

5 Stats to Inform Your Donor Communication Strategy

Using the tools and resources available to you to reach your donors is crucial for the success of your goals. In this infographic, we're sharing stats on donor communication methods and why technology is your best friend when learning about your donors and their preferred communication channels.

1 After independent research and word-of-mouth marketing, social media is a valuable outreach tool for nonprofit organizations and charities. How do communication mediums stack up in how donors are giving?



PRO TIP!

Send a poll to your donors (which you can easily create through Google or Microsoft Forms for free) and ask them to rank or select their preferred communication methods. How do they want general news to be shared? Where do they want to read event updates? How do they want to receive appeals or donation requests?

Organization and nonprofit audiences differ, so take the time to survey and understand your donors to better cater to their needs.

P.S. Make sure it's NOT anonymous. You want to know personal preferences.



2 How well do you know your donors? Do you feel you know them well enough to target their needs? We asked how technology impacts knowing donors' preferred messaging.

The percentage of nonprofit professionals who know what messaging appeals to their donors



vs.



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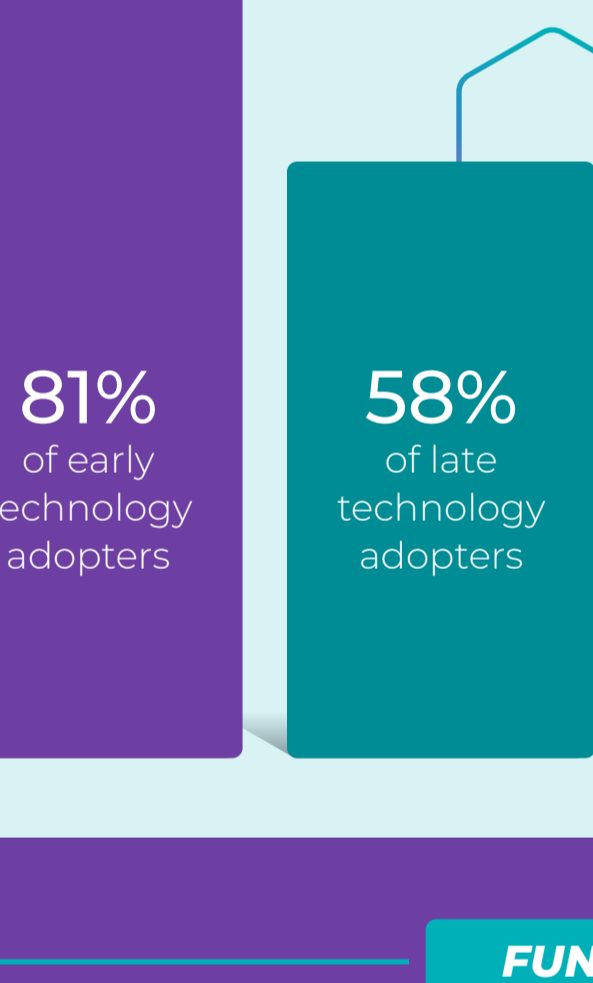
*The term "early adopters" signifies an organization that decided to embrace and use fundraising and/or donor technology efficiently from the start, versus late adopters or those still waiting to embrace technology.

MAKE IT EASY

Make it easy for your donors to find information anywhere, regardless of their preferred channel. Consistency is key across email, social media, your website, text messages, and even direct mail.

Whether they want a link to your fundraising site or an address to send a donation to, make sure they have what they need!

3 How often do your donors want updates or impact stories? How often do they want events or giving appeals? Use your fundraising and donor management platform to establish these preferences.



The percentage of nonprofit professionals who report knowing how frequently their donors want to be contacted

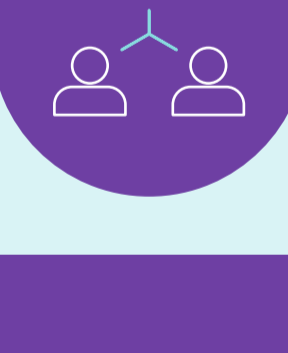


FUN FACT!

Research shows that nonprofits should ask a donor for support six to 12 times a year.

Remember, diversifying your asks can significantly impact a donor's decision to give. Make your messages direct, powerful, and appealing! And always make sure to include an impact statement after an appeal, as well as personalized thank you messages for your donors.

4 Managing and organizing donors based on age (or generation), location, giving level, and other demographics can help you improve your segmentation strategy. Not only does segmentation improve your ability to communicate effectively, but it can also help you target new donors and improve relationships with existing donors.



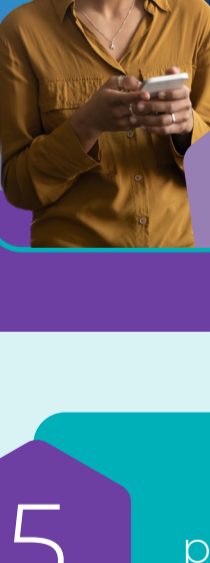
Early technology adopters are nearly **2x more likely** than late technology adopters to have a useful, successful donor segmentation strategy



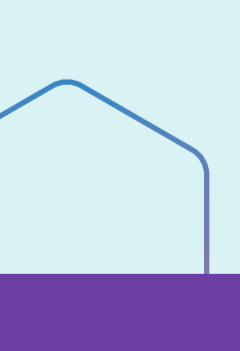
DID YOU KNOW?

The top four reasons why donors leave an organization:

- Poor communication from the organization
- They thought the charity did not need them
- They were given no information on how money was used
- They were never thanked for donating

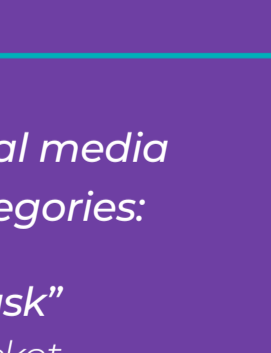


5 Improving donor communication strategy by personalizing messages can significantly improve donor relationships and willingness to give.



54% of nonprofits surveyed said personalized donor outreach is a strategy they plan to employ to meet 2022 goals

64% said they want to engage more with donors overall



THE 70-20-10 RULE

Best practice determines that a nonprofit's social media strategy should be broken down into three categories:

- 10%** of posts should fall under the "ask" or "appeals" category for donations, ticket purchases, volunteer requests, and more
- 20%** should be educational content such as blog posts and infographics
- 70%** of posts should include mission or program-based information

Don't forget to review data from previous years to establish goals and which communication channels were the best for turning supporters into donors.