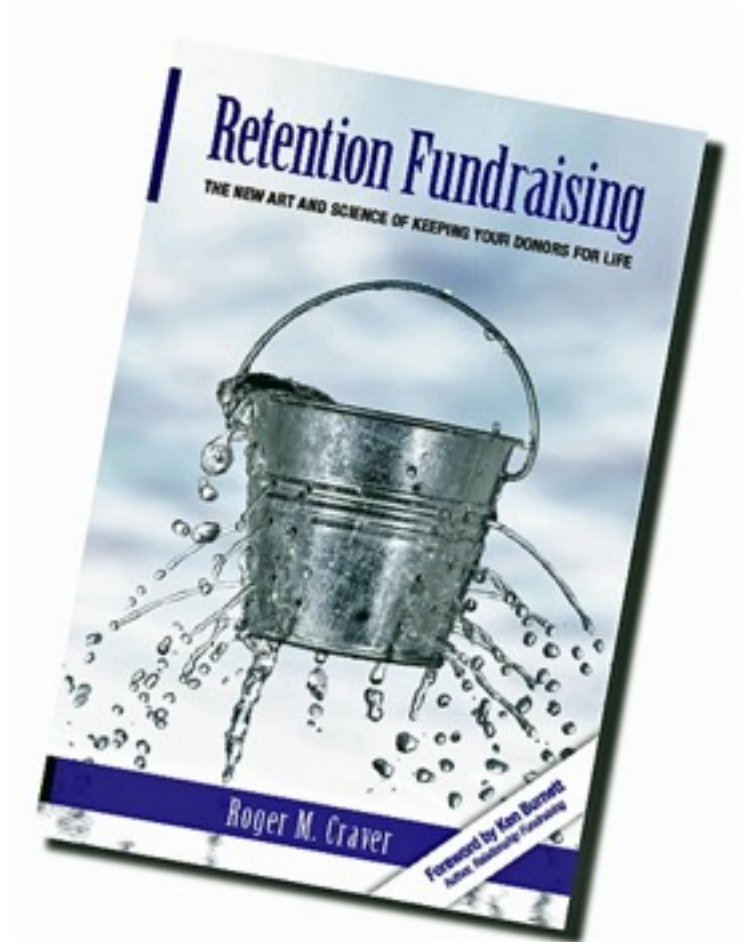




Welcoming donors with email

7 factors that influence donor retention

1. Donor feels that she is important.
2. Donor feels appreciated.
3. Donor gets updates about their impact.
4. Donor feels your org is effective in achieving its mission.
5. Donor knows what to expect with each interaction.
6. Donor receives sincere and timely thank yous.
7. Donor has opportunities to make her views known.



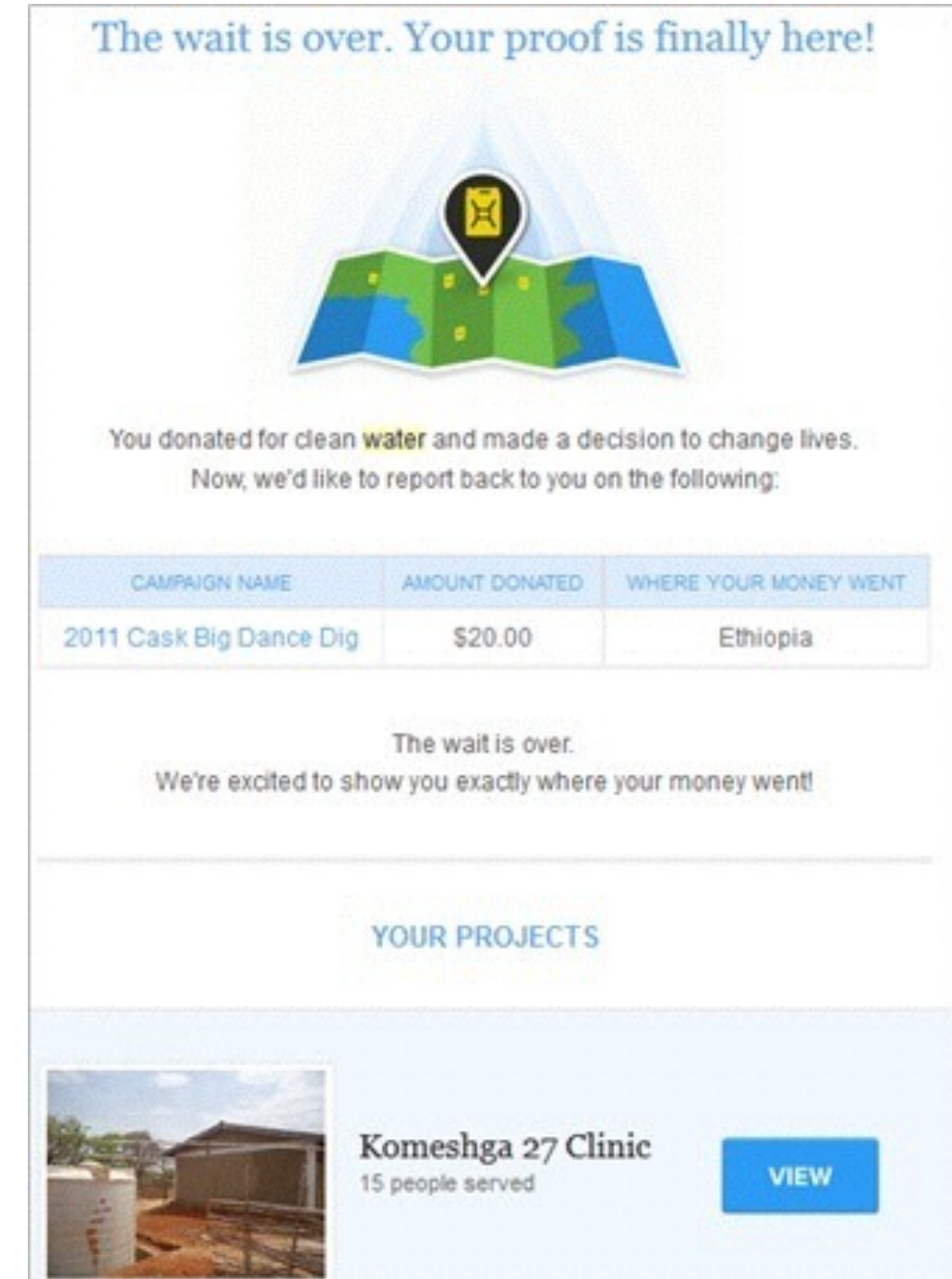
On-boarding email #1) Say thanks

- A) **Message tone:** Thank them with no strings attached. Be encouraging and express appreciation.
- B) **Timing:** Immediately after donation.
- C) **Testing:** Create 2-3 variations to split test. This will help you discover the best approach.



On-boarding email #2) Report back about their gift

- A) **Message tone:** Talk about what their donation did, not what your organization did. Be encouraging and express appreciation.
- B) **Timing:** If your donor system allows, create a rule to automatically sends these messages 30 and 90 days after the gift was made.
- C) **Testing:** Create 2-3 variations to split test. This will help you discover the best approach. Also test timing (30 and 90 days).



On-boarding email #3) Invite donors to give again

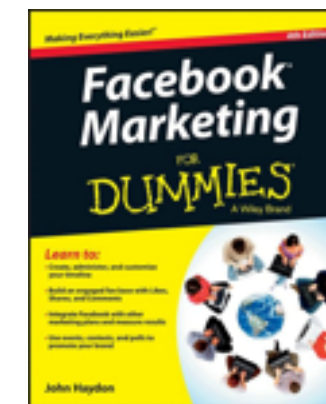
- A) **Message tone:** Thank them for their support, here's a new challenge.
- B) **Timing:** Within the first 90 days increases retention.
- C) **Testing:** Create 2-3 variations to split test. This will help you discover the best approach. Test variations with 10% of the list, then use winning elements for 90%.



Did you know? This year, Strut Your Mutt is taking place in 12 cities around the U.S.! But even if you don't live near a live event or can't attend the one in your area, you can still make a difference for animals around the country by taking the Strut Challenge.

[Take the Strut Challenge!](#)

Thank you!



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Clients include: Habitat for Humanity, EpicChange, Share Our Strength, Environmental Defense Fund, Shriners Hospitals for Children, Boston Medical Center, Community TechKnowledge, Scholastic, TechSoup, WaterAid America, University of Massachusetts, Community Music Center of Boston, National Wildlife Federation, Razoo Foundation.

Welcoming Donors with Email

Presented by
JOHN HAYDON