

Strong communities developed by sustainable organizations.

Donor Retention:

The Numbers Don't Lie!

Presented by Laura Kruisenga
President & CEO



A vertical graphic with a grid of 12 small portrait photos of diverse women. Overlaid on the grid is the text 'About KENNARI CONSULTING' in a large, white, sans-serif font.

About KENNARI CONSULTING

Our Mission

To change the face of philanthropy, moving nonprofits of all sizes to **greater capacity** and **meaningful impact** within the communities they serve.

Services in:

- Campaign Consulting
- Grant Strategy Consulting
- Project/Program Development
- Annual Giving Consulting
- Educational Resources in Fundkit

Introductions



Laura Kruisenga

President & CEO, Kennari Consulting


Overview

Today, we'll cover:

- Industry donor retention rates
- Strategies for renewing donors
- How to utilize board and volunteers



But first: *let's agree on the terms!*

- **Any 12 months compared to the next completed 12 months**
 - **Any type of financial gift**
- 



Share in the chat!

How often are you checking
your donor retention numbers?

Frequently throughout the year

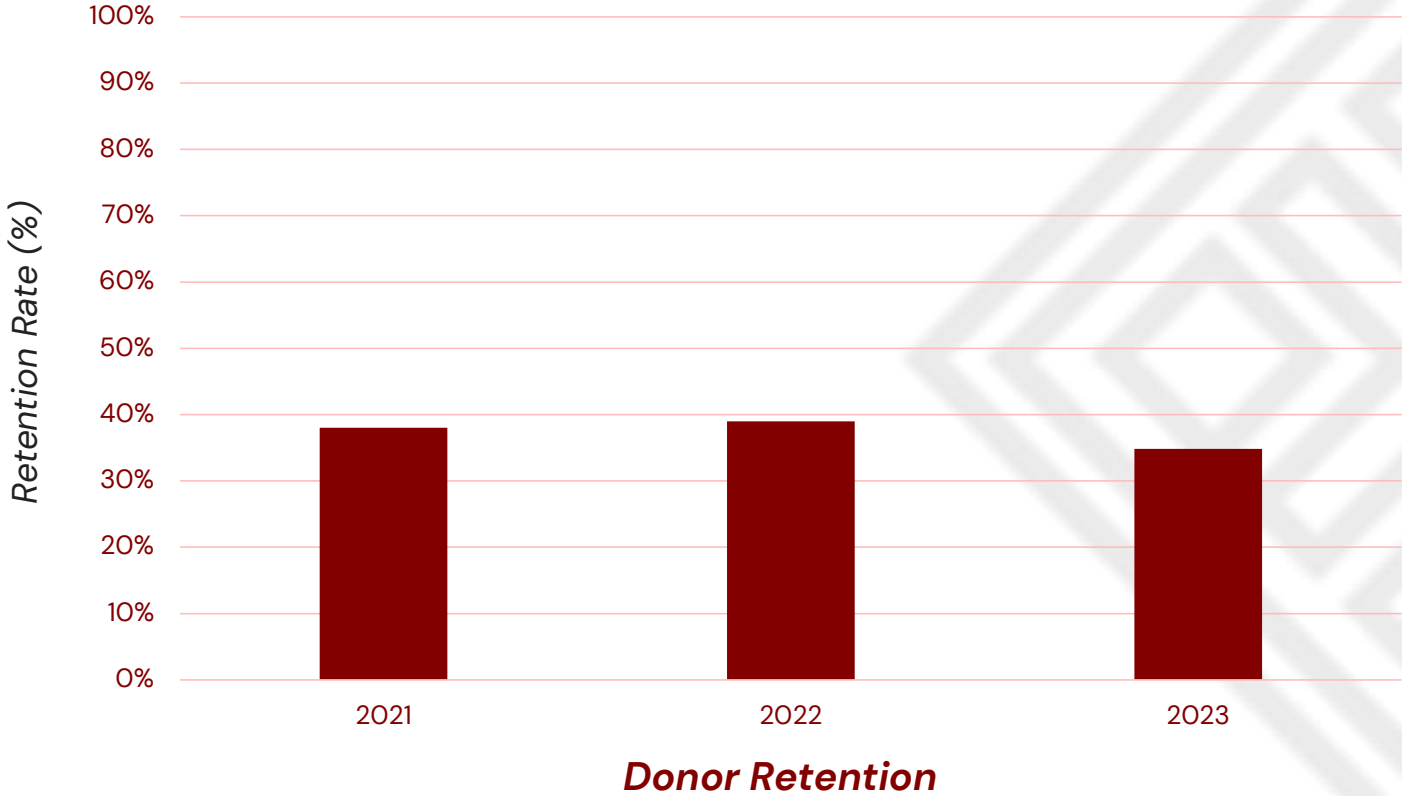
Annually

Never/we don't really keep track...



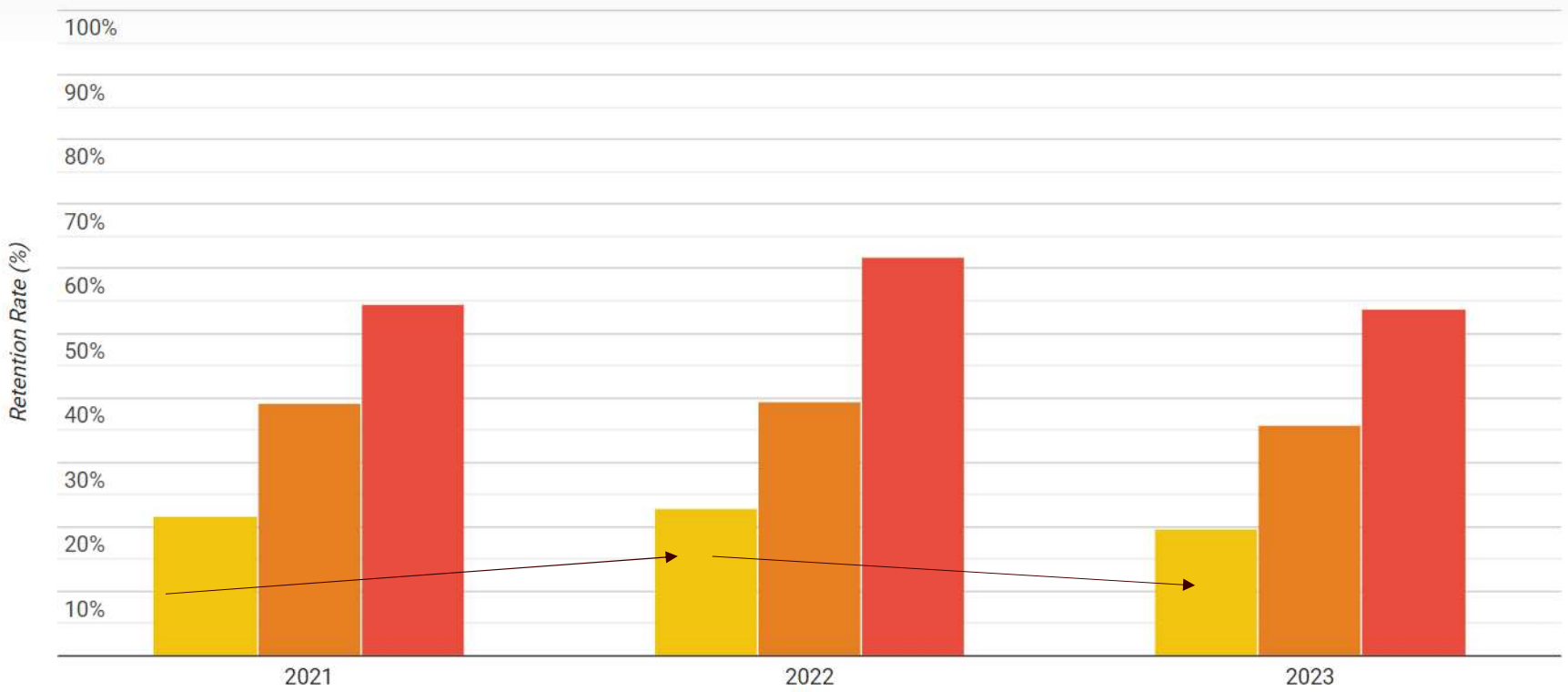
Industry Standards

Average donor retention in 2023 was 34.89%



Industry Standards

First-time donor retention in 2023 was 19.63%.

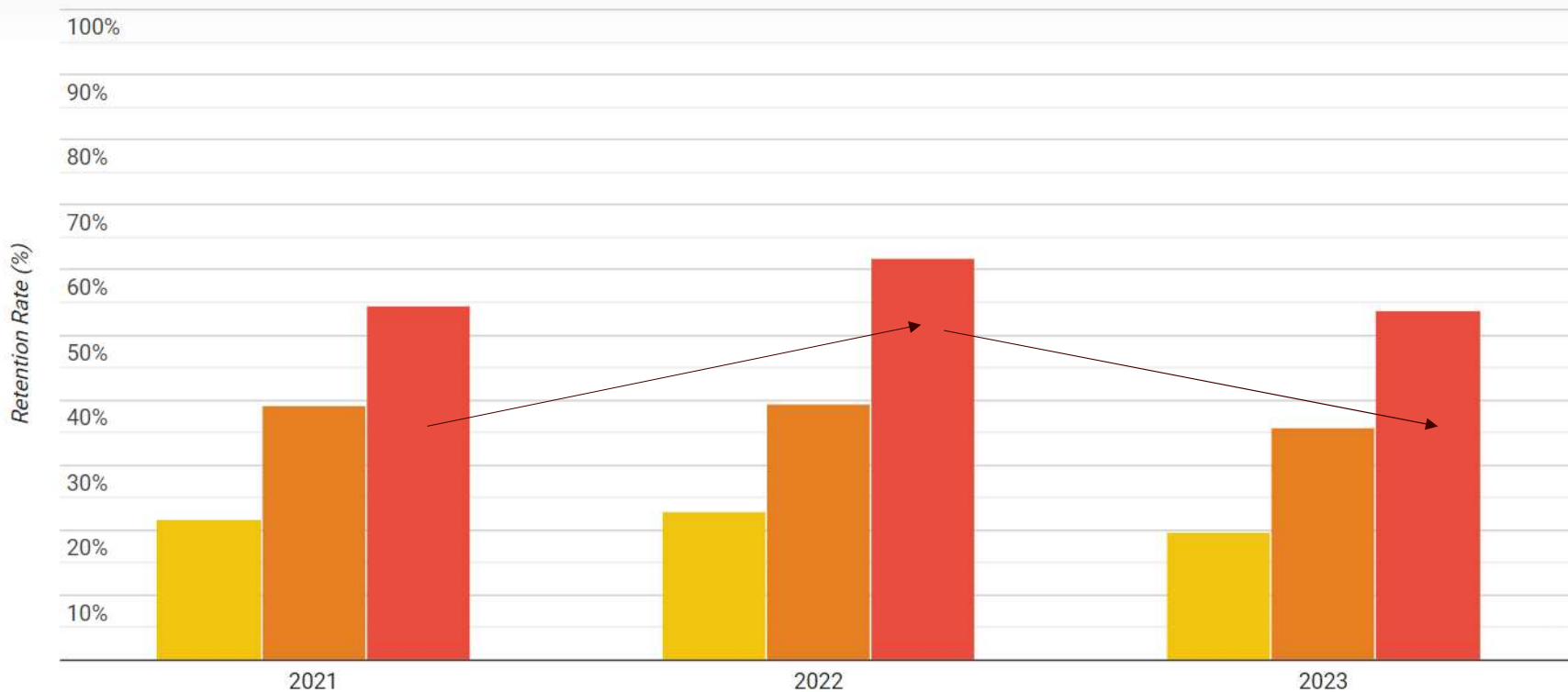


Fundraising Report Card by Market Smart

First-Time Donor Retention Rate
Reactivated Donor Retention Rate
Repeat Donor Retention Rate

Industry Standards

Repeat donor retention in 2023 was 53.65%.



Fundraising Report Card by Market Smart

First-Time Donor Retention Rate
Reactivated Donor Retention Rate
Repeat Donor Retention Rate

Industry Standards

First time donor retention in 2023 was 13.5%

Repeat donor retention in 2023 was 41.3%



NEW DONOR RETENTION RATE

-5.8%

YOY Change

13.5%

retained YTD



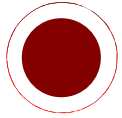
REPEAT DONOR RETENTION RATE

-1.3%

YOY Change

41.3%

retained YTD



Discussion Time!

Is this data surprising to
you or not really?



Strategies for Renewal

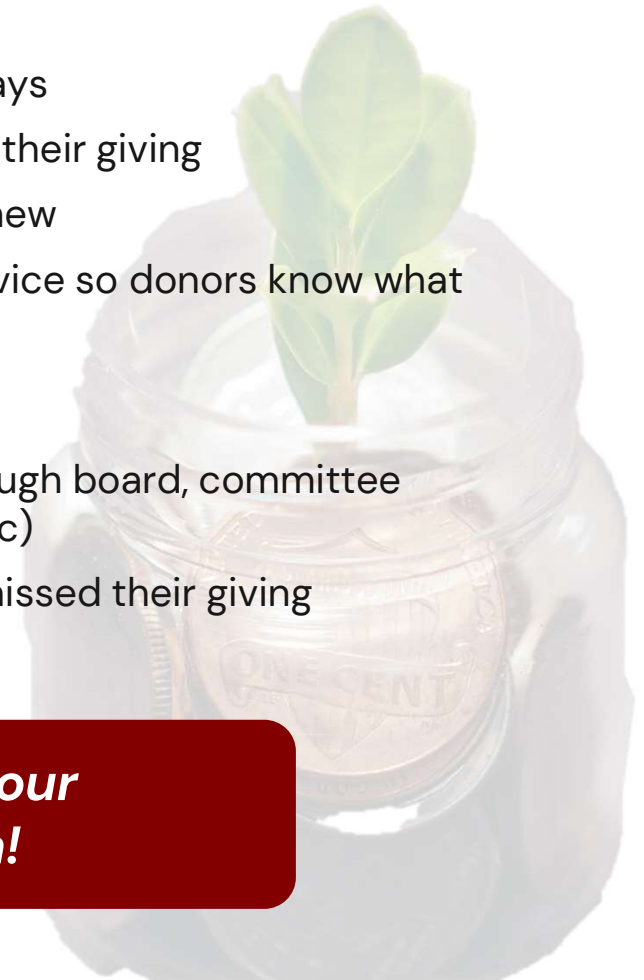
Create plans to renew donors before they lapse.

- ✓ Thank donors in multiple ways
- ✓ Show donors the impact of their giving
- ✓ Ask them specifically to renew
- ✓ Use meaningful units of service so donors know what their gift can do

Renew them quickly once they have lapsed.

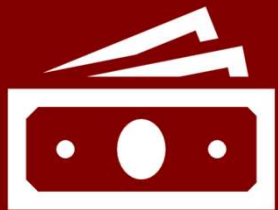
- ✓ Reach out personally (through board, committee members, other donors, etc)
- ✓ Let them know you have missed their giving

Last but not least: *Grow your monthly giving program!*

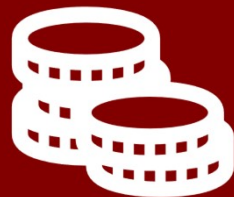


Group Donors into Segments

Sponsors



Recurring Donors



Event Donors



Major Individual Donors



Sponsors

- Prioritize key sponsors
- Utilize a sponsorship impact report
- Use Board/Committee to build relationships
- Track what timing works for the sponsor
- Give plenty of time – and do LOTS of follow up



Monthly/Recurring Donors

- Figure out when and why you are losing them
- Get on top of expiration dates 3 months ahead
- Reach out on failed transactions immediately
- Share the impact of their giving regularly
- SEGMENT them from other appeals

Monthly/recurring donors have a retention rate of 90%.

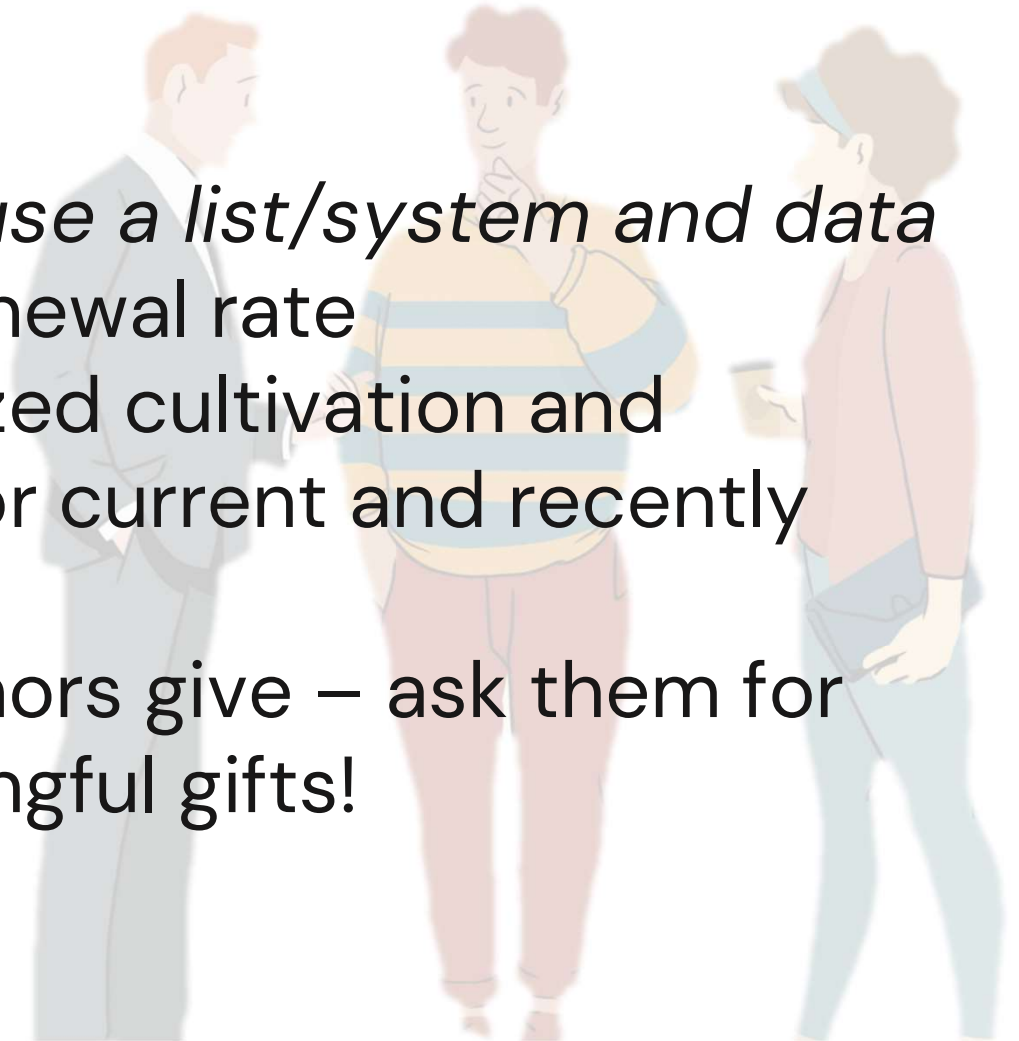
Non-Profit Recurring Giving Benchmark Study

Event Donors

- Share the impact of giving after the event – follow up with updates on those who spoke
- Get people who gave the previous year back to the event
- Plant the seeds for renewed giving (with specific amounts) when you can
- Do thank you calls right after giving or right before the event
- Follow up to attendees who didn't give right away with a reminder
- Connect donors to the mission at your event!

Major Donors

- Don't just guess – *use a list/system and data*
- Aim for 60–80% renewal rate
- Establish personalized cultivation and solicitation steps for current and recently lapsed donors
- Don't just hope donors give – ask them for specific and meaningful gifts!





Did you know?

Calling a first-time donor within 48 hours:

- Increases donation amounts by 40%—even if you leave a voicemail!
- Increases the likelihood of a second gift by 33%

This is a great way for your board/committees to be involved!





Q & A

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