Increasing Fundraising Conversion & Revenue

Everything you need to know about optimizing your next **Individual Giving** campaign.

DonorDrive®

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Introduction

It's a hard time to be a fundraiser. You're faced with a shrinking pool of potential donors as the number of individuals making charitable gifts has reached an all-time low. With staff burnout and increased competition for talented team members, you're faced with raising hiring and retention costs. In a fragmented digital landscape, you struggle to cut through the noise and get your mission message across to the right people at the right time.

In this guide, we'll take a step back and look at today's Individual Giving landscape, acknowledge the challenges, and put forth proven solutions to turn the tide in your favor.
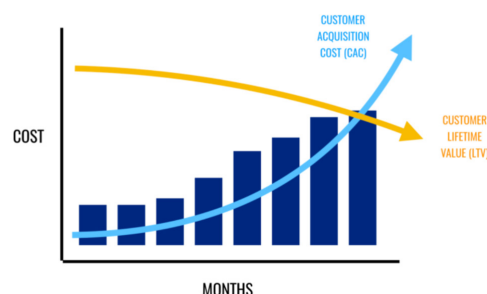
Top Trends in Individual Giving

1. Rethink Your Individual Giving KPIs

If your main success metric is cost to acquire, you're fighting a battle that's already lost. By focusing on the immediate return, you miss an opportunity to track the long term impact of a single donor and truly understand the impact of your donors. But if you look at the lifetime value of your constituent and treat that as your North Star, prioritizing the stewardship of the donors you've already worked so hard to acquire, the story shifts.

CAC (Cost to Acquire)
LTV (Lifetime Value)

Jon Thompson, an innovative leader at Children's Hospital of Philadelphia, shared that *40% of their donors who give a million or more start off giving $100 or less.* The cost to acquire that donor compared with their initial gift may not be an impressive number, but consider it against their lifetime giving of seven figures. Now that's an impressive narrative to share with your leadership and board — especially during budget planning.

2. Invest in Broadening Your Supporter Base

As Individual Giving continues to decline, your organization is likely prioritizing wealthier donors and soliciting major gifts. While this strategy can pay off in the short term, it's crucial to continue building loyalty to your mission with

younger, more diverse supporters for the long term success of your programs.

Building your donor funnel will look different based on your organization, but a few key strategies that can help include:

Donor Funnel

- Building affinity with youth through school-based and campus fundraising to create a culture of philanthropy among tomorrow's leaders

- Creating a corporate employee giving program to reach young professionals or partnering with a brand to reach a new demographic of consumers

- Implementing an advocacy program that turns the megaphone over to your beneficiaries to advocate on your behalf

- Investing in digital marketing and social media to gain broader recognition for your mission

- Hiring with Diversity, Equity, Inclusion, and Belonging (DEIB) to reach demographics of supporters who might previously not felt included in your organization

3. Double Down on Recurring Giving

While one-time donations decreased 1% according to the 2024 M+R Benchmarks, monthly giving increased 6% and accounted for 31% of all *online revenue in 2023*. Just as consumers turn to subscriptions for everything from Netflix to toiletries to fashion, recurring giving programs offer a win-win for both the supporter and your mission.

What better way to increase the lifetime constituent value of your donors, build an affinity to your mission with continuous stewardship, and create predictable revenue for your organization? Make recurring giving available through a popular digital wallet like Apple Pay or PayPal, and you'll really be off to the races.
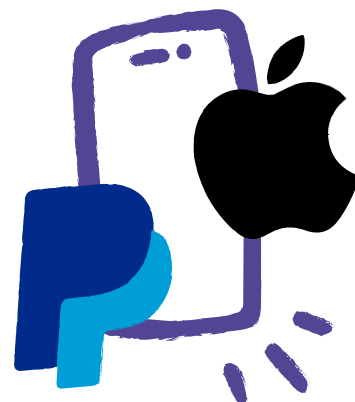
4. Build Empathy

The last trend should come as no surprise to the wizened fundraiser. The emotional connection your supporters have to your mission has long been crucial to this work, but as we look forward, storytelling is more important than ever. Your supporter's first impression of you could come through a social media post, a billboard, or a donation page, so the branding, imagery, and language has to bring them back to that emotional connection to your mission.

Understanding who your donors are, what motivates them, and creating personalized paths for them to engage is key to breaking through the noise and creating true connection. Leveraging meaningful data and insights to scale your personalization is the way to build empathy with donors no matter where they fall in your funnel.

Throughout this guide, we'll dig into key strategies to take these trends to the next level and make the most of your Individual Giving programs.

What Is Individual Giving?

Our industry has so many terms to describe these programs from direct response to annual fundraising to crowdfunding. Essentially, what we're talking about in this guide is a direct donation ask from your organization to a potential donor, typically through a mass marketing effort.

- **Website Donations**

- **Recurring Donations**

- **Direct Response**

- **Memorial / In Honor Giving**

- **Awareness Month / Awareness Day**

- **Giving Day / Giving Tuesday**

- **Capital Campaigns**

- **Fund a Need**

- **Corporate Employee Campaigns**

- **Year-end Giving**

As a fundraiser, you face so many barriers. *Technology shouldn't be one of them*. In the next section, we'll walk you through the top ways to optimize your next Individual Giving campaign.
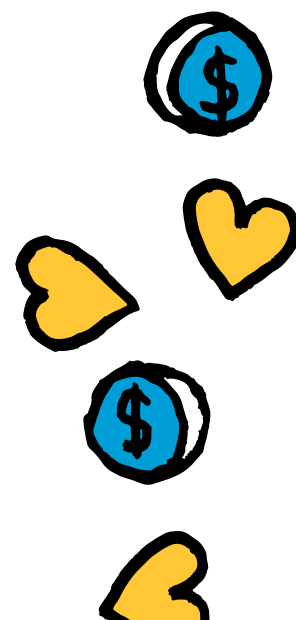
Align to Your Donor Journey

Your giving experience shouldn't be one size fits all. Create custom experiences aligned to your donor's journey with an omni-channel approach to fundraising.

Embedded Donation Forms

Create a seamless, impactful donation experience that drives conversion and revenue for your Individual Giving campaigns. Embedded donation forms are highly customizable pop-up modal donation forms that integrate directly into third party websites with minimal code and configuration required. Donors can seamlessly give a donation without ever being redirected — keeping donors connected with your organization and mission.

Key Features

1. Reduce friction in the donation experience with no redirects and fewer clicks to complete a transaction on any webpage.

2. Quickly and easily set up embeddable forms for any Donation Campaign with minimal code and configuration required.

3. Inspire donors to give and build donor trust with advanced customization options that highlight your brand and enhance your storytelling.

4. Maximize campaign results with revenue boosting features that encourage donors to upgrade their gift.

When to Use: Organic web traffic

Dedicated Donation Pages

Give donors flexible options with beautifully designed and mobile-first donation pages. Enhance storytelling and remind donors why they want to give with imagery and messaging configured to align with campaign marketing content.

Key Features

1. Personalize the donation experience with clicks, not code, including Suggested Donation Amount descriptions and images, background images, and campaign descriptions.

2. Collect important donation information with custom form questions including in honor/in memorial, inspiration for gift, and any other questions critical to your mission.

3. Simplify the giving experience with links that auto populate a donation amount and giving frequency based on a specific ask.

When to Use: Email campaigns

Help build a better world.

...ocal communities by funding important causes directly from our frontline church partners. Thes...
...diate action. Join us in making an immediate impact and help us reach our goals before it's too lat...
...zed care for all registered children, allows for increased preventative action, and continues Compass...
to release children from all forms of poverty in Jesus' name.

Choose a cause below to strategically provide hope and help to a community.

...SURGERY
...AR-OLD BOY

FUND CANCER TREATMENT
FOR A 14-YEAR-OLD BOY

KEEP A HIGH SCHOO...
BECOMING BED...

...OW

GIVE NOW

GIVE N...

Landing Page

Engage supporters and build brand awareness with highly customizable landing pages that spotlight your program and its mission. Reduce exit rates from paid efforts with meaningful content that brings an engaged audience further into your mission.

Key Features

1. Customize your campaigns based on your specific use cases including details about your giving day, corporate initiative, or capital campaign.

2. Inspire donors with meaningful content customized to your campaign and organization's mission with images, video, and messaging.

3. Cross promote complementary initiatives including multiple fund-a-need opportunities, peer-to-peer fundraising events, and DIY fundraisers.

When to Use: Social ads

Features to Increase Conversion and Revenue

Your giving experience shouldn't be one size fits all. Create custom experiences aligned to your donor's journey with an omni-channel approach to fundraising.

Encourage Recurring Donations

While revenue from one-time giving fell by 5% in 2023, donations from monthly giving rose by 6%, according to M+R Benchmarks. Build long term relationships with your donors and ensure predictable revenue for your organization. Configure monthly and annual giving options for your campaigns and set the default donation amount and frequency on any donation form.

Donor Portal: Increase Retention and Stewardship

Allows your donors to easily manage their recurring gifts including updating their donation amount, skipping a donation without canceling, changing the donation date, editing the payment method, and downloading receipts.

Boost Conversion with Digital Wallets

Digital wallets are a way of storing payment information electronically so consumers can make transactions with a computer or smartphone — and without needing their physical credit or debit cards. Today's online givers love digital wallets because they're a secure, seamless way to pay on web and mobile.

Offer these popular digital wallets — Apply Pay, PayPal, and Venmo — to boost conversion, new donor acquisition, and frequency of donations.

Pro Tip: Apple Pay

Simplify the experience for Apple Pay users by automatically selecting Apple Pay for any donor, participant, or ticket buyer using an Apple device, creating a more user-friendly experience and boosting conversion rates.

Simplify the Giving Experience for DAF Donors

Donor Advised Funds (DAFs) are the fastest growing giving vehicle in philanthropy. Grants from DAFs increase 9% with donors giving $52 billion in 2022, according to the 2023 DAF Report. Yet $229 billion is still held in these charitable savings accounts waiting to be donated to qualified 501(c)(3) organizations.

With DAFpay, these donors can grant directly from their DAF accounts to your giving campaigns, events, participant and team fundraising pages without leaving the donation flow.

Increase Average Donation Amount with Cover Processing Fees

More than half of donors who give on DonorDrive choose to Cover Processing Fees when offered. When enabled by default, that number increases to 74%. **DonorDrive clients see an overall revenue lift of 2-4% on average**, and most have the best success when they set a percentage of 4% or 5%.

To make the most of this feature, use positive, donor-centric messaging and add color with emojis to encourage adoption. Then after your donors give, don't forget to say thank you. While the purpose of this features is to help reduce overhead, for the donor, it's an increase in their donation and is fully tax deductible.

Examples

☑ YES – I am a rock star and will cover the processing fees!

☑ Increase my donation to offset processing fees and maximize my impact.

☑ Yes, I'd like to make my gift go further by covering processing fees!

Recipe for Optimized Donation Form

Total Time: 15 minutes or less

Start with Cohesive Branding

- Create your base with your organization's brand guidelines.

Mix in Mission Moments

- Spice it up with impact imagery that evokes an emotion and relates to your cause.
- Keep your messaging short and sweet and mission-focused.

Blend in Donation Upgrades

- Offer recurring gift options.
- Default to monthly to increase recurring giving.
- Default to Cover Processing Fees at 5%.
- Collect employer information to identify matching eligible gifts.

Measure Suggested Donation Amounts

- Drop in your highest ask first.
- Fold in a default gift amount.
- Go a step up from your average donation amount.
 *Ex. Average gift is $50, try defaulting to $75 or $100.*
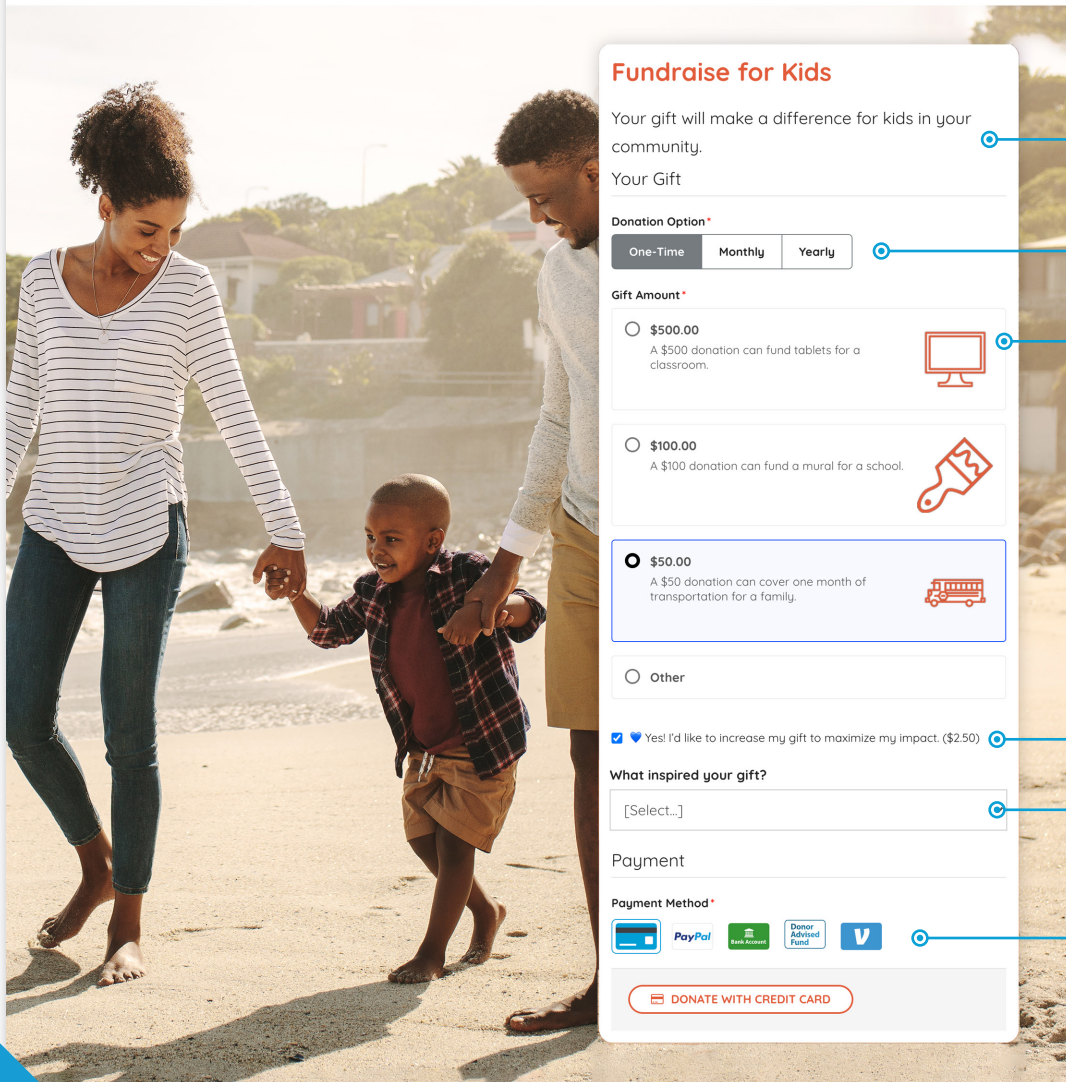
Boost Flavor with Custom Questions

- Limit to two or three questions tied to your stewardship plan.
  Ex. Is this an in honor or memorial gift? What's your connection to our cause?

Sprinkle in Payment Options

- Appeal to the most donors with a mix of payment options including credit cards, digital wallet, and Donor Advised Funds.

Bake!
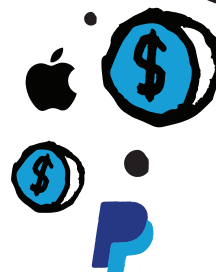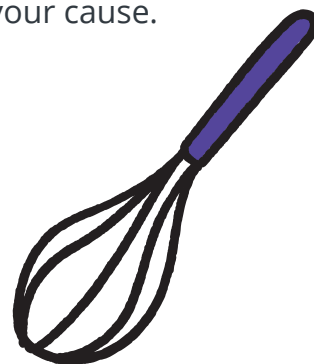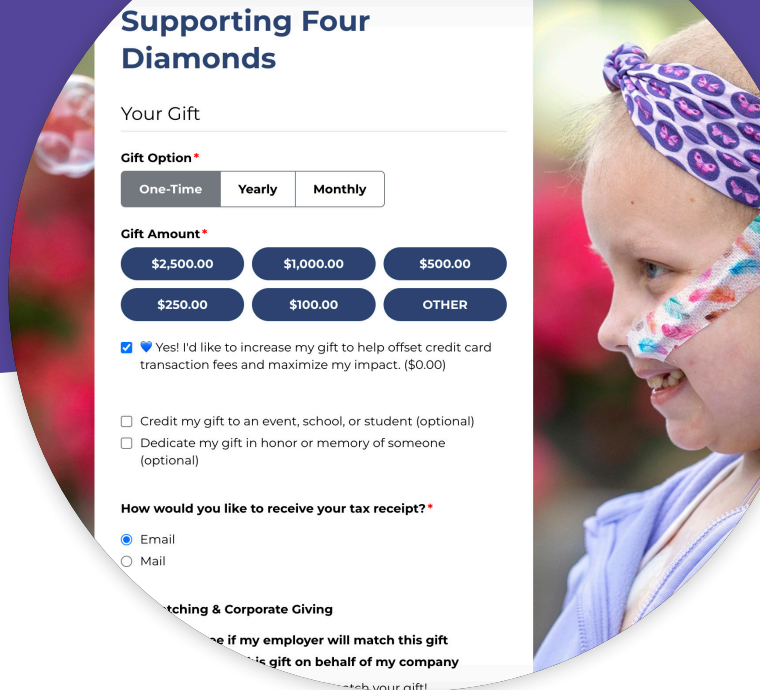
FUNDRAISE for KIDS

Fundraise for Kids

Your gift will make a difference for kids in your community.

Your Gift

Donation Option *

[One-Time] [Monthly] [Yearly]

Gift Amount *

○ **$500.00**
A $500 donation can fund tablets for a classroom.

○ **$100.00**
A $100 donation can fund a mural for a school.

● **$50.00**
A $50 donation can cover one month of transportation for a family.

○ Other

☑ 💙 Yes! I'd like to increase my gift to maximize my impact. ($2.50)

What inspired your gift?

[Select...]

Payment

Payment Method *

💳 PayPal 🏛 Bank Account Donor Advised Fund V

🔲 **DONATE WITH CREDIT CARD**

Impact Image and Messaging

Recurring Gift Options

Suggested Donation Amounts

Gift Upgrades - Cover Processing Fees

Meaningful Custom Form Questions

Flexible Payment Methods

Get the Most Out of Your Technology

Does your tech stack have so many platforms, you can't keep track of them all? Simplify and streamline your technology with a digital fundraising solution that can not only scale your Individual Giving programs but also give your peer-to-peer, events, and community fundraising teams the tech they need to be successful.

✓ Reduce Internal Tech Debt

One system for multiple fundraising initiatives improves data integrity and security with fewer points of failure between systems, especially those that integrate directly into your CRM, and reduces the amount of technology your internal teams need to actively manage. With fewer systems to manage, your finance, operations, and IT teams can work more efficiently, streamline their backend processes, and become more proactive in how they can serve your organization.

A solution that spans multiple teams also increases your internal technical expertise and simplifies training for new team members. This is crucial in today's nonprofit industry where retention of staff members and turnover continue to be issues for most organizations.

✓ Increase Retention and Stewardship with a Supporter Portal

Give your supporters easy ways to see their total impact to your organization and manage their recurring gifts. In your Donor Portal, supporters can update their donation amount, skip a donation without canceling, change the donation date, edit the payment method, and download receipts.

Automate Receipting & Thank You Messages

Show your gratitude with automated thank you messages and gift receipts. Personalize emails with custom messaging, images, and placeholders, and achieve tax compliance faster with automatic PDF receipts.

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# Scale Your Programs with Event & Campaign Templates

Scale your programs with a template of settings and content that can be used across hundreds of events and campaigns. Maintain centralized control over campaign elements such as brand assets, page and email content and save significant time by making changes across many campaigns at once.

Gain Real-Time Campaign Insights

Track campaign activity, overall performance, year-over-year comparisons, and other critical fundraising metrics in real-time. Roll-up reporting across fundraising campaigns without spending hours in spreadsheets.
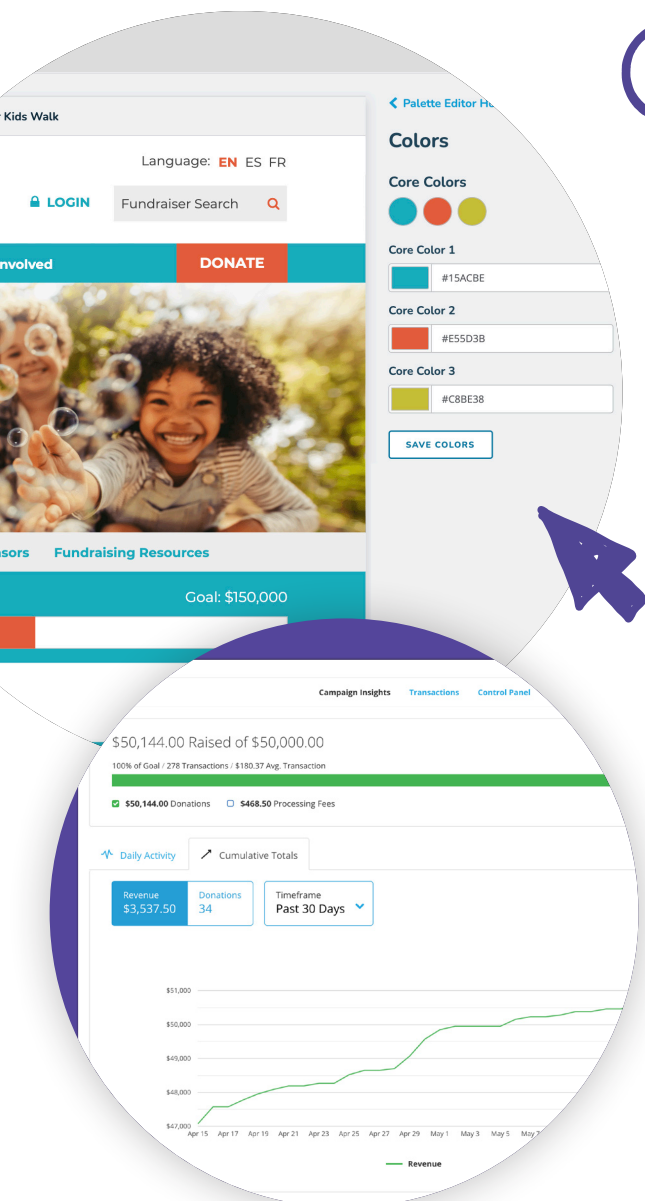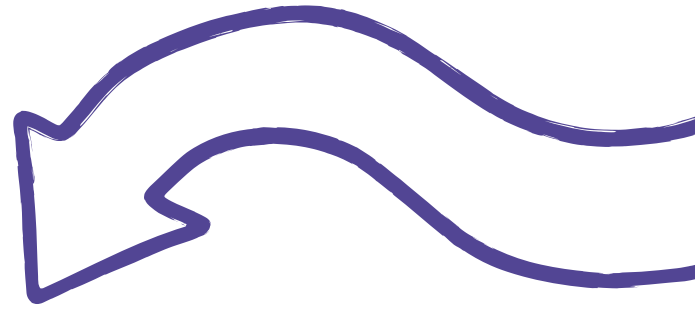
DonorDrive®

Powering Individual Giving for Top Performing Nonprofits

MS — National Multiple Sclerosis Society   American Foundation for Suicide Prevention   CROHN'S & COLITIS FOUNDATION   MDA Muscular Dystrophy Association

Create an online giving experience that builds credibility and loyalty with your donors in minutes with DonorDrive's easy to use but highly configurable campaign features. Take your Individual Giving programs to the next level with branded, mobile-first, and flexible donation pages — optimized for conversion.

donordrive.com