

Nurture Your New Donors

How to maximize your fundraising potential

How much did Americans give in 2018?

\$427.71 billion

Americans gave \$427.71 billion to charity in 2018 in a complex year for charitable giving.

Giving to foundations decreased the most, after experiencing strong double-digit growth in the year prior.



Where did the generosity come from?

Contributions by source (by percentage of the total)

Giving by Foundations

↑ 7.3%
over 2017

18%

\$75.86 billion
(4.7% up when inflation adjusted)

Giving by Bequest

0.0%
same as 2017

9%

\$39.71 billion
(2.3% down when inflation adjusted)

Giving by Corporations

↑ 5.4%
from 2017

5%

\$20.05 billion
(2.9% up when inflation adjusted)

Giving by Individuals

↓ 1.1%
from 2017

68%

\$292.09 billion
(3.4% down when inflation adjusted)



Giving by individuals declined in 2018, comprising less than 70 percent of overall giving for the first time in at least 50 years.

* All figures on this infographic are reported in current dollars unless otherwise noted.

Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

Giving to international affairs showed the largest growth in 2018 of any sector.



	% of total giving in 2018	% change from 2017	Inflation adjusted
29% to Religion	\$124.52 billion	↓ -15%	-3.9%
14% to Education	\$58.72 billion	↓ -13%	-3.7%
12% to Human Services	\$51.54 billion	= -0.3%	-2.7%
12% to Foundations	\$50.29 billion	↓ -6.9%	-9.1%
10% to Health	\$40.78 billion	= 0.1%	-2.3%
7% to Public-Society Benefit	\$31.21 billion	↓ -3.7%	-6.0%
5% to International Affairs	\$22.88 billion	↑ 9.6%	7.0%
5% to Arts, Culture, and Humanities	\$19.49 billion	= 0.3%	-2.1%
3% to Environment/Animals	\$12.70 billion	↑ 3.6%	1.2%
2% to Individuals	\$9.06 billion	-	-



■ indicates growth in current dollars with a decline after adjusted for inflation

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2019: The Annual Report on Philanthropy for the Year 2018*.



Giving USA™

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Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving. *Giving USA: The Annual Report on Philanthropy*. It

Why people give?

- Someone asked them
- Want to make a difference
- Tax benefits
- Ego

#1 reason why people don't give?

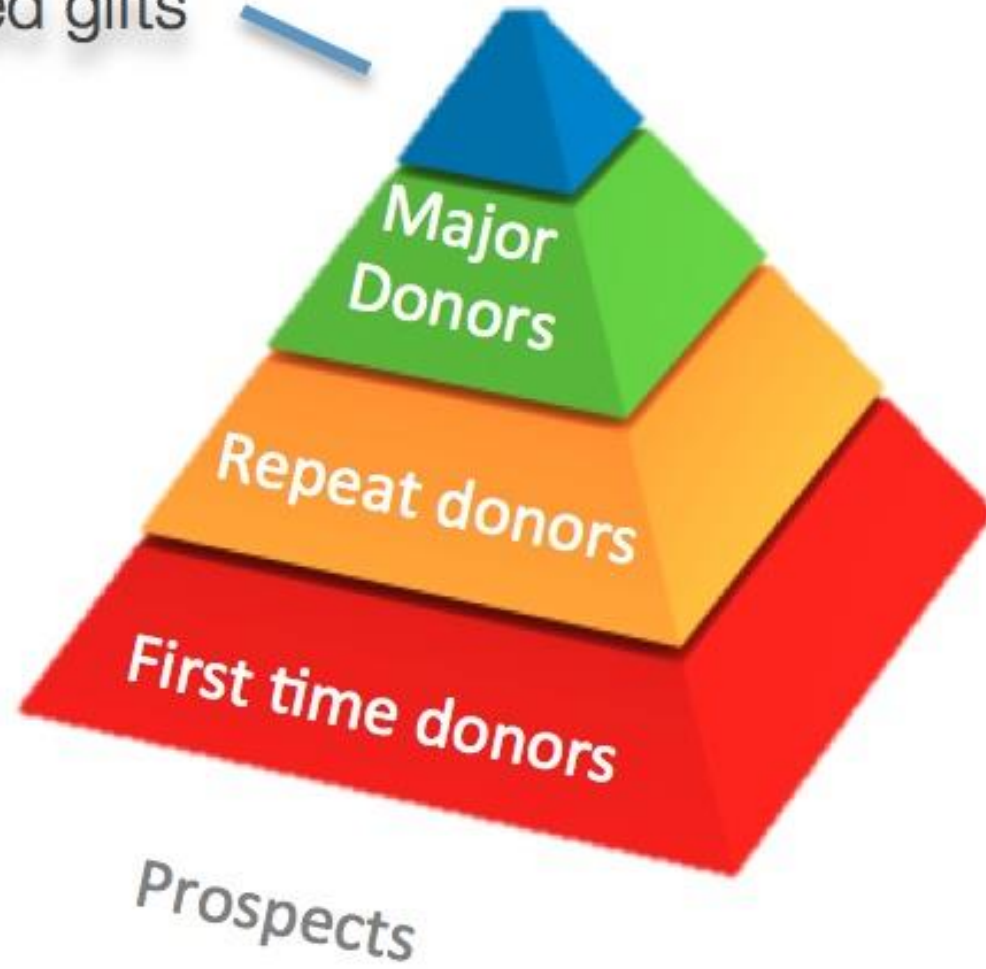


NOBODY ASKED THEM

Who are your donors?

- About 7 in 10 adults in the U.S. give away money.
- Women give MORE than men.
- Most people who DO give to nonprofits give to at least 5 and as many as 15 groups.
- About 20% of people on welfare give away money and about 97% of millionaires give away money.
- Volunteers are more likely to be donors than people who don't volunteer.
- More people give away money than vote.

Principal gifts and
planned gifts



Ways to acquire new donors

- Direct mail acquisition
- Events, auctions, golf tournaments
- Social media
- Give-a-Hoot Campaign
- Etc.



How to renew donors

- Make giving easy
 - Regular direct mail
 - A clear and clean website for online giving
 - Social Media campaigns
- Don't wait too long to ask for another gift
 - 1st year retention rate – 23%; 2nd year – 45%; 3+ year – 64% and up
 - Solicit several times per year. How many? Let your data tell you.
- Meaningful content and updates
- Create Donor Societies
 - Monthly Donors
 - Leadership Society (\$1,000+)

Monthly donors

- Higher retention rate and gets stronger over time
 - New donor retention rate – less than 23%
 - Monthly giving – 80% after one year and 95% after five years
- More money
 - 5 x more per year. \$10/month = \$120/year
 - Recurring gifts help donors fit giving into their monthly budgets and allow them to see that being more generous is possible.
- Attract Younger Donors
 - 52% of Millennials are interested in monthly giving as a means to give back in a meaningful way

Leadership Society (\$1,000+)

- Giving societies build stronger, deeper relationships with donors because they make your donors feel “special,” which they are.
- DON'T take giving society members for granted.
- Set Giving Levels
- Define Benefits
 - Invitations to exclusive events
 - Member-only newsletters, magazines, and reports
 - Special lapel pins or buttons
 - Recognition in the annual report, on the website, etc.





'tis the season to

GIVE

Year-end giving

- Have a plan and be creative!
- Stand out, have a theme, promote across all channels
- Use #GivingTuesday to your advantage
- 30% of annual giving happens in December
- 10% in the last three days!
- New Year's Eve final appeal
- Happy New Year and another opportunity to give

Repeat Donors

- Despite our best efforts, file retention is never 100% - people move, pass away, and change their mind about their support.



Stewardship

- Thanking your donors can NOT be an Afterthought!
- Plan now and do it the Right Way
- It takes fewer resources (time, money, effort) to renew and upgrade a current donor than to acquire a new donor
- Your best customer is your current customer



Stewardship

- Gifts must be acknowledged immediately!
- Tell them about the impact of their gift.
- Donors need to feel as though their gift matters.
- No gift is too small.
- Who does the thanking – good opportunity for board engagement?



Stewardship

- Get them involved
 - Ask to volunteer, to serve on committees, to join the board
- Host an annual stewardship event
- Plan to see as many of your leadership donors as possible
- Stay in touch. Send newsletters, holiday cards, videos.
- Celebrate the impact. Share the story.



Tracking Progress

- Track *at least* against prior year or prior two years
- Track New Donors, 1st year renewal, 2+ years renewal
- Track % of giving at each level
- Track average size of gift against prior year
- Track results from every approach. Don't be afraid to “test” an approach!

Tracking Progress

“Perhaps what you measure is what you get.

More likely, what you measure is all you’ll get.

What you don’t (or can’t) measure is lost”

— H. Thomas Johnson

Reporting Process

- What will your report of progress look like?
- To whom do they go and how frequently?
- What do you wish to accomplish with these reports?



BREAKING NEWS:

YOU'RE ALL AWESOME!

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