



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip Sept 9, 2024 Let's keep those new donors for more than just a year.

Dear Ministry Leader,

So, picture this. You've had an outstanding year developing new partners. Some have even been monthly partners. But 12+ months later, you happen to run a report to see how those previous new donors are doing only to find out that over 50% no longer give to you. What happened?

This tip is intended to address the issue of lapsed donors, but in my 40+ years of fundraising experience, 30+ of those as an Executive Director, I'll tell you that lapsed partner strategies rarely deliver better than a 5% response. Just to be clear, that means if you had 100 lapsed donors, maybe you can get 5 of them back.

So, what's the solution? Well let's start by improving the ways we help them to feel connected. Let's do everything in our power to make sure they feel like they belong, are thanked, and know the impact they are having through their gifts.

The best solution to improving your retention rate is PROACTIVE, NOT reactive. That means we start by changing how we welcome them into the organization with their very first gift.

The Partner Welcome Series is a strategy that involves between 4-8 initial communications in the first 4-6 weeks of the partners first gift.

Click on this [link to download](#) the document that walks you through several options (4, 6, and 8 emails), along with a bit of a description as to what each email could be like and certainly what some of it's purposes are.

A few additional thoughts and comments

1. Statically, the retention rate of one-time gifts is only 28%, whereas monthly gifts exceed 75%. So the 50% number above is the average between those two kinds of gifts.

2. In addition to this strategy, I would suggest you also create what is known as a giving club, or giving society. I've shared about this concept in the past. So you can check out my previous tips, or shoot me an email at rjf@multiply417.com for a reminder.

3. Huge thanks to the team at NextAfter. A lot of this material and concept is theirs. I'm looking forward to hanging with them in a few weeks at their Nonprofit Innovation and Optimization conference.

4. Honestly! I know your world as an Executive Director or Development Director for a faith based ministry. I know that you are always in the hunt for quality balanced against cost.

But just remember that the notion of free is many times worth exactly what you paid for it! If cookie cutter answers are all you want, then great, but if you need real answers designed specifically for your needs, then please consider letting me help. I'm certain I can craft solutions for your development issues that will more than meet your goals and be cost efficient.

Passionately,

Rick

P.S. Want to talk about ideas? Lots of ways to contact me. Just reach out.

Our Contact Information

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