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The State of Modern Philanthropy 2019

TRENDS IN RETURN DONOR BEHAVIOR

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- HubSpot HQ
- June 10th
- Day before Classy Collaborative

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Meet Your Hosts



Dr. Ben Cipollini
*Director of Data Science,
Classy*



Brady Josephson
*Vice President of Innovation &
Optimization*

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TODAY'S WEBINAR

Agenda

ABOUT THE DATA

Why We Created The Report

SECTION 1 | SOURCE

Giving Gateways and Donor Demographics

SECTION 2 | DESTINATION

Campaign Type Interactions

SECTION 3 | ACTIONS

Follow-Up Behavior

SECTION 4 | TIMING

Time Between Interactions

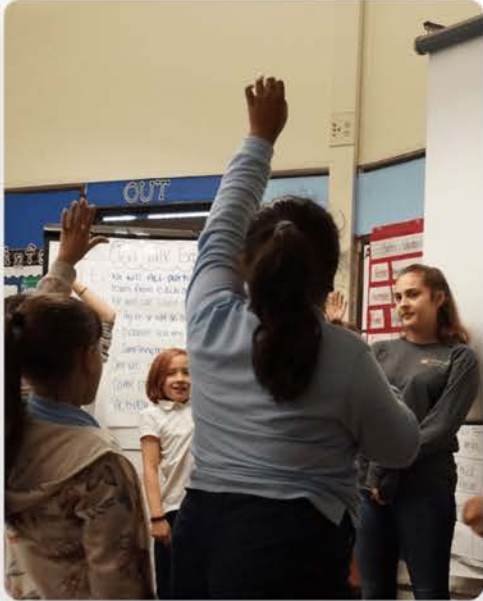
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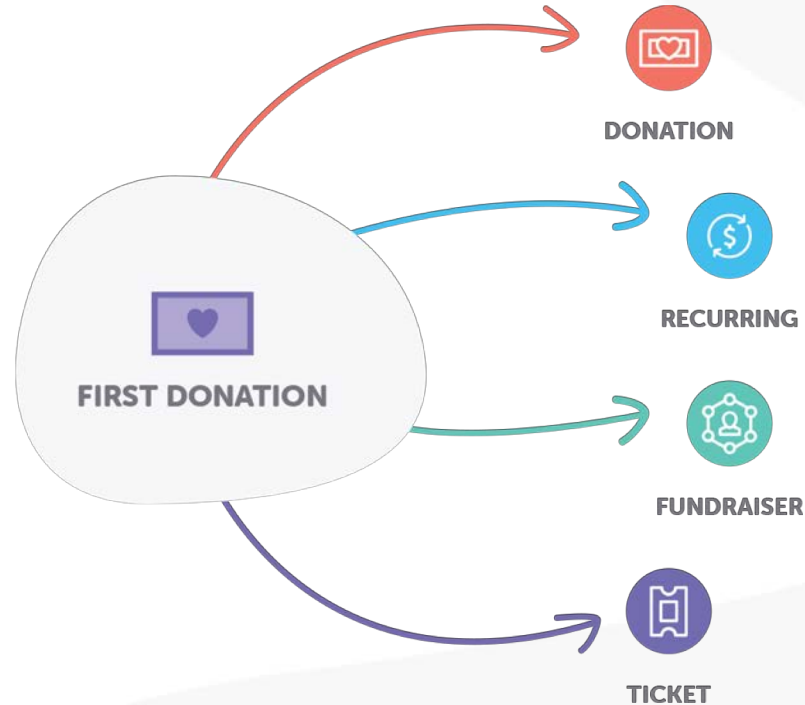
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About the report

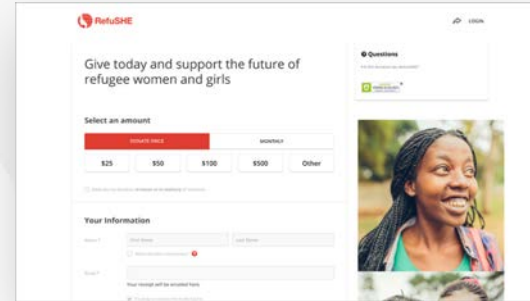
The State of Modern Philanthropy 2019 report reveals the donor patterns and behaviors that take place after someone makes a first, one-time donation to an organization—unearthing new insights about critical topics such as fundraiser retention, the continued value of recurring donors, and opportunities for better donor engagement.

The Return Supporter Journey



About the data

- The report leverages data from both 2017 and 2018, spanning nearly one million transactions, over 15,000 campaigns, and almost 4,000 recurring plans from 875 organizations ranging in size
- Following within-year return donors, we analyzed U.S. based supporters who gave their first donation in 2017, examining behavior for the rest of 2017 and into 2018



The Supporter Journey

1.) SOURCE



Giving Gateways and Donor Demographics

2.) DESTINATION



Campaign Types

3.) ACTIONS



Follow-Up Behavior

4.) TIMING



Time Between Interactions

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SECTION 1 | SOURCE

Giving Gateways and Donor Demographics

Key Data Snapshot



of donors who first donated from a mobile device made their second donation from a mobile device



of donors who first donated from a social referral source made their second donation from a social referral source



of first-time donors were female



of return donors were female

Source: The State of Modern Philanthropy 2019, Classy





Return donors tend to give via a similar device between gifts

- 77% of donors who first donated from a mobile device made their second donation from a mobile device
- 90% of donors who first donated from a desktop made their second donation from a desktop

Key Data Snapshot



of donors who first donated from a mobile device made their second donation from a mobile device



of donors who first donated from a social referral source made their second donation from a social referral source



of first-time donors were female



of return donors were female

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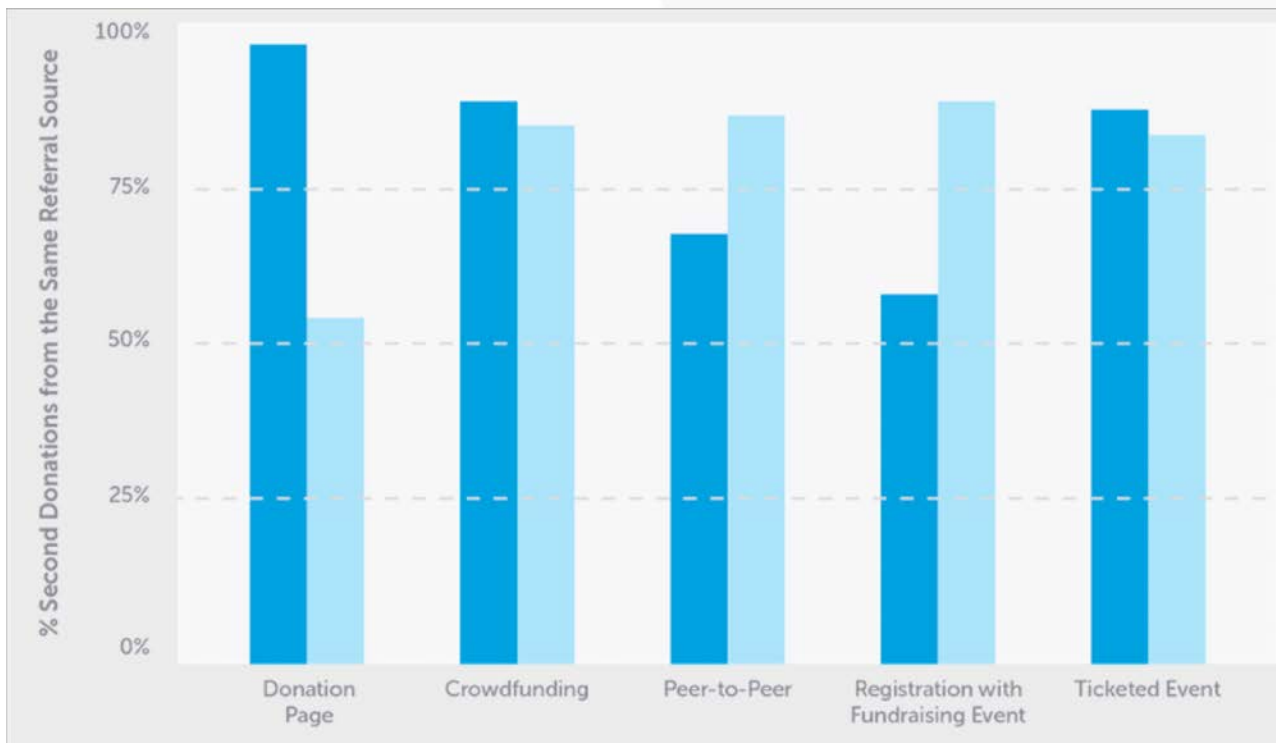




Return donors tend to come from a variety of channels

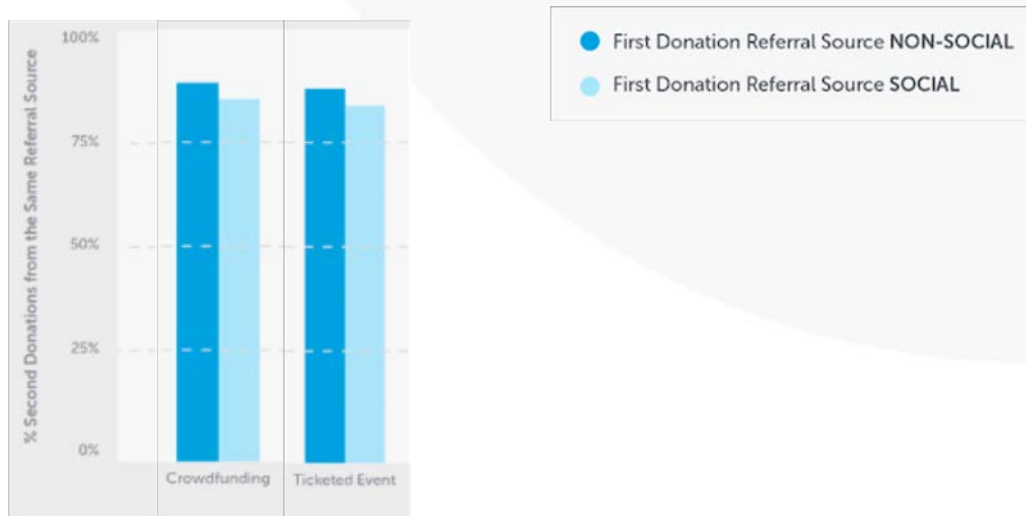
- On some campaign types, donors returned via the same channel (referrer) as when acquired.
- On other campaign types, donors returned via the “natural” channel for that campaign type.

- First Donation Referral Source NON-SOCIAL
- First Donation Referral Source SOCIAL



Return Donors with Same Referral Source for First and Second Donation

Crowdfunding vs. Ticketed Events



Return Donors with Same Referral Source for First and Second Donation

Donation Page vs. Peer-to-Peer, Ticketed Events and Registration with Fundraising Events



Key Data Snapshot



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Thought Starters

Giving Gateways and Donor Demographics

- **Do you reach out to donors on desktop and mobile?**

Over half of return donors use the same device as their first donation. If you limit yourself to advertising on one medium, you could miss out on potential return donors.

- **Do you retarget return donors on social media more for certain campaign types?**

Return donors who originally donated on peer-to-peer campaigns via social media are most likely to return via social media. See how your social media strategy differs by campaign type, and how it may affect where donors come back from.

- **Do you use donor demographics to decide which donors to retarget?**

First-time and return donors show no difference in gender and median household income. Consider which variables outside of gender and income may make a specific group of donors more likely to donate again.

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SECTION 2 | DESTINATION

Campaign Type Interactions

Key Data Snapshot



22%

of return crowdfunding donors gave to a donation page



33%

of return donors gave to the same campaign page



14%

of peer-to-peer fundraisers became fundraisers again for the same organization

Source: The State of Modern Philanthropy 2019, Classy



Percentage of Donors Who Returned to a Specific Campaign Relative to First Donation Campaign Type

Campaign Type of Second Donation

		Donation Page	Crowdfunding	Peer-to-Peer	Registration With Fundraising Event	Ticketed Event
Campaign Type of First Donation	Donation Page	90%	6%	4%	0%	0%
	Crowdfunding	22%	72%	5%	1%	0%
	Peer-to-Peer	4%	2%	90%	3%	1%
	Registration With Fundraising Event	1%	1%	3%	95%	0%
	Ticketed Event	17%	7%	22%	4%	50%

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Return donors who show diversity by campaign type, give more

- Return donors who gave to the same campaign type gave a similar amount (\$50)
- Return donors who gave to a different campaign type tended to give more
- The exception is: ticketed events, where we saw people giving the most... and especially if they returned via another event.

Median Donation Size of Second Donation Relative to First Donation Campaign Type

		Donation Page	Crowdfunding	Peer-to-Peer	Registration With Fundraising Event	Ticketed Event
Campaign Type of First Donation	Donation Page	\$52	\$52	\$79	\$100	\$120
	Crowdfunding	\$50	\$50	\$53	\$53	\$100
	Peer-to-Peer	\$100	\$60	\$50	\$52	\$100
	Registration With Fundraising Event	\$100	\$100	\$52	\$50	\$100
	Ticketed Event	\$105	\$105	\$53	\$77	\$150
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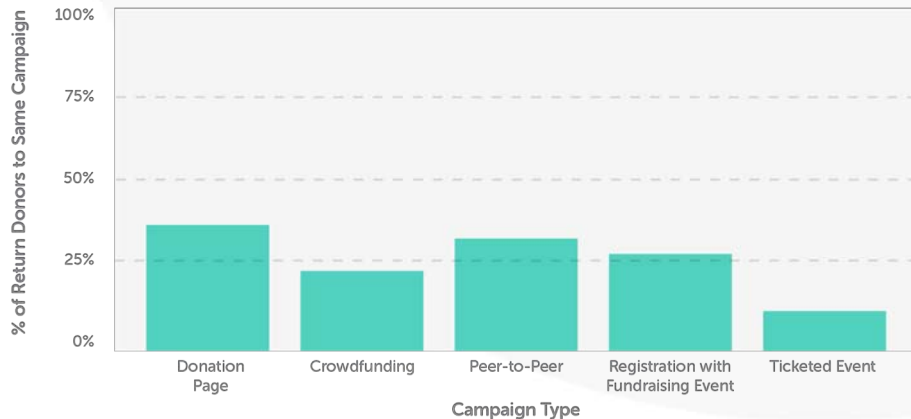
Source: The State of Modern Philanthropy 2019, Classy



Return donors tend to give to different campaigns

- 33% of donors returned to the same campaign that they started at
- Where a donor started and where they came back results in different return rates AND different return donation amounts

Return Donors Who Came Back to the Same Campaign as First Donation



Key Data Snapshot



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Return fundraisers raise more

- \$501 vs. \$222 on peer-to-peer
- \$153 vs. \$53 on registration with fundraising (RwF)
- ... but we're only converting at 14% on peer-to-peer (19% on Rwf)

Thought Starters

Campaign Type Interactions

- **When you host an event, do you invite the people who have already given to your donation pages?** Return donors who first give to a donation page donate to ticketed events almost as much as those who start at ticketed events. Where a donor starts can affect how much they'll give to future events. Look at where your donors initially gave to come up with a guest list.
- **How do you engage with event attendees after your event?** Return donors who start at ticketed events donate more to donation pages than return donors who start at any other campaign type. Think about using your past event attendee lists for non-event-based appeals.
- **What's your fundraiser retention strategy?** Return fundraisers raise over twice as much as first-time fundraisers. Consider what resources you can dedicate to engaging with fundraisers and maintaining a relationship after their first fundraising experience.

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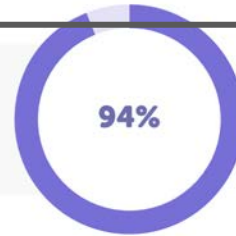


SECTION 3 | ACTIONS

Follow-Up Interactions

Key Data Snapshot

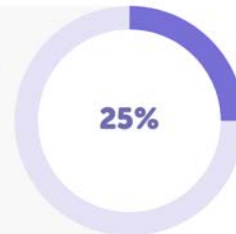
- **94%** of return donors gave another one-time donation as their second interaction



- Donors who started at a donation page were almost twice as likely (**1.7x**) to return to give a second donation, relative to donors who started on a peer-to-peer campaign

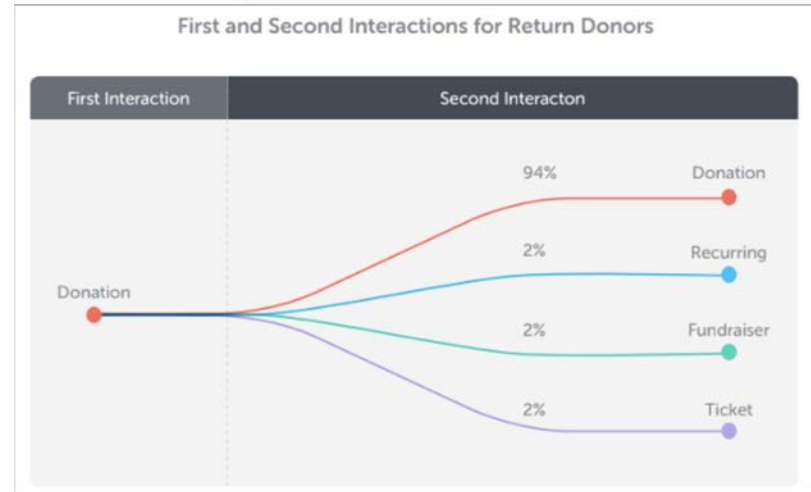


- **25%** of return donors who then became recurring donors, also gave another one-time donation as one of their follow-up actions (third, fourth, etc. action with an organization after their first donation)



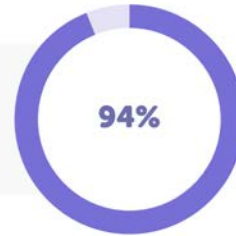
How are donors re-engaging?

- 94% of ALL return donors gave another one-time donation as their second interaction
- Donation pages yield the highest donor return rates
- Ticketed events yield the lowest donor return rates



Key Data Snapshot

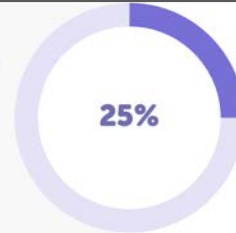
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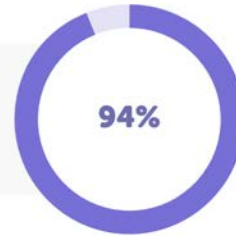


Retention differs by initial campaign type

- Donors acquired via donation pages show the best retention
- Donors acquired via P2P pages showed intermediate retention
- Donors acquired via Ticketed event pages showed the least retention

Key Data Snapshot

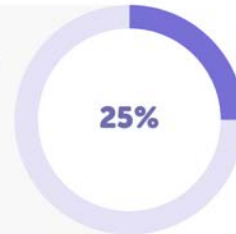
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Recurring donors are your biggest cause evangelists

- Recurring donors are 5X more valuable than one-time donors
- Recurring donors are even more valuable than their monthly gift:
 - Of return donors who became recurring donors, 25% then gave another one-time donation at some point within the same year
- Your donors, especially those recurring, may be willing to re-engage with your cause more often than expected

Thought Starters

Follow-Up Interactions

Thought Starters

- **Are your one-time donors more likely to give another one-time donation, or take another action?**

Of all return donors, we found that 94% give another one-time donation as their next action. Take a look at your data to see what the most common follow-up actions are for your donors. You may need to further refine your re-engagement strategy.

- **Which of your campaigns show the best donor return rates?**

Donation pages have almost twice the donor return rate (1.7x) of peer-to-peer campaigns. Find which of your campaigns have the highest donor re-engagement rates and see how you can maximize the use of that campaign type in your overarching strategy.

- **How many different actions can a supporter take?**

Of return donors who become recurring donors, 25% then give another one-time donation. See how many different actions your typical supporter takes in their lifetime. Use that to see if there is an opportunity to offer new ways to engage with your organization; you may discover donors are willing to re-engage more often than expected.

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SECTION 4 | TIMING

Time Between Interactions

Key Data Snapshot



349
days

349 days was the median length of time between a first donation and a second donation (for those who returned more than 24 hours after their first donation)



19%

19% of return donors who gave a second donation returned within three months of their first donation and 29% returned within the first six months (for those who returned more than 24 hours after their first donation).

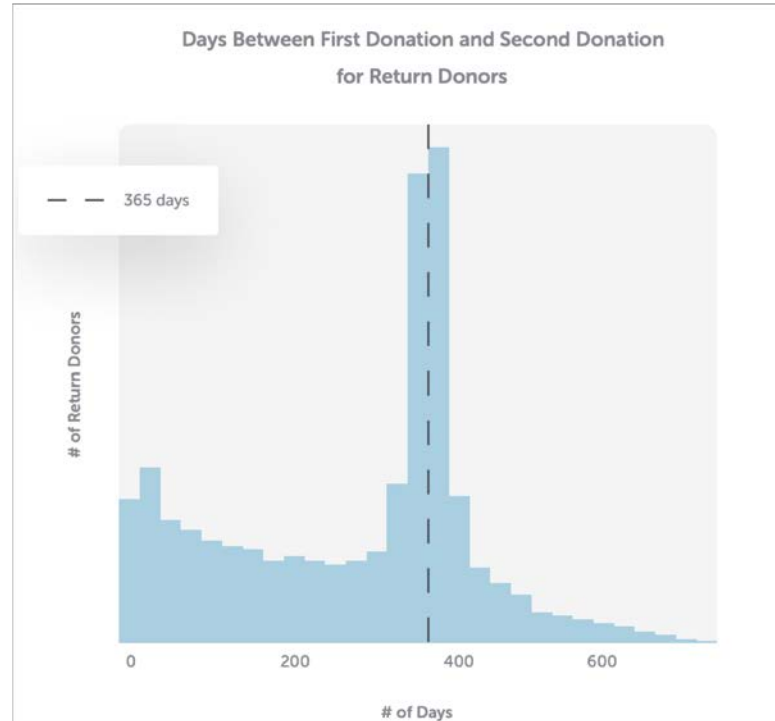


214
days

214 days was the median length of time between a first donation and a recurring gift (for those who returned more than 24 hours after their first donation)



This is what a “donor-versary” looks like



Key Data Snapshot



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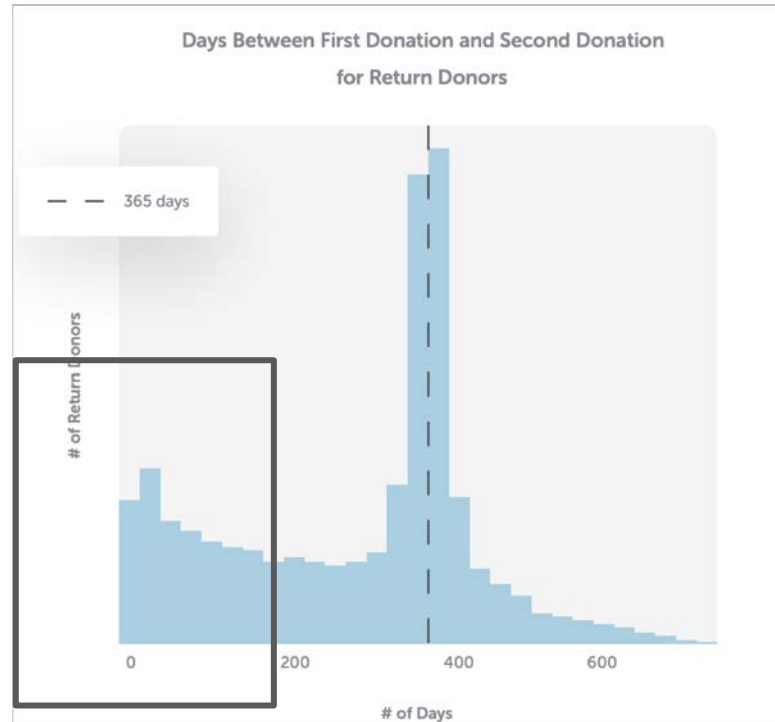


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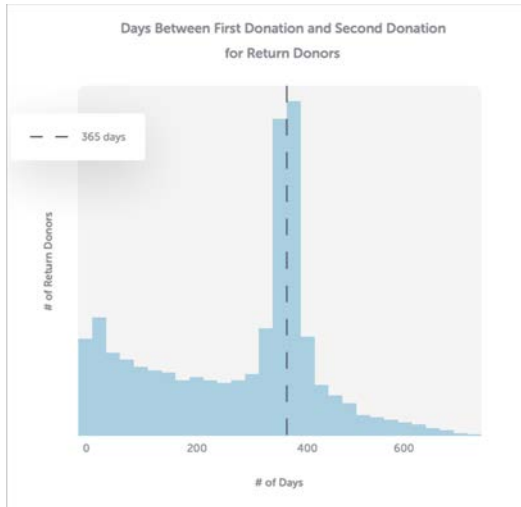
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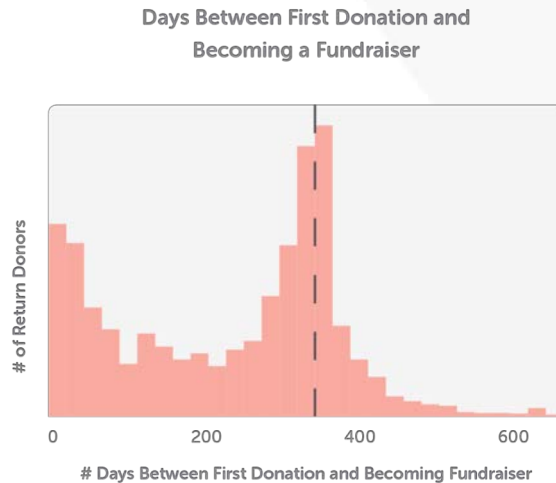
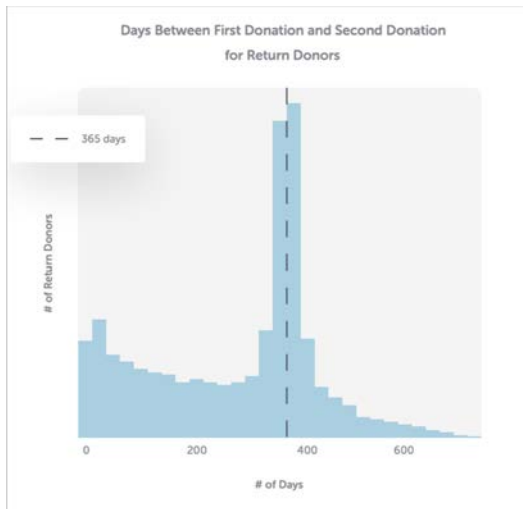
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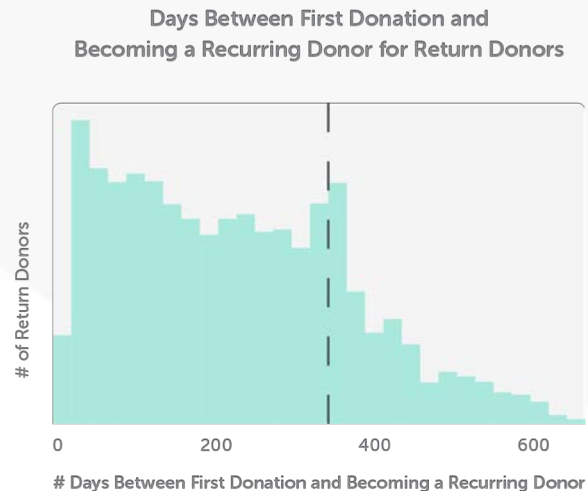
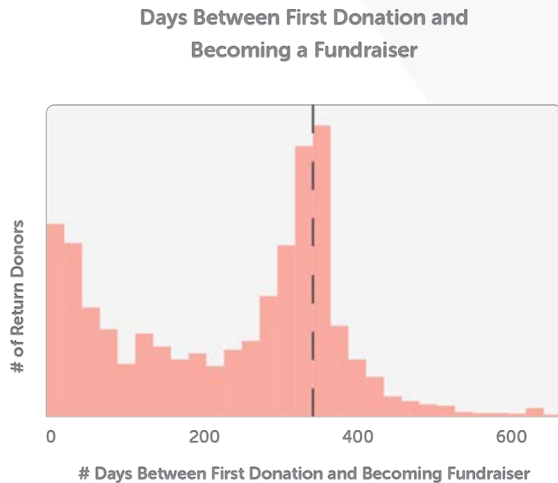
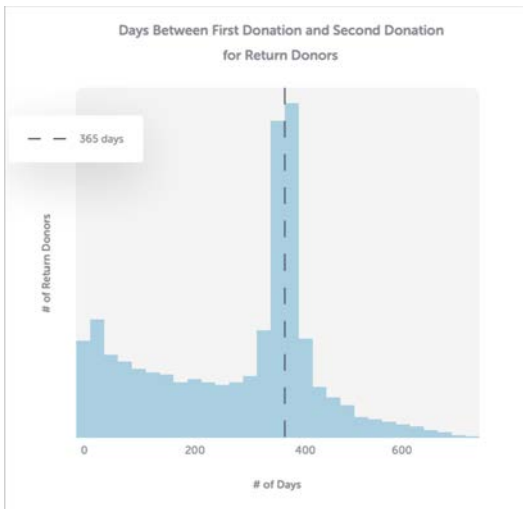
Start Thinking Outside of The “One-Year-Anniversary-Box”



Start Thinking Outside of The “One-Year-Anniversary-Box”



Start Thinking Outside of The “One-Year-Anniversary-Box”



Thought Starters

Time Between Interactions

- What percentage of your donors return before their giving anniversaries?

The typical time between first donation and second donation is 349 days, but 19% of donors return within just three months and 29% within six months. Consider how you can stay on their radar and engage potential donors throughout the year to inspire earlier repeat gifts.

- Do you celebrate giving anniversaries?

While organizations can work to lessen the number of days between first and second interactions, celebrating giving anniversaries is still an important tactic to consider. Remind donors of the impact they've helped to create and suggest creative ways to celebrate their giving anniversary—like starting a peer-to-peer fundraising page.

- Do you ask your Giving Tuesday donors to become fundraisers?

Return donors who make their first donation on Giving Tuesday typically return to fundraise after 214 days, unlike donors from other days in the year who return after 301 days. Consider how you might target this group for peer-to-peer fundraising opportunities.

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Questions?