

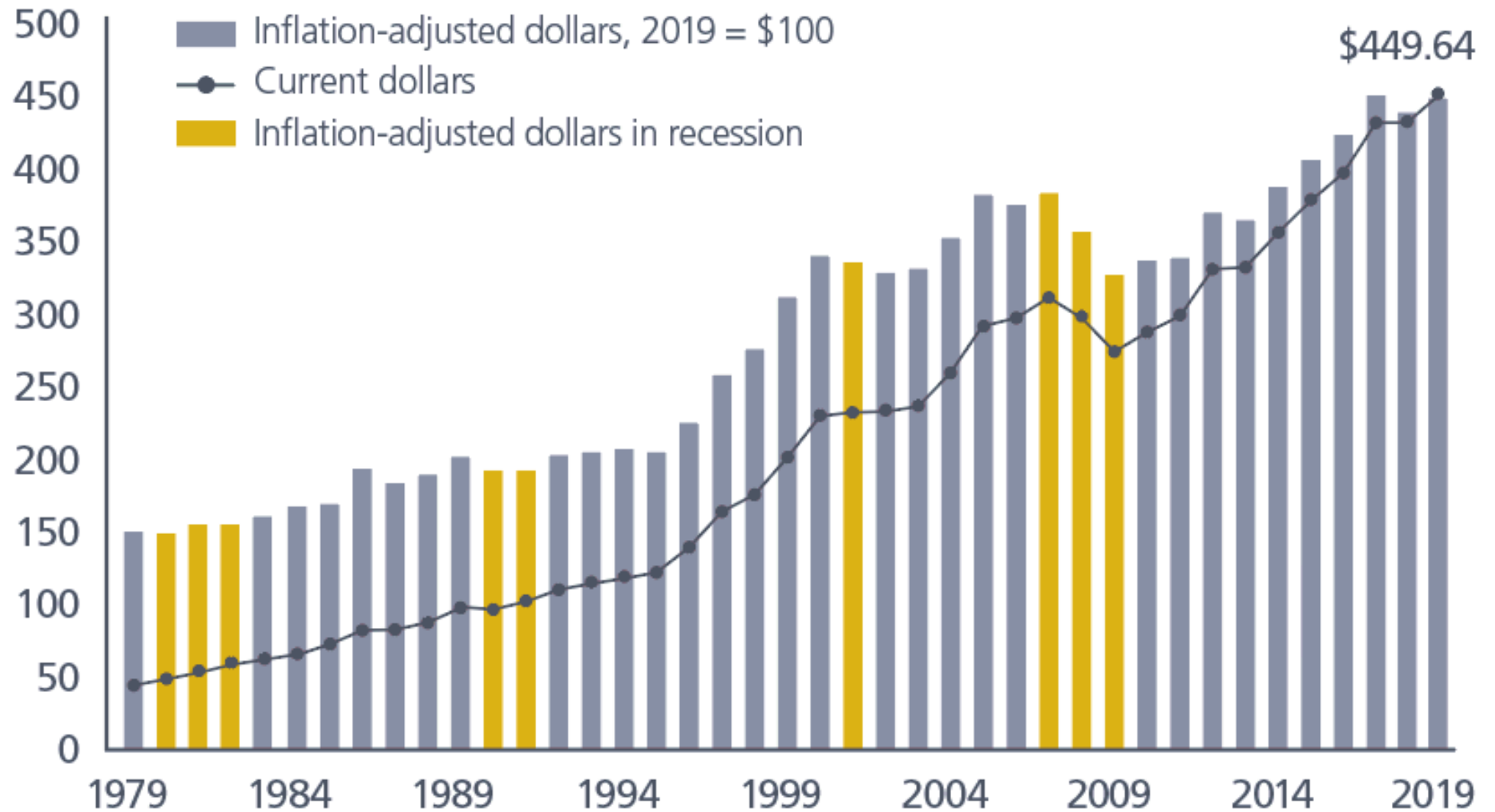
Fundraising Lessons (So Far) From 2020

Presented by Barbara O'Reilly, CFRE
Principal, Windmill Hill Consulting

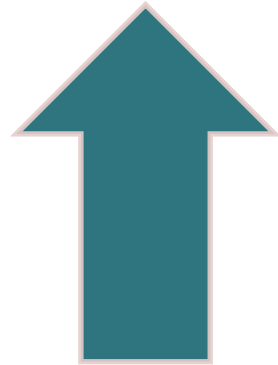


Historical Giving Trends

(in billions of dollars)



Donors Showed Up...And How



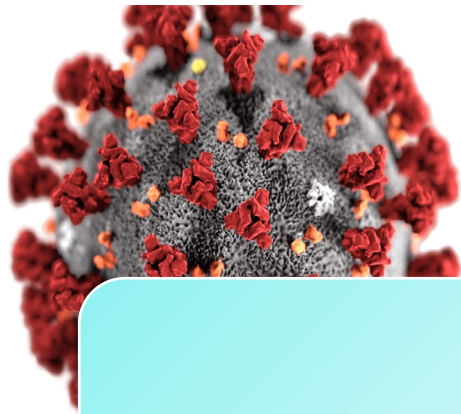
Giving during 1st 3 Qs up 7.6% compared to the same time period in 2019.

#GIVING
TUESDAY™

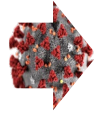


\$2.47 billion dollars in the U.S. alone. 25% increase over 2019.

On Donors' Minds



\$11 billion +
60% of donors



\$6 billion
40%+ of
donors



\$10.8 billion
(record)
Nearly 50% of
donors

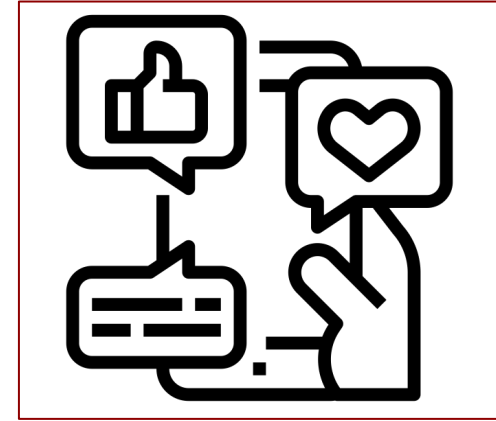
Quick Snapshot of What We Saw



Average number of gifts has been up 40% in March-June over 2019.



Average revenue is up about 40% for April-June from 2019.



Facebook is having record usage—over \$3 billion raised.



Contributions from Donor Advised Funds up 30-50% (\$250 million+ for COVID-19)

Trust Your Donors



36% of donors surveyed said they would give more
Dec 2020 than in Dec 2019

Nearly 80% donors planned to give same or more than 2019

Send Your Fundraising Back to the Future

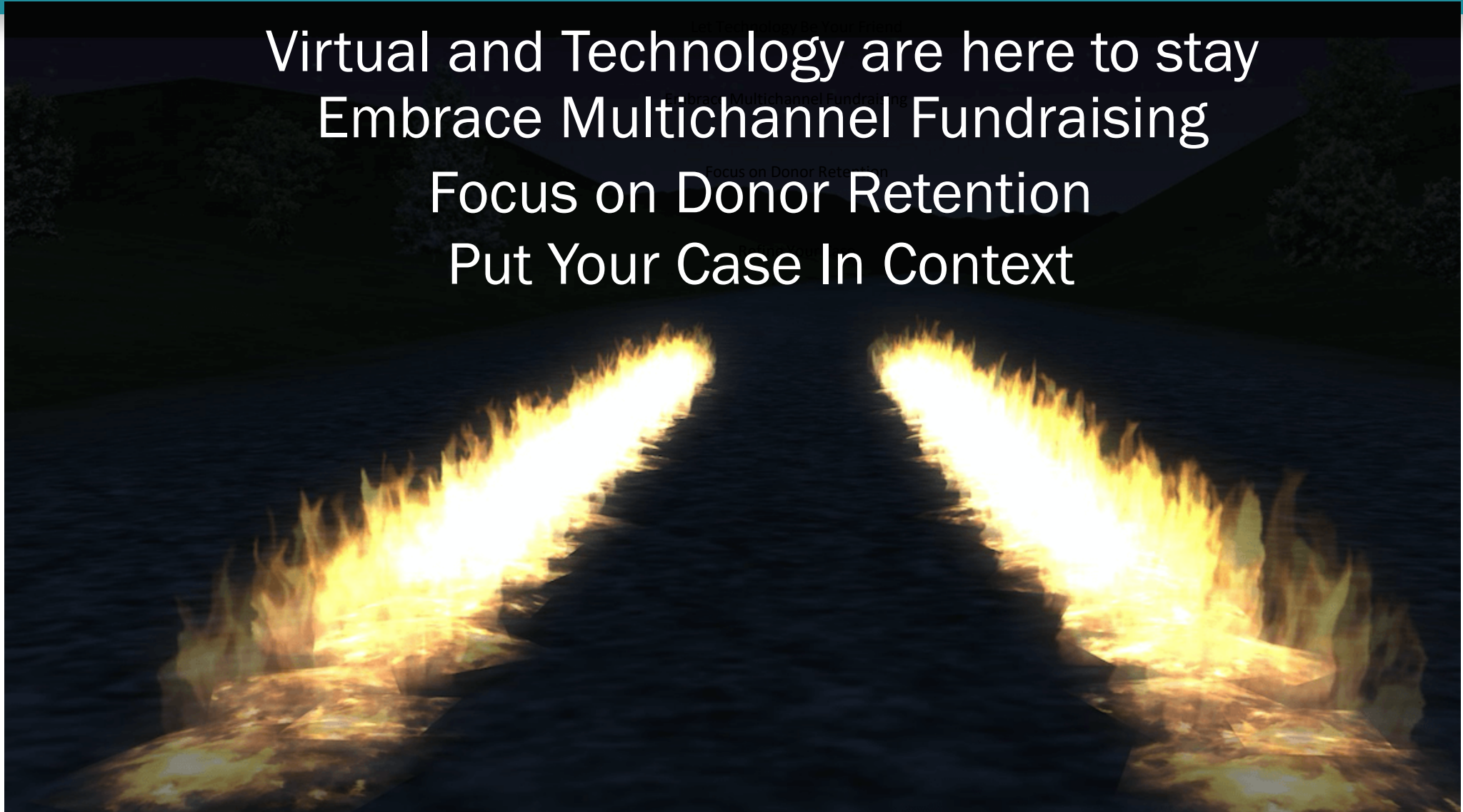


Set Your 2021 Self Up for Success



Are You Ready?

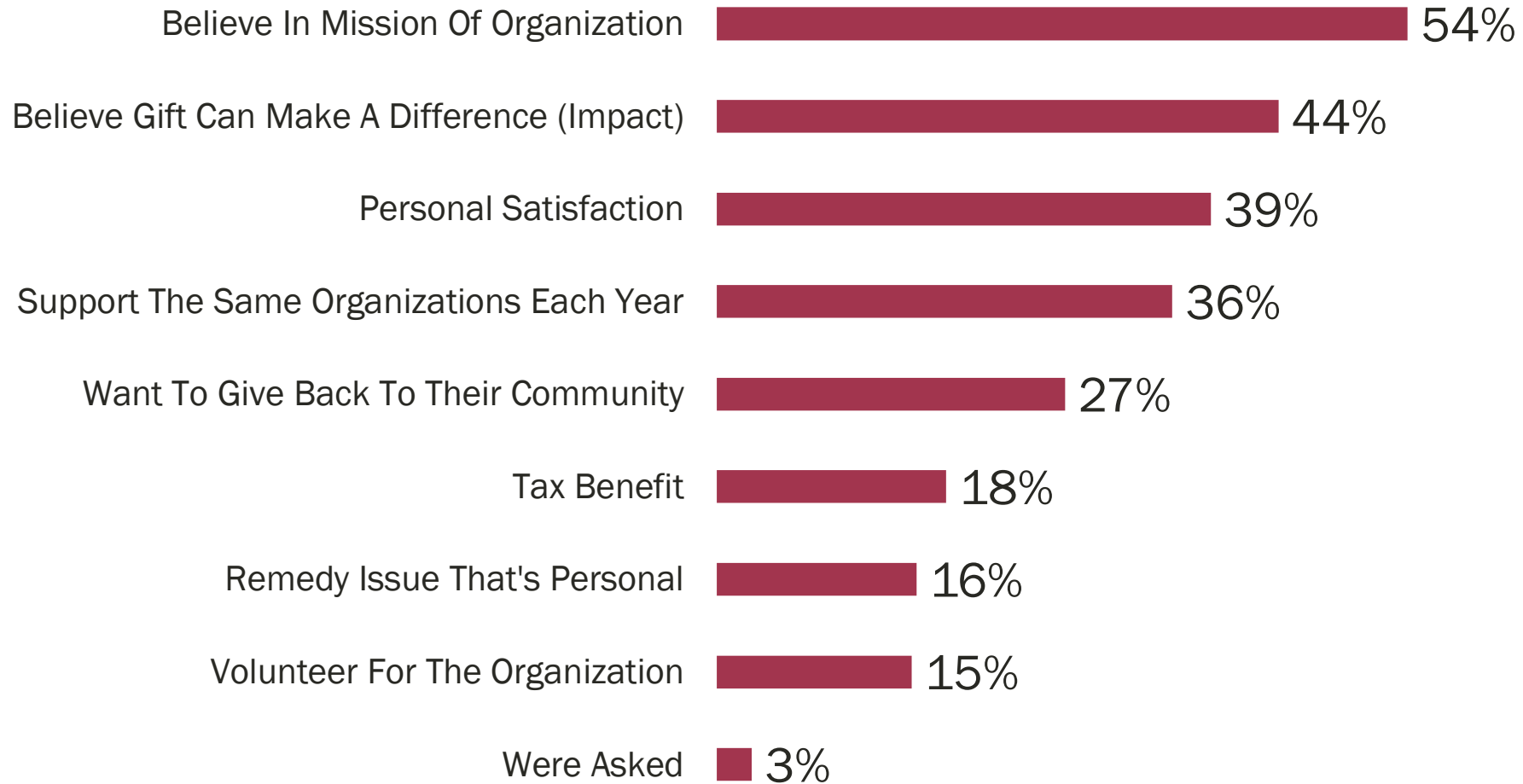
Virtual and Technology are here to stay
Embrace Multichannel Fundraising
Focus on Donor Retention
Put Your Case In Context



Your Case In Context



Why Do Donors Give?



Not Either/Or It's Both/And

Your “Why” in Context

What about your organization's mission is of most value now in light of the Coronavirus and the urgent calls for social justice?

How does your work change because of or responds to increased needs as a result of these crises?

How You Will Deliver Your “Why”

What will you need to do more of or pivot to do to position your organization because of the emerging needs of the community and this pandemic/social unrest?

What You Need

How does this translate to increased funding needs that you can present to your donors as opportunities for them to help?

Focus on Donor Retention



“Your generous donation,” said the Dodo, “will help us in our quest to find a cure for extinction.”

CartoonStock.com

Focus on Donor Retention

Build Relationships Not Just Raise Cash

Improving Donor Retention by Just 10% Can Double the Lifetime Value of Your Donor Database!

— Adrian Sargeant, PhD

- Know your metrics—retention and average giving.
- Diversify giving sources—where are your opportunities?
- Encourage long-term investment through upgrades, monthly giving, and DAFs.
- Ignite donors' sense of agency by inviting them to help—host fundraisers, make additional and other gifts, etc.



Regular Not Stop/Start Communications

AND throughout the year, create meaning for your donors through communications that show they made a difference

Personal “thank you’s” with stories of impact and results

Share video updates about your programs

In-person visits by staff/executive leadership

Invitation to events

Celebrate your donors—feature profiles in your e-newsletters

Offer periodic webinars with CEO

Research reports

Invitation to volunteer,
Donor Surveys

It's About Multichannel



Windmill Hill
CONSULTING LLC

BUILDING NONPROFIT EXCELLENCE
THROUGH EFFECTIVE FUNDRAISING

We're Overloaded

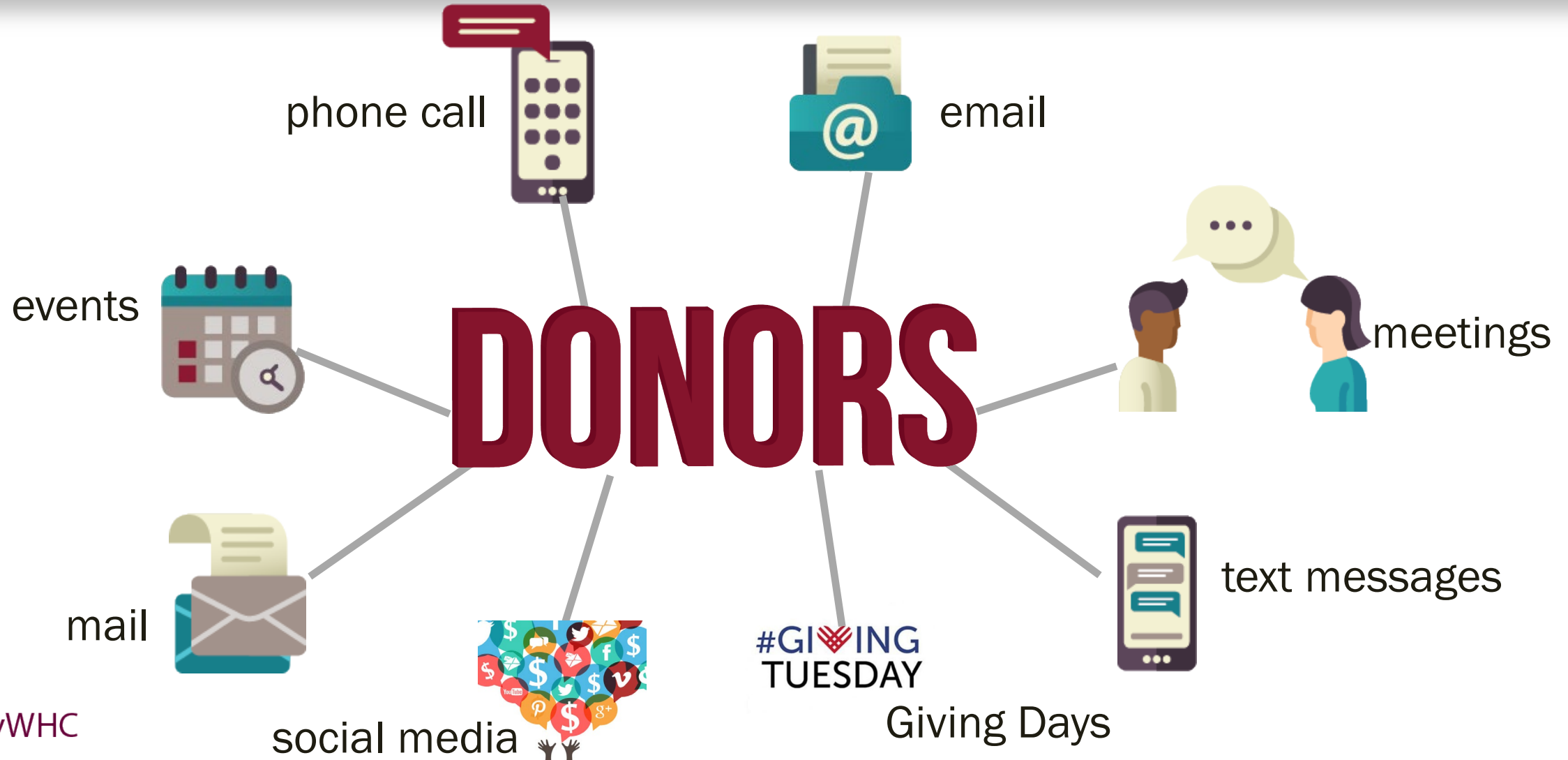


“If writing a letter a hundred years ago was the equivalent of sitting down with someone in a quiet room and talking face-to-face, writing an email today is like yelling at someone across a noisy traffic intersection while they’re rushing to an appointment.”

–Jocelyn K. Glei, *Unsubscribe*



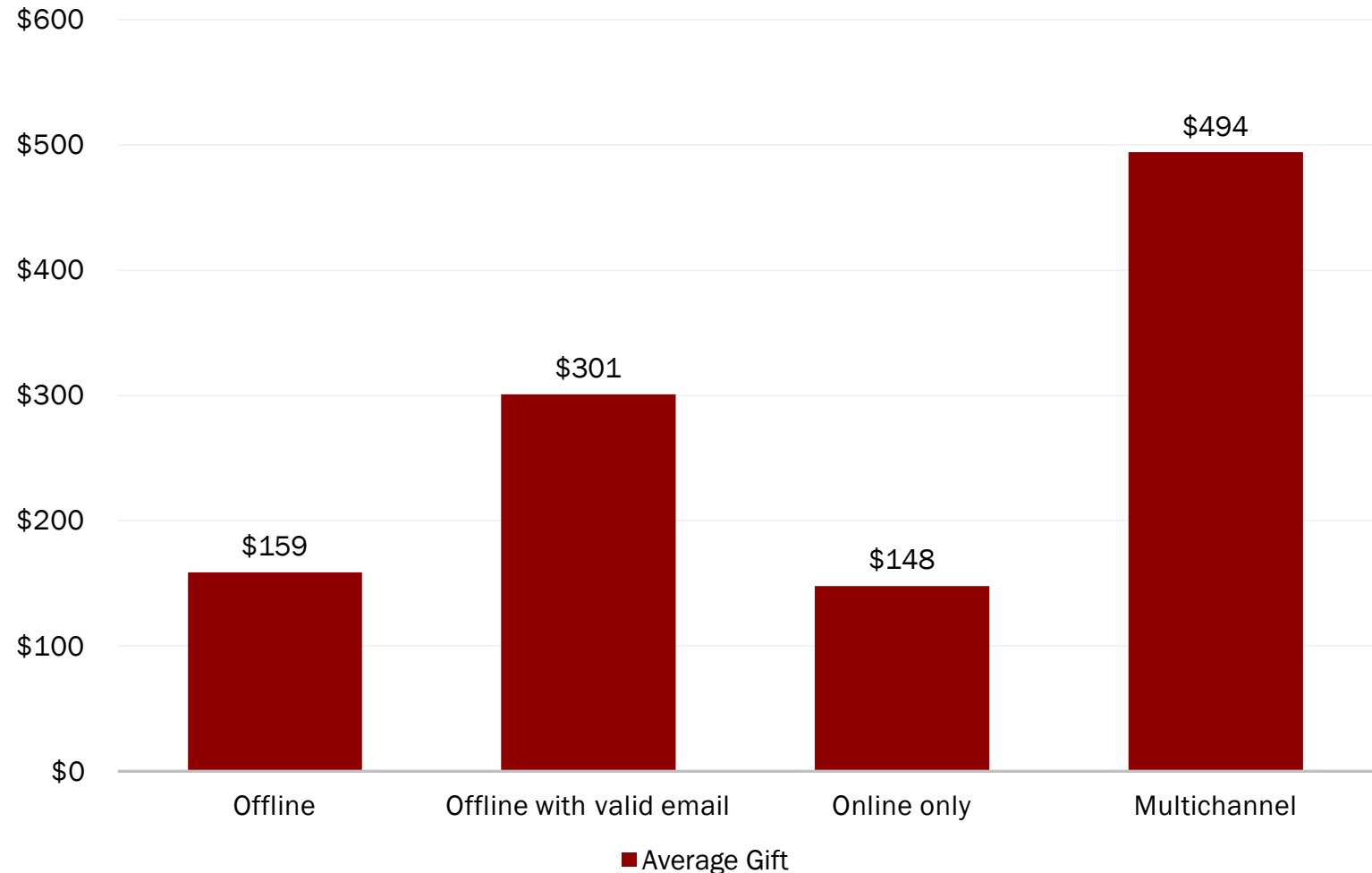
Meet Your Donors Where They Are



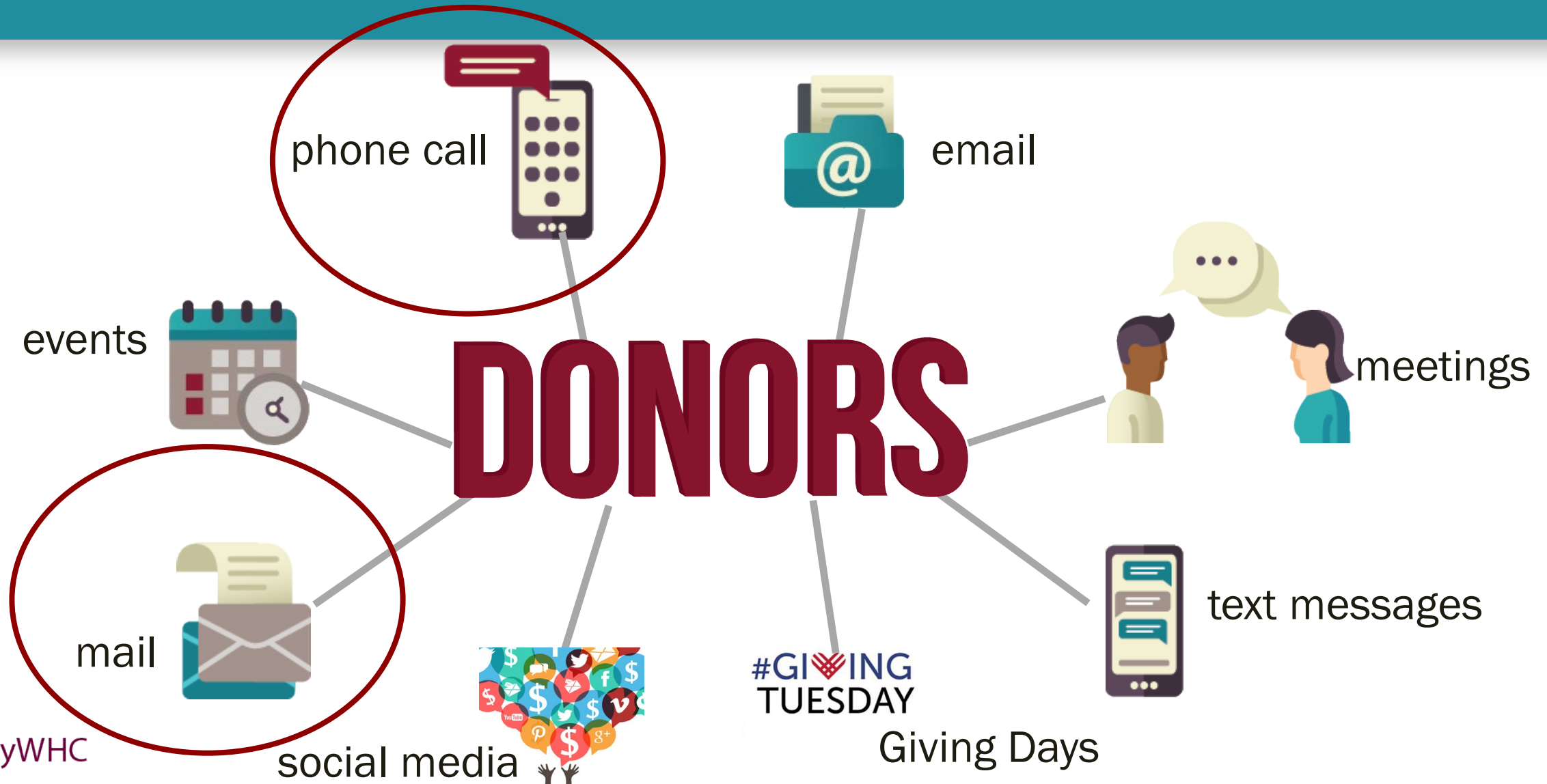
They Tend to Give More

Multichannel donors
3X more than online
or offline only donors.

Donor Retention rate
more than 2x higher
than online or offline
only.



Connect the Multi-Channel Dots



Virtual and Tech are Here to Stay



Fundraising Events Used to Be Galas



30% of consumers said they have supported or participated in a virtual charity event since the beginning of the COVID-19 pandemic.

Virtual Reality Brings Donors Close

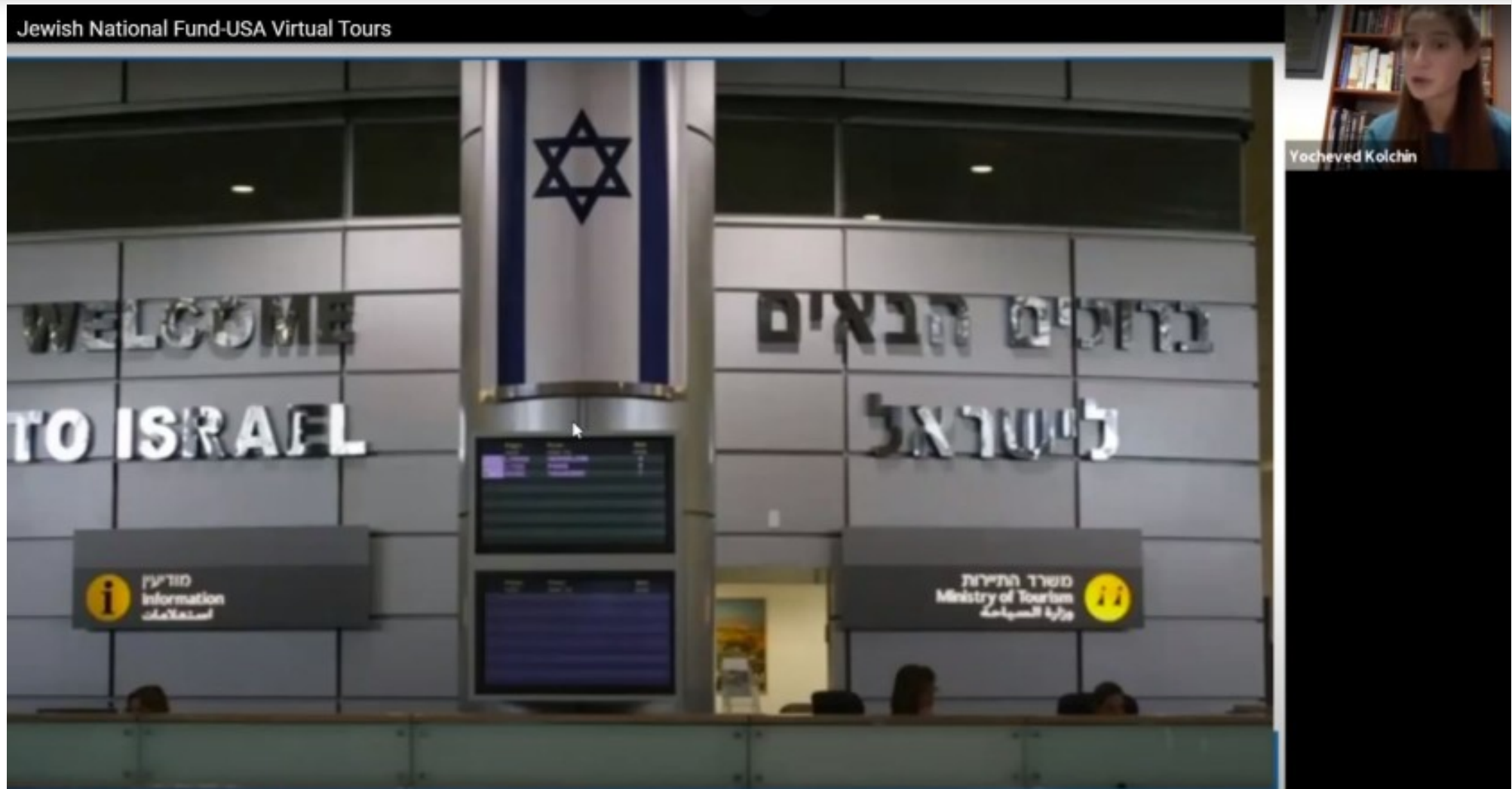


But in 2020, events came to our desks

60% said they actually donated and/or raised more in the virtual environment than they have for past in-person events.



We traveled the world



We virtually met those we supported



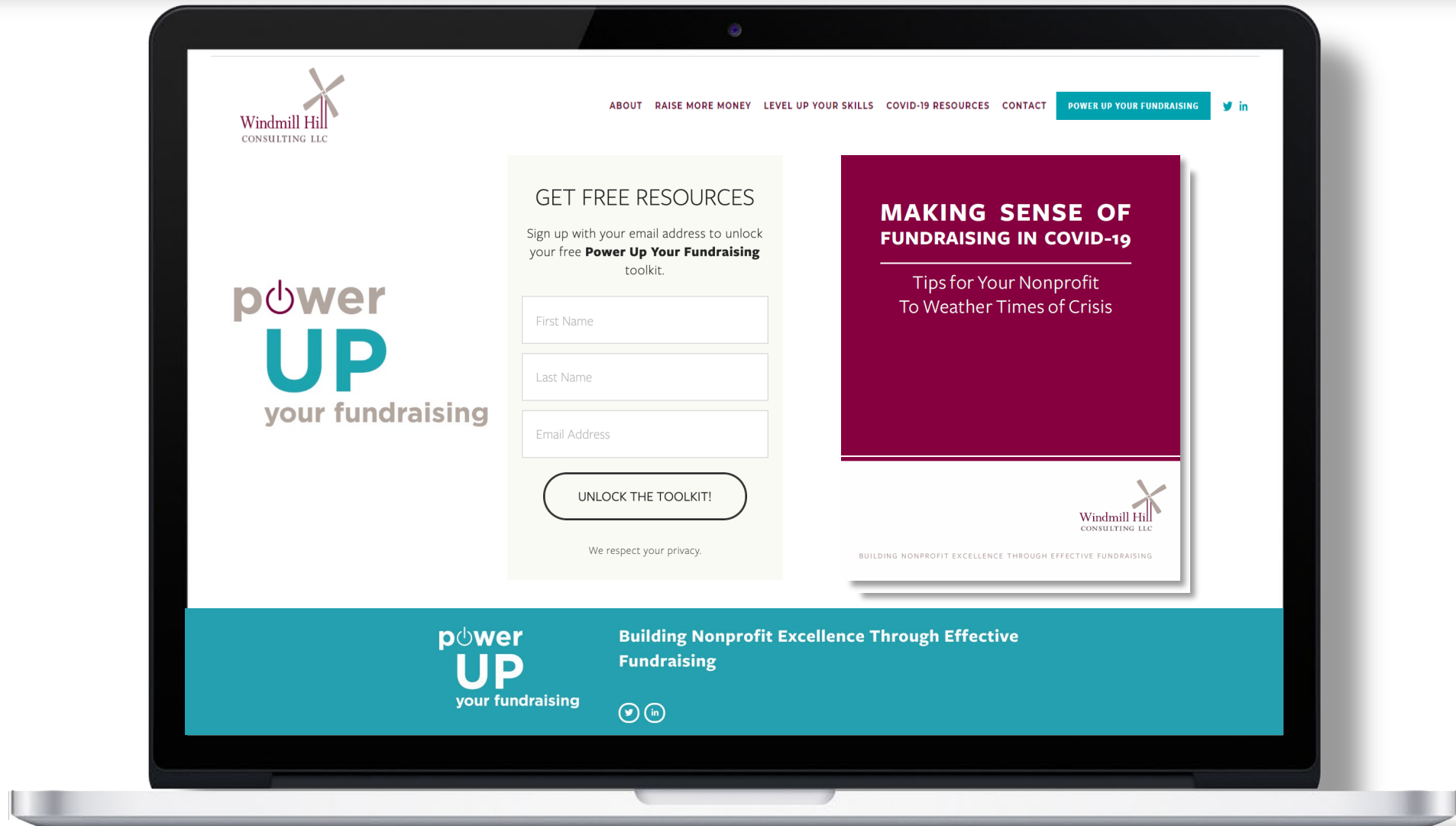
Technology Improves ROI AND is accessible to nonprofits

Technology takes the guesswork out of fundraising by:

- helping you know who your best potential donors are
- expands your fundraising workforce by automating some of the outreach
- improves ROI with better response rates and greater likelihood of upgraded giving.



www.whillconsulting.com



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