

iDonate

5 Steps to Put Donors First and Raise More

First



Donors fuel the success of nonprofits.

Without 'em, it would be nearly impossible to drive a meaningful mission forward.

Yet, the majority of nonprofit organizations miss opportunities to build relationships with their supporters. As a result, dollars are left on the table. One study estimates \$47 billion a year in potential donations are missed when nonprofits fail to engage with their audiences.¹ Don't be that NPO.

Instead, take a donor first approach. Meet donors where they are, deliver personalized experiences, and prioritize long-term connection.

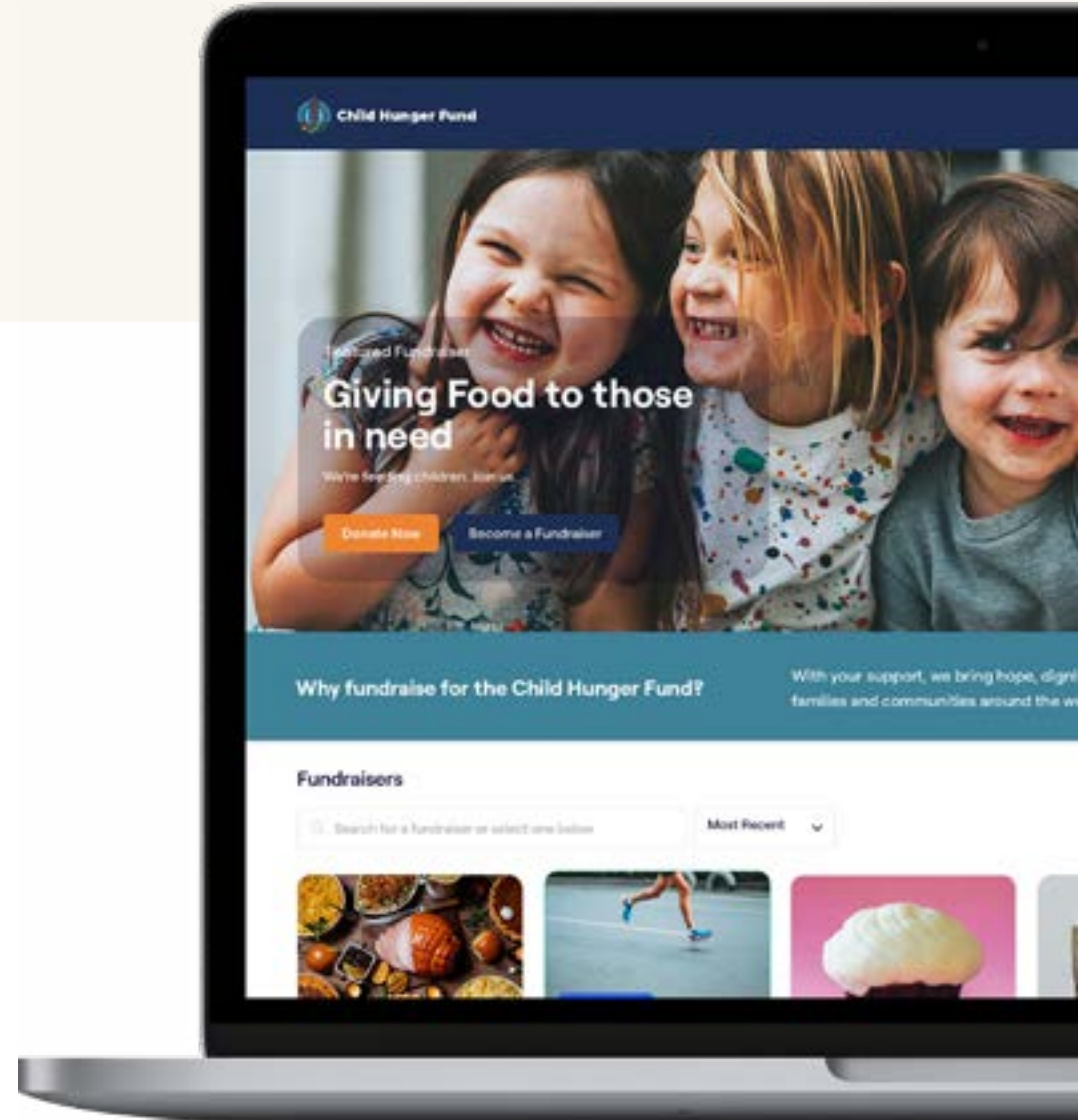


We broke down the acronym D.O.N.O.R. (see, it really is all about the donor!) to help you get started.

Digital: Focus on the donor experience.

The donor experience is directly related to fundraising performance. As a result, every digital touchpoint needs to be branded, personalized, and seamless. Unfortunately, a third of nonprofits work exclusively with inherited (and often out-of-date) technology that comes up short.²

Start by auditing your current giving experience. Are your pages mobile-responsive? Your forms frictionless? Your interface modern and simple? If not, it's time to invest in advanced software. Our CEO and Founder Ray Gary's recommendation: **"Start with the donor experience then work backward to the database."**

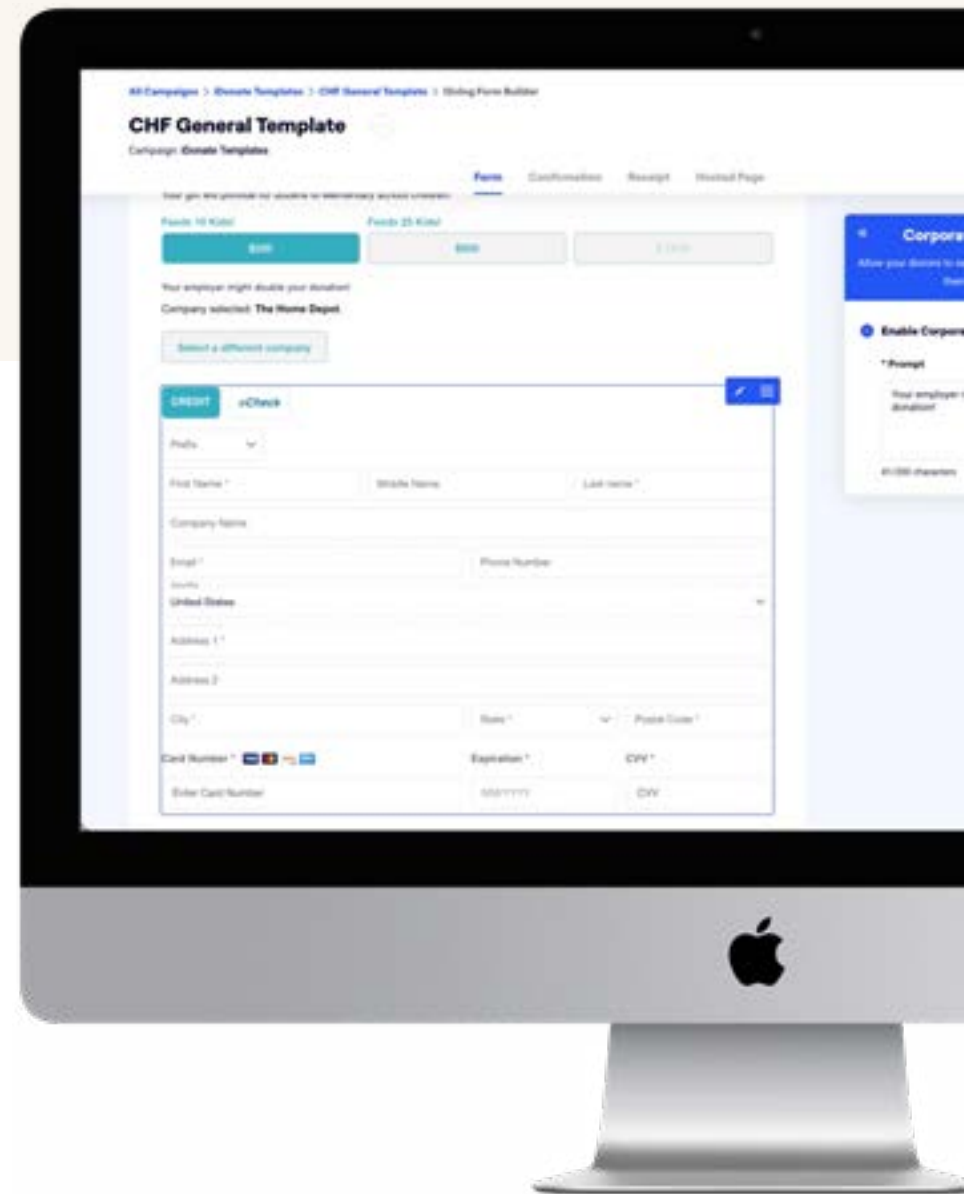


Optimize: Implement an optimization system and mindset.

Nearly all nonprofits have friction in their digital giving experience.³ Broken forms, confusing call-to-actions (CTAs), requests for non-essential donor information—these frustrate donors and negatively impact conversion rates.

The good news is most friction points can be easily fixed. Take stock of your giving pages and forms and remove unnecessary links, swap out CTAs, and simplify fields. iDonate's digital optimizers make it easy to test and adapt to find top-performing layouts, descriptions, and more.

When it comes to online giving, it's the little things that'll either delight or deter donors.



Networks: Show up through social media, not databases.

Donors spend a lot of time on their phones and on social media. In fact, nearly half of Gen Zers and over a third of Millennials donated to a cause because of TikTok, Instagram, Twitter, and Facebook.⁴

If you've put social media on the backburner, it's time to turn up the heat. Start with the platform(s) prospective donors use most—this is where understanding your target demographic comes in handy—and post high-quality, relevant content. Beyond posting, prioritize engagement to build an authentic sense of trust and community. Most importantly, offer ways to give directly through your social platforms. **Social media doesn't have to be complicated, it just needs to be consistent and thoughtful.**

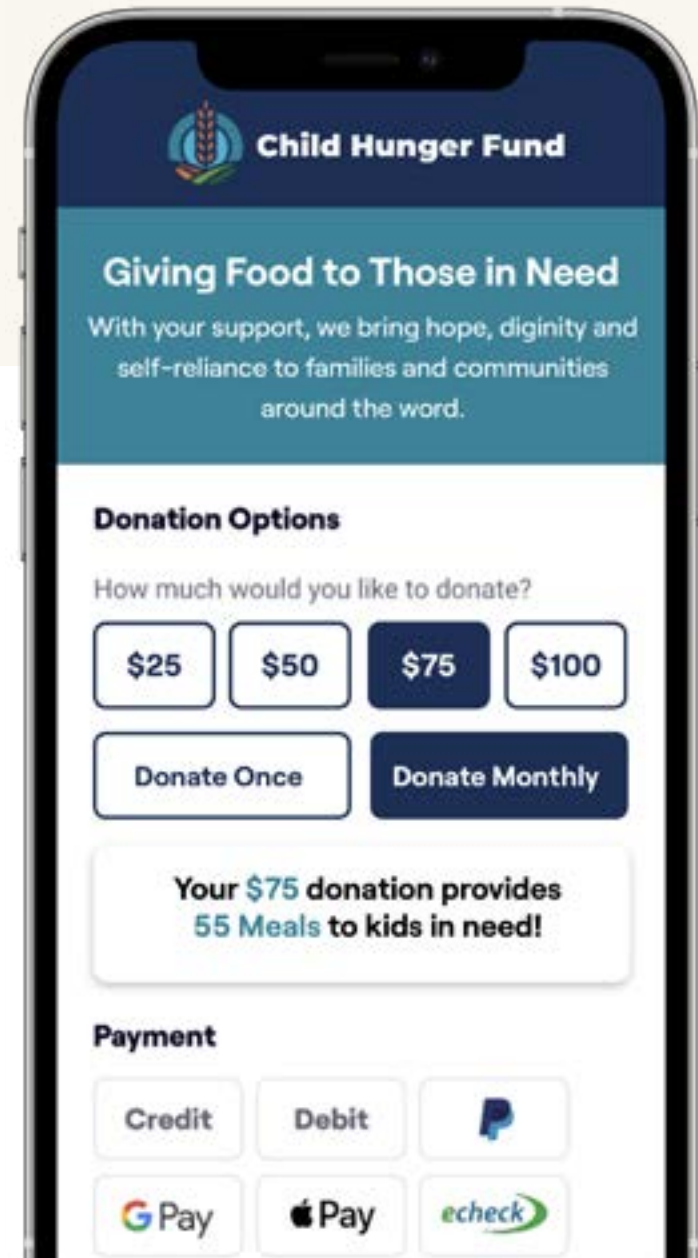


Options: Personalize asks to meet donor preferences.

Today, personalization is an expectation. Over 70% of consumers expect to have personalized interactions with brands and more than three-quarters get frustrated when they don't.⁵

So, why is it that almost half of nonprofits use the same donation request for all supporters?⁶

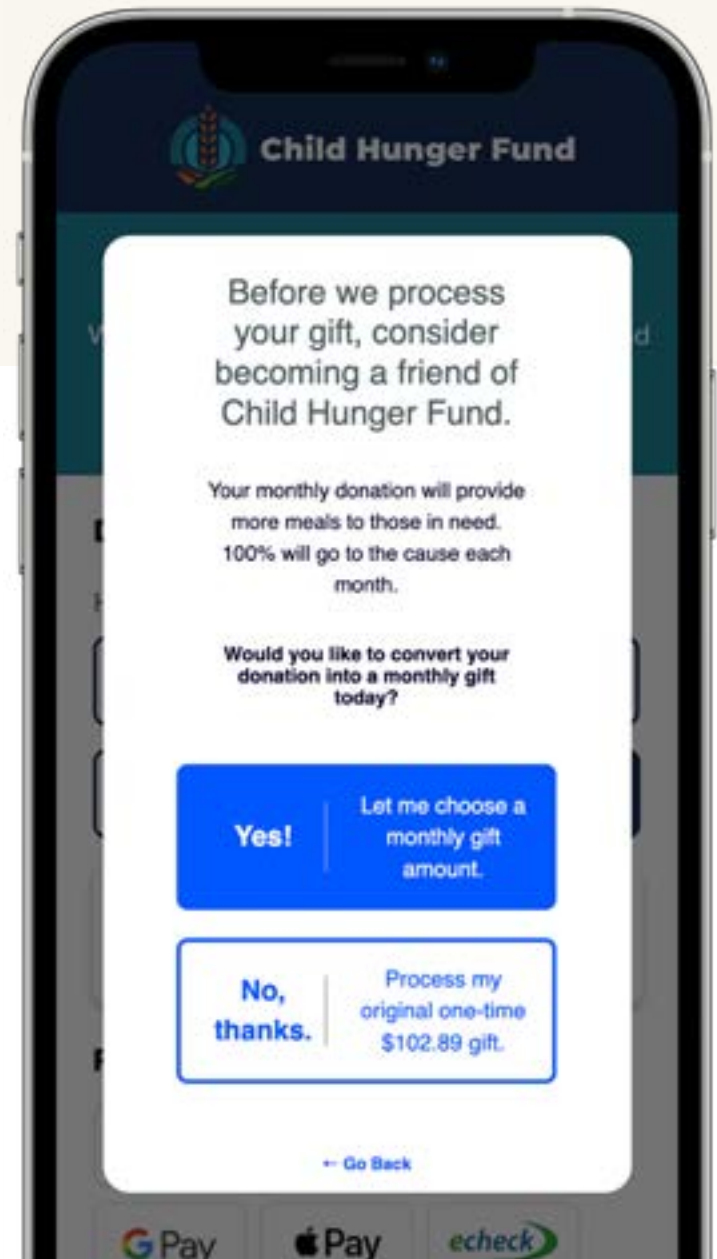
With iDonate's contextual giving feature, it's easy to make the right ask every time. Suggested donation amounts are based on available donor data (previous giving, financial situation, etc.) to drive higher donor engagement and revenue for your organization.



Retention: Engineer your giving system for the 2nd gift.

Great giving experiences turn one-time donors into long-time advocates. Yet, less than 20% of nonprofits have any language on their sites that encourage recurring donations.⁷

Nurture long-term relationships by focusing on repeat donations. Explain the benefits and impact of ongoing giving throughout your website. Default your giving form to a recurring gift and offer clear options for start date, frequency, and amount. Bottom line: **It's not about getting donors to give more once, it's about getting them to stick around.**



Ready to put donors first—and watch your good grow?

iDonate gives NPOs the tools they need to create impactful donor-first experiences.

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