**FOCUS FURTHER SOLUTIONS**

Using Data Analytics to Attract New Donors

Learn how to better identify donors with the greatest giving potential.

In order to ensure the ongoing life of a nonprofit, we all know how critical it is to attract new donors - especially those with the potential to contribute major gifts.

So, how do you find and keep this type of donor? That's where data analytics comes in.

Let's start by looking at the typical journey map of a donor. Here, we see the most common phases are:

ACQUIRE

GROW

1 **ATTRACT**

2

3 **ENGAGE**

RETAIN

4

5
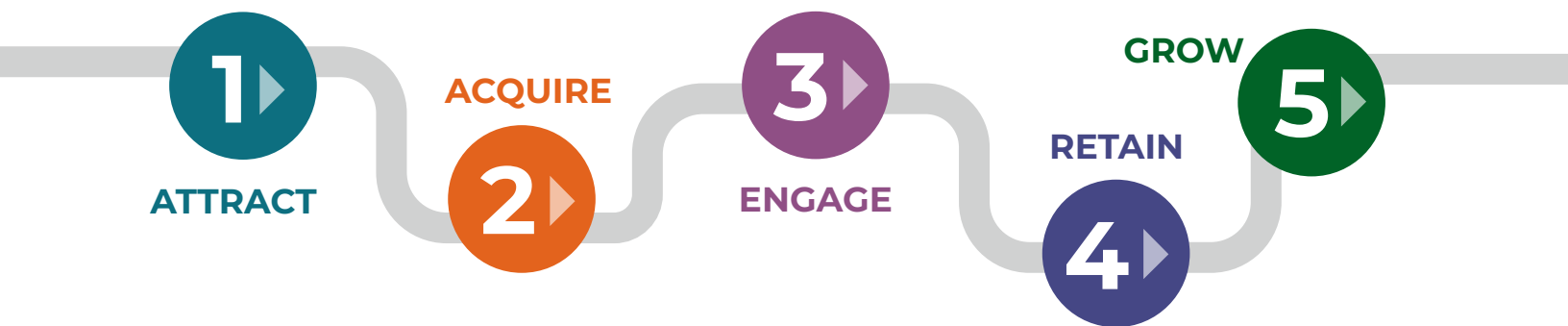
It's a widely known fact in the nonprofit world that nurturing donors in their early stage of awareness is key to predicting future major gifts and legacy gifts. To keep the donor journey moving forward, it is also imperative to know which campaigns motivated new donors to give.

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Do you know which programs or campaigns are your most successful in terms of attracting new donors? Which ones are more likely to retain these new donors?
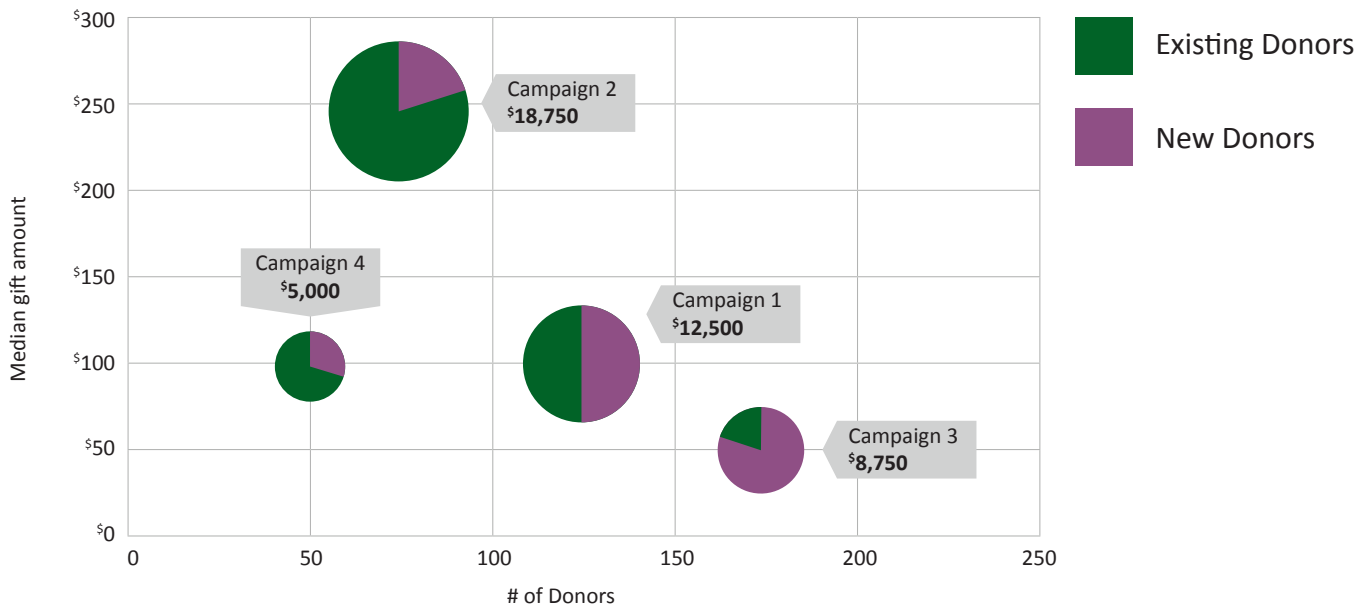
By taking a look at the charts below, we can see a snapshot of a hypothetical organization's yearly campaigns, outlining the proportions of new donors versus existing donors each one attracted.
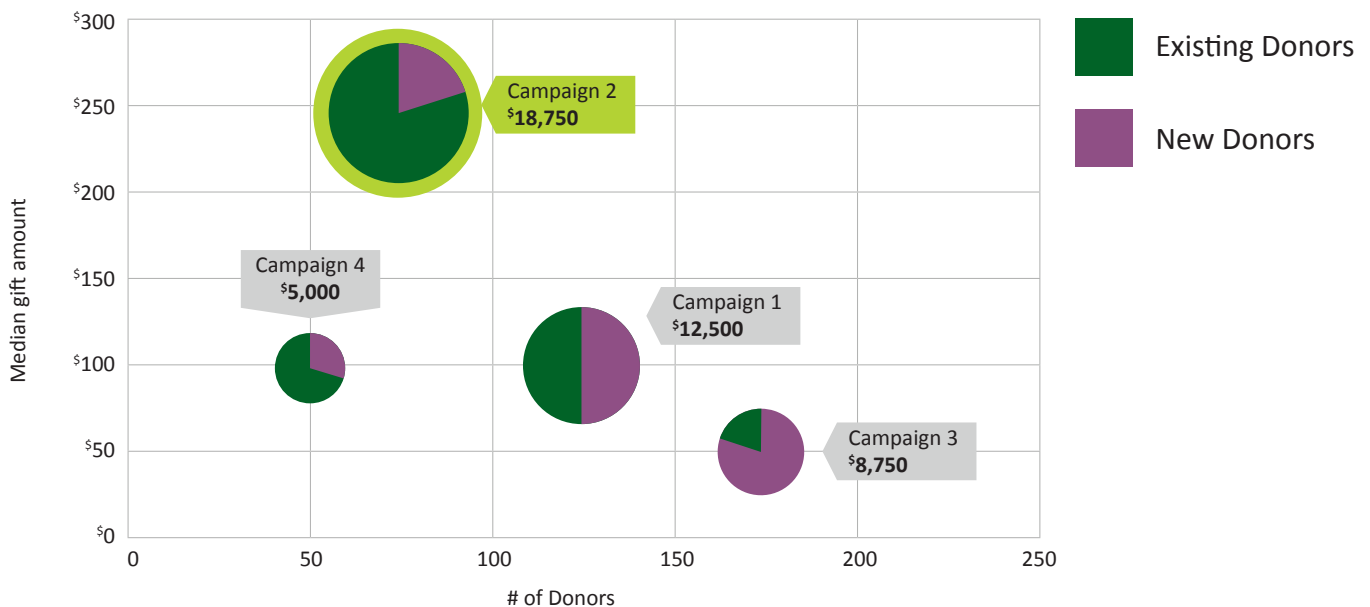
Campaign Snapshot

Bubble Size = Total campaign dollars raised

Vertical Axis = Median gift amount

Horizontal Axis = Number of donors who contributed to the campaign

Campaign #2 would be considered the most financially successful campaign with a higher gift amount but attracted mostly **Existing Donors.**

Campaign #1 motivated **equal amounts of new and existing donors** to provide a gift and yielded the second most successful monetary fundraising campaign.
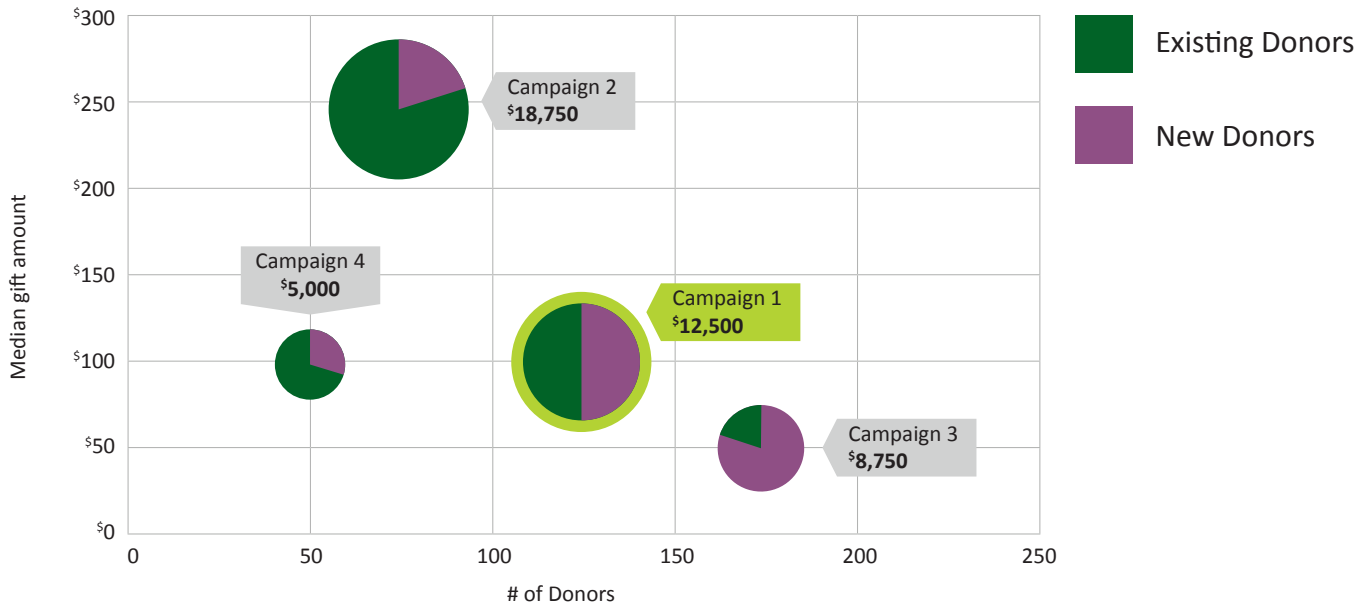
Campaign #3 did not yield a large financial contribution but attracted MANY donors with a high proportion of them being **New Donors.**
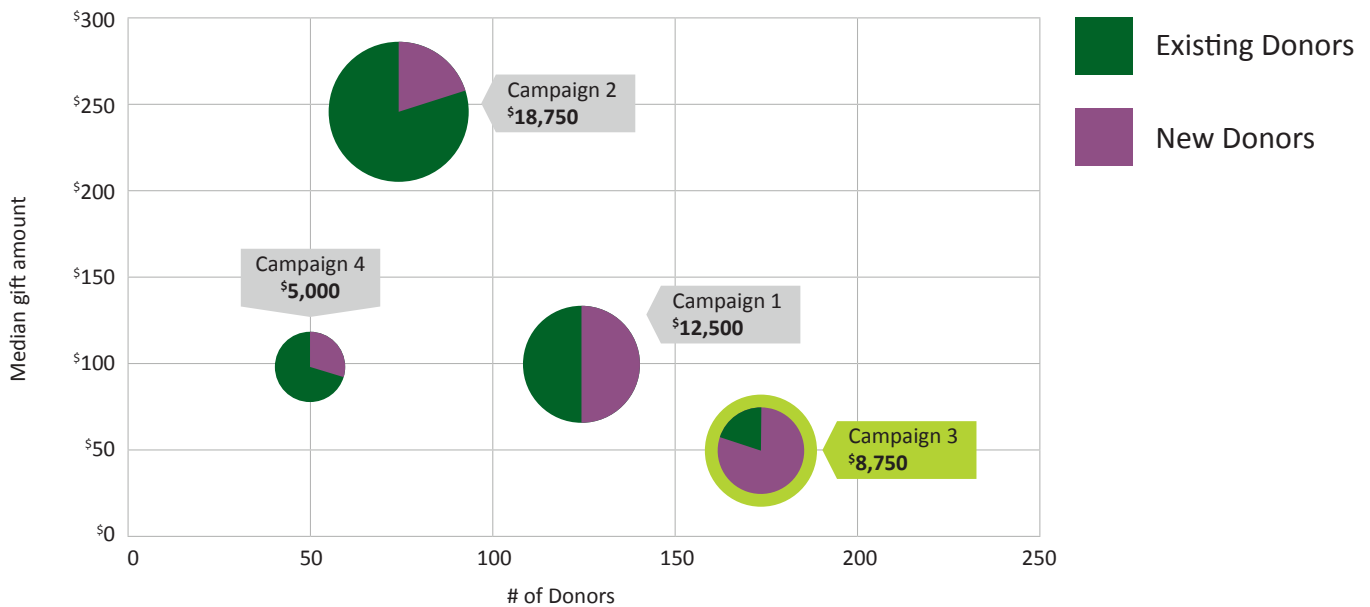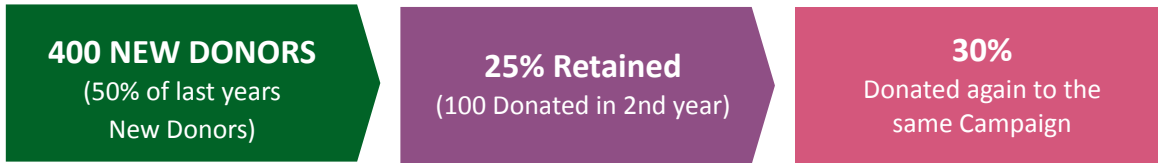

Once you've attracted a new donor, the next valuable area to focus on is **retention** - and looking at the **overall new donor retention rate** is a great starting point.

Do you know how many of your new donors have given a second gift? What number of donors donated in the second year of their tenure?
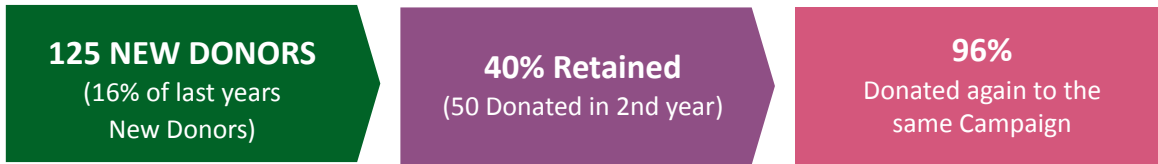
Once you have this information, it's helpful to **benchmark campaign success around your common retention rates.** Below is a visual example of this:

Campaign View for 2nd Year Retention

New Donors coming via **Campaign #1**

400 NEW DONORS (50% of last years New Donors)	25% Retained (100 Donated in 2nd year)	30% Donated again to the same Campaign

New Donors coming via **Campaign #2**

125 NEW DONORS (16% of last years New Donors)	40% Retained (50 Donated in 2nd year)	96% Donated again to the same Campaign

New Donors coming via **Campaign #3**

| 100 NEW DONORS (13% of last years New Donors)	15% Retained (15 Donated in 2nd year)	10 Donated again to the same Campaign

ACQUISITION · **RETENTION - 2ND GIFT** · **NEW DONOR CAMPAIGN ENGAGEMENT**

If you feel like you're spending too much time chasing small gifts, analytics can help. By using data to inform your organization's donor pipeline, not only will it be easier to attract new donors, but also to retain the ones who will continue to help move your mission forward.
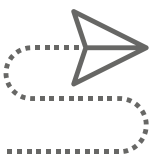
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