

SEO DETAILS:

Page Title: Winning Strategies for Retaining First-Time Donors | [INSERT RELATED SERVICE]
| [INSERT FIRM NAME]

Meta Description: Retaining first-time donors is one of the top priorities of most nonprofits. [NAME OF FIRM] shares three strategies for building a long-term relationship with your organization.

Headline: Winning Strategies for Retaining First-Time Donors

BODY COPY:

Why does donor retention present such a difficult challenge for nonprofits? One report by a lead researcher in donor loyalty reveals that it's also the greatest priority—according to the study, up to 50 percent of donors leave after their first year of giving. In the for-profit sector, 68 percent of consumers leave businesses because the company did not follow up.

The reasons why donors stop supporting organizations include:

- They are no longer able to afford a donation
- They don't remember donating the first time
- They support the cause in a different, nonfinancial way
- The nonprofit was not transparent in how its previous donation was used

No matter the reason for leaving, nonprofits should realize that donor stewardship should begin the moment a donor makes their inaugural contribution. With ongoing communications, a donor will continue to be loyal to your organization.

Where should you start? First, your nonprofit must understand what inspires and motivates your first-time donors. Then you can develop strategies to nurture and engage with first-time donors in a personalized, positive way, making them lifelong supporters of your cause.

Relationship-Building from the First Moment

Think about the beginning of any new relationship. We all know it's important to be enthusiastic when you converse, listen attentively and empathize. Donors must be treated in the same manner to engage their emotional connection to your cause. Think of a first donation as a step in a new friendship or relationship; it's not simply a business transaction. While it may take more time and energy than other strategies, it will inevitably boost retention rates in your newest givers.

Make the First Moment Their Best Moment

In addition to building a relationship from the first moment, nonprofits must focus on making the entire giving experience easy, simple and rewarding. If the process of donating isn't an experience that the donor wants to repeat, you've lost their support. Making improvements to the process, such as offering multiple donation channels without having to set up an account, will make it more likely that a new donor will stay with your organization.

Organize Volunteer Activities Based on their Interests

Once a new donor gives to your nonprofit and fills out your forms, you will likely be able to gather information on the individual that reveals their skills, backgrounds and interests. If you have a group of first-time donors who are members of the same chamber of commerce, why not organize a volunteer afternoon working with local businesses? This way, you will pique the interests of your newer members, enticing them to spend more time with the other people involved in your organization, which will make them further connected to your cause.

Personalization works as a great strategy for establishing loyalty with donors.

To retain first-time donors, successful nonprofits will make every interaction – from the very first moment – something the donor enjoys and remembers. Just as businesses follow up with customers, nonprofits can nurture donor relationships by using personalization. These strategies will lead to more investment in your nonprofit, both financially and emotionally, by first-time donors.

CLOSE:

For questions on these strategies, please contact [NAME] in our [DEPARTMENT] at [NUMBER/EMAIL].

SUGGESTED IMAGERY:



https://stock.adobe.com/images/charity-money-jar/95115476?prev_url=detail