next Logan's Pups event!

With Sincere Gratitude,  
Alyssa & The Logan's Pups Family

**P.S. Looking for more ways to help senior pups? Head to our website today at [loganspups.org](http://loganspups.org) for upcoming opportunities to make a difference**



# Highlight Existing & Future Impact

- Follow up with new donors to illustrate how their donation has made a direct impact to your mission
- This builds donor trust and confirms that future gifts to your organization will be a worthy investment
- Include specific details of possible to make the donor's impact memorable



We cannot thank you enough for making Give For Good Louisville such a success for all the babies at Tyson's Chance Animal Foundation! Your support was the reason for the incredible day we had when over \$10,000 was raised in 24 hours. These funds will provide an entire month of medical care, food, warm beds, toys, treats, enrichment, and love for our babies, as well as allow us to add to our family and save more lives.

Thanks to your donation **we have already been able to take in two special needs babies**. Meet Mac, the senior pug, and Sammy, who is recovering from a back injury and whose owner could no longer care for him. Because of the funds we raised last week, we knew we would be able to give these two babies all they will need for their happily ever afters.








# Invitations for Involvement

- Volunteer with us!
- Join our board!
- Serve on a committee!
- Attend our next event!
- Subscribe to our season!
- Become a member!
- Enter our raffle!
- Visit our office!



**Logan's Pups**  
Every dog deserves a home

December  
**NEWS**

Over \$7,000 Raised for Senior Dogs on Giving Tuesday 2017!

Thank You!

On Tuesday, November 28 Logan's Pup's participated in Giving Tuesday, a national Giving Day celebrating philanthropy across the globe! Thanks to the support of our most generous donors, we were able to raise \$7,245 for our senior pups in just 24 hours! We are so grateful for our incredibly passionate community. Thank you, friends!

**Upcoming Opportunities!**

- Seeking volunteers for our holiday dog food drive on December 5! Sign up [here](#) today
- RSVP to our Winter Wonderland Gala before December 1! RSVP [here](#)
- Calling all FUNdraisers! Attend our next committee meeting on January 10 [here](#)

Pup of the Month  
**Enrique**

- 12 years young
- Belly rub addict
- Found his forever home on leap day

**Donate**

Visit Our New Website!

**About Us**

At Logan's Pups we believe that every dog, no matter how old, deserves the best life possible from beginning to end. Through our many programs we are able



# Delight Your Donors Regularly

- Not everything you share with your followers needs to be a specific ask
- “Brandraising” establishes feelings and ideas people associate with your strategic identity and mission
- Helps to build a stronger network of engaged supporters when you treat them like people or members of your team





## Key Takeaways

- Developing a strategy for stewarding your new donors can lead to higher overall donor retention and engagement
- Establishing a personal connection with your new donors can benefit your long term relationship
- Providing opportunities for engagement and growth are key to establishing continuous support with new donors



# We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

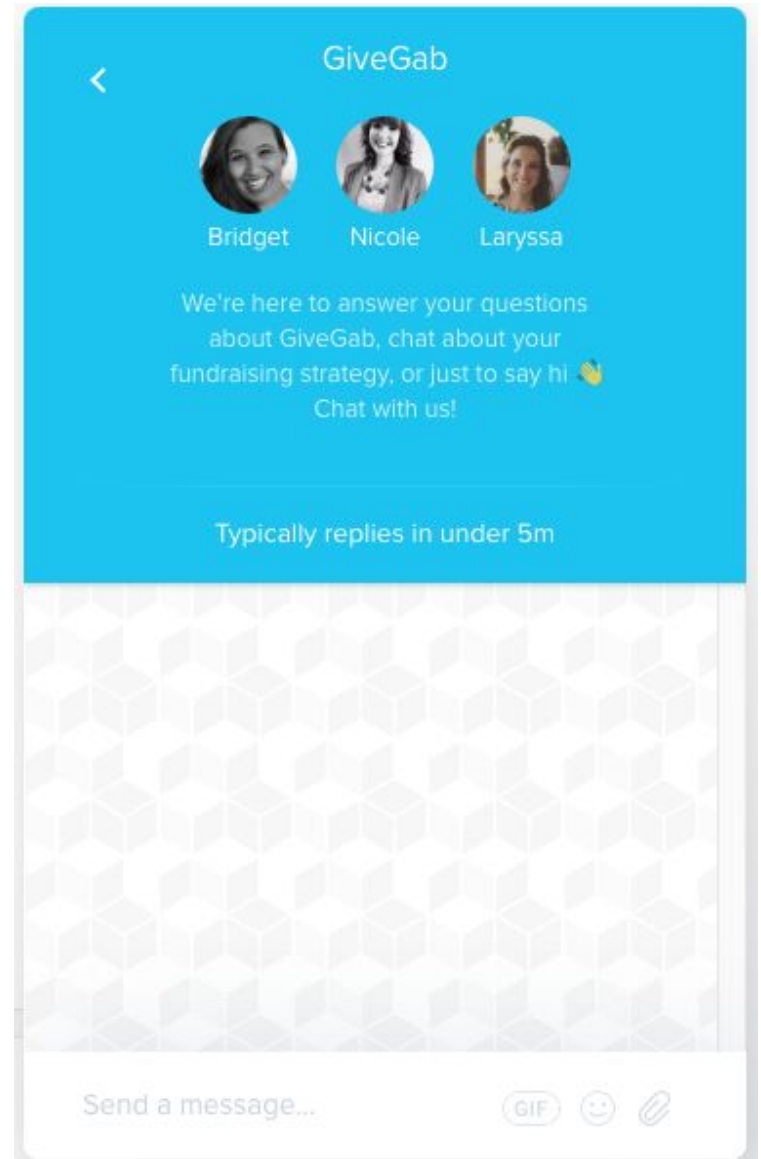
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



# GiveGab<sup>®</sup>

Nonprofit Giving Platform

# Thank You!

Have questions? Email us at [customersuccess@givegab.com](mailto:customersuccess@givegab.com)

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