

# Donor Retention and Recurring Giving with Donorsnap



**DonorSnap**  
Donor Management Made Easy

# Agenda

- Preventable Reasons Donors Stop Giving
- Donor Retention Rates
- Donor Retention Best Practices
- Recurring Giving



# Reasons Donors Stop Giving

- Asked too soon after the gift was made without being thanked
- Think their gift doesn't matter
- Believe other nonprofits are more deserving
- Not feeling connected to your cause

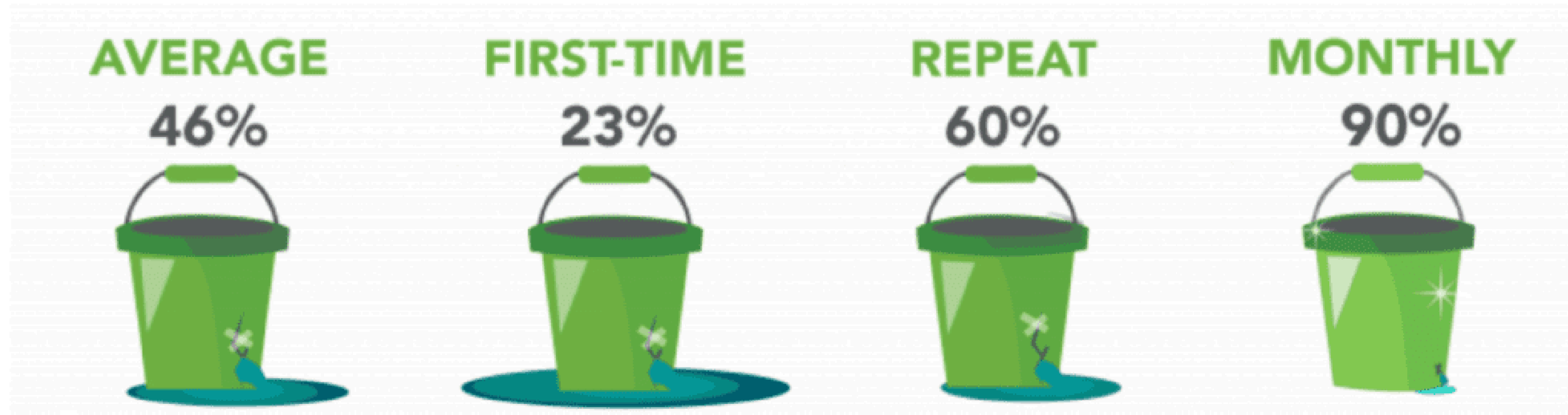


# Donor Retention

- Donor Retention is the stewarding of current donors so they continue to support your organization year after year
- How to Calculate Donor Retention Rate?
  - Repeat donors this year/Donors who gave last year \*100
    - Ex:  $200/500*100=40\%$
  - Tracking Donor Retention Rate in DonorSnap
    - [Dashboard App](#)
    - [Donor Retention Report](#)



# Donor Retention Rates



Source: The Nonprofit Recurring Giving Benchmark Report by NextAfter

# Donor Retention Best Practices

1. Track all year long
2. Segment donors by first time, repeat, and recurring
3. Develop a strong plan for stewarding your first-time donors
4. Retain repeat donors through personalization
5. Build/brand a recurring giving program
6. Deliver Impact through thoughtful communication



# First Time Donors

- Have a retention rate of ~20%
- Develop a stewardship plan for first-time donors
  - Welcome Packet or Series
    - Automated Task Manager
  - Hand Written Note
  - Welcome new donors in your newsletters
  - Welcoming and Retaining 1<sup>st</sup> Time Donors Webinar



# Sample Nonprofit Welcome Email Series

- ✉ Personal Thank You from ED
- ✉ History of Your Organization
- ✉ Meet the Team/Bios
- ✉ How to Get more Involved
- ✉ How to Stay In Touch/Survey



# Repeat Donors

- Have a retention rate of around 60%
- Thank them often
- Keep them engaged through personalization
- Recognize changes in gifts
  - keep an eye out if a donor increases their gift and thank them for it!
    - Comparative Donation By Donor
- Make good candidates for recurring donors



# Recurring Donors

- Have a retention rate of around 90%
- 52% of Millennials were more likely to give monthly\*
- Ensure consistent funding to your organization
- Recurring gifts are more efficient
- Good time to ask is September or February/March

\*Source: NP Source



# Recurring Giving Program

- Assign a person or team to manage
- Outline the entire process so everything is clear
  - Thank you/tax letters
- Build a recurring giving donation page
- Highlight impact/benefits on giving page
- Brand your recurring giving program:
  - Examples:
    - Hope Builders- Habitat for Humanity.



# Show Impact of Monthly Gifts

## YOUR IMPACT AS A MONTHLY DONOR



**\$10/  
month**

33 cents/day

Funds a student with a scholarship to attend CEL's After School Satellite Program



**\$15/  
month**

50 cents/day

Keeps the Tuesday Night Arts program supplied with materials for the year



**\$25/  
month**

83 cents/day

Provides fresh ingredients all year to CEL's Teaching Kitchen for Saturday Program



**\$50/  
month**

\$1.67/day

Gives ongoing employment assistance through CEL's Employment Opportunities Program

## WHAT CAN A YEAR OF MY MONTHLY DONATION PROVIDE?



**\$10/MONTH**

Covers a piano tuning for one of SCMC's 9 performance pianos



**\$25/MONTH**

Provides a lighting technician for one Presenting Series concert



**\$35/MONTH**

Funds a School of Music student scholarship for one year

<http://scmc-online.org/encore/>

Source: <https://www.centerforenrichedliving.org/monthly-donation-faqs>

# Collecting Recurring Donations

- DonorSnap users need to sign up with Stripe to collect online donations through responsive forms
- Recommended: Build custom recurring donation form
- Customize the thank you page/confirmation email
- Set frequency
- Can edit donations right in DonorSnap

## Resources

- [Stripe Integration Training](#)





# Stripe Recurring Donation Management

Current Selection : Jordan Bell - \$51.51 (weekly)

LISTING   TRANSACTION HISTORY   EVENT LOG

Status: Open   Clear Filters   Clear Sort   Save Settings   Reset Settings

Edit	DonorSnap Contact #	First Name	Last Name	Frequency	Amount	Last Payment	Next Payment	End Date	Form	Cancel Recurring	Send Recurring Emails
>		Jordan	Bell	weekly	51.51	8/6/2025	8/13/2025	12/31/2099	66 - Amount Buttons Test Stripe	Cancel	<input checked="" type="checkbox"/> Yes
>		Jenny	Bell	weekly	100.00	8/6/2025	8/13/2025	12/31/2099	66 - Amount Buttons Test Stripe	Cancel	<input checked="" type="checkbox"/> Yes

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Stripe Recurring - Edit



Edit Recurring Details

Amount

51.51

CHANGE AMOUNT

Frequency

Weekly

CHANGE FREQUENCY

Next Payment Date

8/13/2025

CHANGE NEXT PAYMENT

End Date

12/31/2099

CHANGE END DATE

DonorSnap Contact #

Bell, Jordan [2302]

Change Contact

Remove Contact

Stripe Recurring

Current Selection

LISTING TRA

Status: Open

Edit

>

>

<< < 1

Cancel Recurring

Send Recurring Emails

Cancel

Yes

Cancel

Yes

# Recurring Giving Best Practices

- Build/brand your program
- Look for donors who:
  - Gave more than once
  - Are engaged with your communications
  - Attend events
- Set up recurring giving campaigns (now might be a good time)
  - Easy through email with link to Recurring Donation Page



# Final Thoughts

- Some donor attrition can be prevented through effective communication and relationship building
- Your CRM system can help you build successful relationships
  - 1st time donors (welcome them)
  - Repeat donors (personalize communications)
  - Recurring donors (streamline payments through forms)
- Building and branding a recurring giving program will improve your donor retention rate

