Donor Stewardship: What to do after Give STL Day to keep your new donors

Sarah Willey
February 27, 2020
Why are you here?

- Get donors to make a second gift
- Help donors know how their gift made a difference
- Make sure donors know they’re appreciated
Retention of First Time Donors

- Gave Second Year 20.2%
- Never Heard From Again 79.8%

Source: Bloomerang
Why?
Why?

- 54% - could no longer afford
- 36% - others more deserving
- 16% - death / relocation
- 13% - never acknowledged
- 11% - poor communications / staff support*
- 9% - no memory of supporting
- 8% - no info on how monies were used
- 5% - gifts no longer needed

Source: Adrian Sargeant
*my aggregation of data
What Do We Do About It?

Acknowledge - say THANK YOU within 48 hours!

Inform - follow up with information on the IMPACT of the gift
Fundraising Cycle

THANK THANK
THANK AGAIN

ASK FOR SUPPORT

IDENTIFY PROSPECTS

CULTIVATE AND INVOLVE

Source: Gail Perry
First-time donors who receive a personal thank-you within 48 hours are four times more likely to give again.

Source: Tom Ahern
Stewardship Matters - All Year Long
What makes Give STL Day different

- Gift TO Community Foundation
- Money to nonprofit later from Community Foundation
- None of the automatic systems in place at your organization will apply
Thank you for making a donation to one or more nonprofit organization(s) as part of Give STL Day, an initiative of the St. Louis Community Foundation.

Your donation was received on May 1, 2019.

- $10.00 to Forward Through Ferguson

Please save or print this receipt for your tax records. On your bank statement, St. Louis Community Foundation will be listed.

Because no goods or services have been provided to you for this gift, the full value is an eligible charitable contribution for tax purposes. Please note that the St. Louis Community Foundation is not the beneficiary of these funds but the vehicle through which your selected nonprofit(s) will receive your donation(s).

Remember to share this opportunity with friends, family, and colleagues via Facebook, Twitter and email.

When you give a little extra, extraordinary things happen!

Warm Regards,
Amelia Bond, CEO
and the entire Give STL Day Team
The Community Foundation has exclusive legal control over the contributed assets. For record keeping purposes, no goods or services were provided in consideration of this contribution. If you itemize deductions on your tax return, retain this acknowledgement in your files to substantiate your charitable gifts to the IRS. The Community Foundation’s tax identification number is 43-1758789. For questions regarding this donation, contact us at (314) 588-8200.

**About the St. Louis Community Foundation**

The [St. Louis Community Foundation](https://www.stlouismetro.org/) has been helping St. Louisans put charitable dollars to work since 1915.

We are a respected source of information for donors as they seek to clarify the goals that guide their giving. In addition, we help donors assess the resources they have to give and connect them with charities, which are aligned with their goals and doing effective work.

The Foundation also serves as an experienced administrator of charitable funds and provides the customized giving tools that make giving easy, maximize tax benefits, and give donors confidence that their dollars are making a real difference in the lives of others.

The Foundation has more than 600 individual charitable funds that total over $500 million in assets. On behalf of its donors, the Community Foundation makes approximately $80 million in grants annually to nonprofits that help shape our region, touch communities across the nation, and extend around the globe.
How do others do on Give STL Day?
My “Secret Shopping” Experiment

23 GIFTS
17 TO NEW ORGANIZATIONS
ANIMAL, HUMAN SERVICE, ENVIRONMENT, HEALTH
MICRO, SMALL, MEDIUM, LARGE
One Week Later

- 3 emails
- 0 cards/letters
- 0 phone calls
One Month Later

- 5 emails
- 4 cards/letters
- 0 phone calls
The lesson:
You can stand out from the crowd!
Ideas for Immediate Thank You
Ideas for Sharing Impact with Donors
Sarah Willey
sarah.willey@umsl.edu
LinkedIn
Resources

- How Quickly Should You Thank a New Donor
- Anatomy of a Stellar First Time Donor Gift Acknowledgement
- How to Increase Donations by 39%

Books:
- Donor-Centered Fundraising by Penelope Burke
- What Your Donors Want... and Why by Tom Ahern