



# The Second Gift Challenge

Using Digital to Secure Long Term Relationships with Supporters  
iRaiser X Fundraising Everywhere  
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# Agenda

# Agenda (personal)

- Learn to make sourdough
- Ban all Lime Bikes
- Van Doomselaar > Zinsberger
- Learn to actually like sourdough
- Don't buy things with single use plastic
- CDs were the best medium for music

# Agenda (professional)

- Highlighting the value of a second gift
- Exploring the principle of “Asking”
- Reviewing digital tools and techniques that increase chances of securing second gifts.



**Why are second gifts  
important?**

# **Giving more than once unlocks the potential for a lifetime relationship**

Data varies significantly, but sources suggest a regular monthly supporter will give between 16-17 times (1) or be retained for between 3 and 4 years (2), allowing for up to 48 gifts.

8% of supporters who give a one-off online will make a second donation in the same year. 35% of second time givers will make a 3rd gift in the following year (3).

**Securing repeat giving dramatically increases the value of a relationship with a supporter.**

**How can we increase our chances of this happening?**

Sources:

1. Dataro Regular Giving Benchmark
2. CAF UK Giving Report
3. iRaiser Fundraising Benchmark report



# 1. Ask

# Does every first time donor get asked to give again?

## Stewardship journeys

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Do supporters receive asks embedded into stewardship content?

Is there specific retention journeys that keep donors “active”?

What happens when a donor becomes “lapsed”?

How frequently do you report on second + giving rates?

Do you compare second gift rates by source?

## Data ownership

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Do you own your donor data?

Do you have permission to ask again?

Can you track second gifts?

Can you deploy soft asks that are likely to create a higher % of repeat supporters?

Do you have a pre-donation journey?



# First party versus third party ownership of data

## First party

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The relationship between the charity and the supporter is direct.

The charity is the merchant and the data controller.

The supporter solely engages with the charity's brand.

**If the charity wants to migrate to new platforms, the supporter comes with them**

## Third party

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The user is paying another entity, who remits the money to the charity.

The third party's name appears on the bank statement.

The third party is the data controller.

The supporter receives branded comms from the platform, not from the charity



## 2. Ask Properly

# Does a donor feel like you remember them?

## Personalisation and gift recognition

Use people's names!

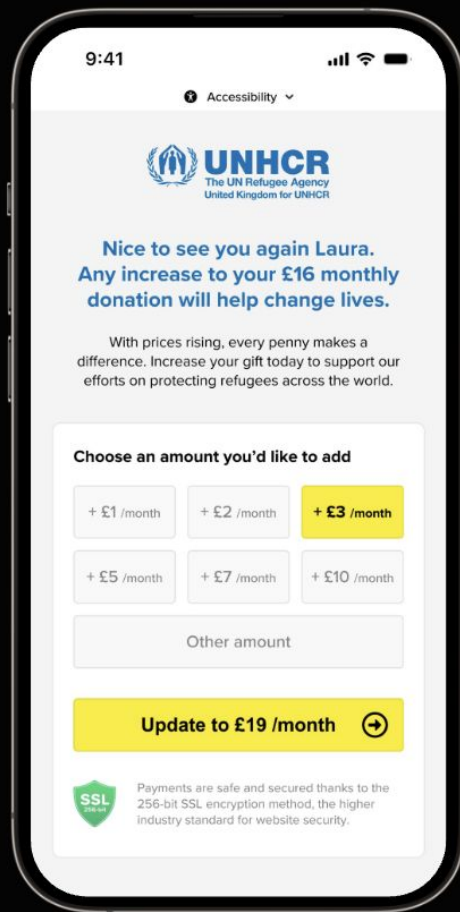
Say thank you!

Prompt giving amounts that suit your donor

Don't ask for information the supporter has already given you!

Acknowledge what a give of that monetary value has **already** done.

Recognise that you're building a relationship with them as a supporter.





# **3. Ask at the right time**

# When is a supporter most likely to engage?

Timing is key to understanding second gift opportunities. Testing a range of time is key:

- Immediately
- After set stewardship period
- Seasonally
- On demand
- Repeatedly

Products, budgets or workstreams should exist to facilitate **ALL** of these asks.





# **4. Ask for the right thing**

# What product suits your supporter this time?

Supporters engage with a range of products

- Test what works with what group
- Recognise nuance of previous gift
- Focus on gift mechanism and what it can tell you about future behaviour





# **5. Ask more people**



# Break Down Silos in a Meaningful Way



**Bridget**

Marathon for International aid charity  
Christmas gift to homeless charity  
Sets up in mem fund for hospice



**Peter**

Monthly DD to environmental org  
Dog shelter remembered in his will  
Taps card in museums



**Marcus**

Collects cash for foodbank  
Organises coffee morning for cancer charity  
Texts to donate to all sorts of TV ads

**DONORS DO NOT HAVE SILOS!**

Events participants might like to make a donation

IG donors might enjoy an event

Community donors might benefit from stewardship and become IG donors

Optimising donor journeys between teams cements a stronger relationship between the donor and charity and boosts lifetime value.



**What measures can we  
take to improve our  
second gift strategy?**

## Email optimisation

- Segmented creative routes
- Pinpoint day and time of delivery
- Advanced personalisation
- Dynamic prompts ----->

**https://donate.co  
olcharity.org/ema  
il?amount= {previo  
us\_gift}\*1.2 &first  
name=John&lastn  
ame=smith**

# Upgrade Forms

Acknowledge previous gifts

Reassure someone that upgrade is recognised and correct

Increase conversion by boosting experience

Secure repeat engagement by making things easy



# Immediate Upgrade

Not everyone's initial gift selection is the most suitable for them.

The giving journey has room for negotiation

Seamless prompts that explain value can create a repeat donor from a one off donor



## Choose a monthly donation and multiply your impact.

We urgently need your help to train frontline doctors and make safe, skilled surgical care available to all. By donating, you'll help us grow our global network of life savers in the places where they are needed most, like Syria, Ukraine, Sudan, Yemen and Palestine.

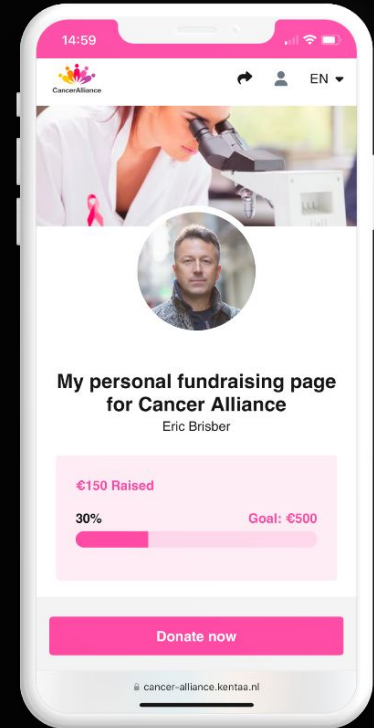
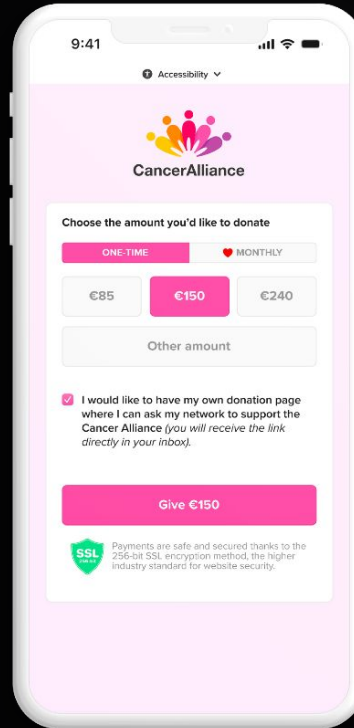
**Give £ 4 /month**

**Give £ 2 /month**

**Keep my donation of £ 25**

# Immediate Cross Sell

- Identify a data point that indicates launching a fundraising page would be valuable (eg. paying in money from a fundraiser, or making a gift in memory)
- Ask users if they would like to launch their own page
- Create seamless journey to ready-to-go peer to peer fundraising page

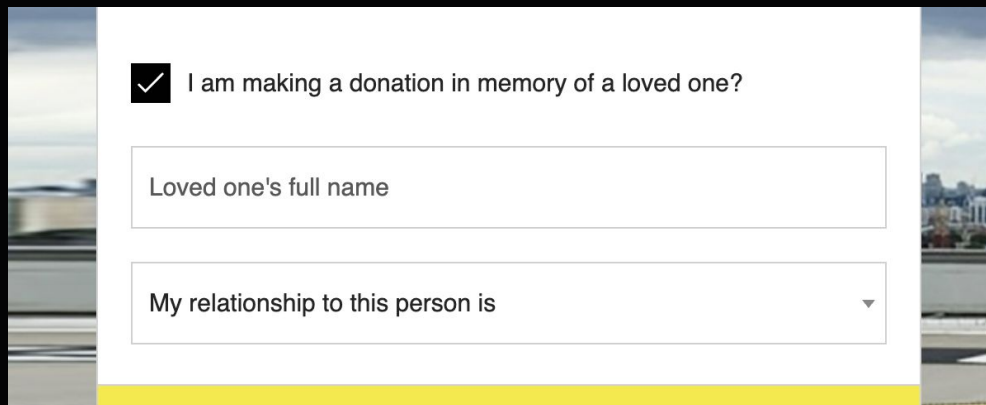


# Use case - in memory and tribute funds

Gifts in memory are sometimes made in isolation, and other times made as part of a collection.

Prompting a fund page creation can be too far an ask. Conversely, just taking a single gift misses out on tribute funds which **can average £450 per active page**.

Offering a seamless journey from first gift in memory, to easy creation of an in memory fund within a connected, first party environments can allow charities to maximise their in memory revenue, while also providing a positive supporter experience that will lead to repeat giving in other areas.

A screenshot of a digital form for creating a tribute fund. The form is white with a yellow bar at the bottom. It features a checked checkbox for 'I am making a donation in memory of a loved one?'. Below this are two input fields: 'Loved one's full name' and 'My relationship to this person is' with a dropdown arrow. The form is set against a background image of a city skyline.

☒ I am making a donation in memory of a loved one?

Loved one's full name

My relationship to this person is ▼

# Ad Retargeting

Retargeting is often used in off-peak phases to gather interested audiences by tagging people who have clicked, but not converted, in preparation for re-advertising to them with a harder ask in peak times.

People who convert can also be used in custom audiences for retargeting and this is ideal for second gifts.

Two key retargeting opportunities:

- 1) Peak season donors for RG conversions
- 2) Discovery phase donors for peak season second gift





## **What does this mean for fundraisers?**

A supporter wants re-engage in different fundraising products at different times of life, at different times of year and a different times of day, for different reasons.

**Our job is to let them.**

# Key Focus

1. Ask
2. Ask Properly
3. Ask at the right time
4. Ask for the right thing
5. Ask more people

Embrace digital tools to facilitate more and better asks of a supporter base who LOVE your work!

# Thank you



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