Agenda

- Understanding why people don't donate
- Focussing on areas that are fixable
- Reviewing mechanisms to improve conversions
- Listing key actions that actually make a difference.

Goal: To identify a takeaway that can be implemented immediately to help more money

Why don't people donate?

Things that are not happening

Lost donors don't hate you

People who are 70% of the way to a donation usually drop off for the most mundane reasons.

It is unlikely that their opinion did a 180

If someone leaves, there's a good chance you'll see them again.

100% conversion rates don't exist. You need causal traffic that isn't ready to donate **this time.**

Lapsed donors don't hate you

People sometimes stop giving because of their financial circumstances

Sometimes people simply like to rotate charities - and you've benefited

Average donor retention is a stat, not a rule

Cancelling for negative reasons is much rarer than fundraisers tend to think.

People start giving again **all the time**

1. You won't accept their money

If someone offers you a payment - take it!

Payment methods are key for success.

A supporter will choose the method they are most comfortable with.

UK and Ireland should accept **all** credit, debit and charge cards (seriously, <u>all</u>, even Amex).

E-Wallets like ApplePay, GooglePay and PayPal are popular and easy to use.

Region appropriate Direct Debit (BACS or SEPA) are useful for regular supporters.

You will raise more money if you let people pay how they want to, and don't ever refuse a payment.

If someone offers you a payment again - take it!

Second gift strategy is key to building long term relationships.

When a supporter returns, they will expect the same experience they had first time.

By insisting the supporter adjusts their behaviour to suit your rigid process, you're changing the dynamic of your relationship with them.

Direct Debit is a great option, but it cannot be the **only** option.

Regular giving by card and E-wallet

Increasing popularity amongst younger audiences.

Major consumer apps moving away from direct debit in favour of vaulted methods on mobile devices that allow for higher conversion rates.

Renewal more stable and expiry dates less of a risk.

Often better clarity in failure messaging, allowing you to understand attrition and better plan winback campaigns (NOTE: Winback should exist - people don't lapse because they've suddenly completely changed their mind about your cause!)

2. They don't have time

People are busy, a donation isn't always first in mind
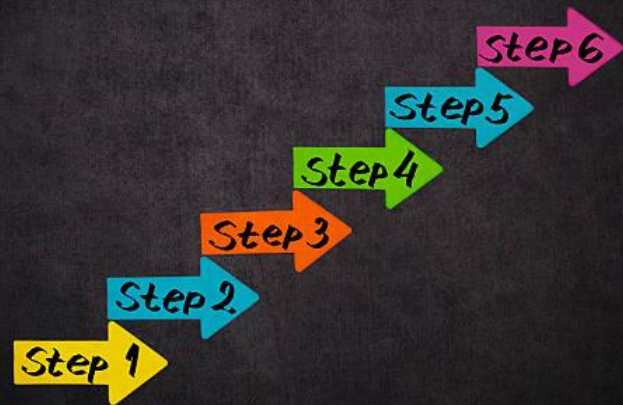
Reduce friction

Offer quick options

Make processes clear

Understand retargeting opportunities

Remember: an abandoned journey is not because someone has suddenly completely changed their mind about your cause.

Check your own user journey frequently and ask yourself if it is easy to navigate or not.

Am I in the right place?

Where do I start?

What have I done wrong?

My Details

EMAIL *

✉ email@email ⚠

Please enter a valid email

FIRST NAME *

John

LAST NAME *

Doe

PHONE NUMBER

🇬🇧 ▾ | 07400 123456

Phone number

ADDRESS 1 *

12 smithfield

ADDRESS 2

POSTCODE *

EC1A9BU

CITY *

London

COUNTRY *

UNITED KINGDOM ▾

We would like to keep you updated about our work, the difference you are making and how you can continue to help changing lives.

by email

3. You didn't ask them to

Are you asking everywhere you should?

Key opportunities where supporters **want** to be asked to donate

- Emails you send them
- When they Google you
- On their chosen social media platforms
- When they're feeling generous

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

Asking for money

Emails

A key part of your direct relationship with a supporter

A space where it feels natural to be asked to give

A place where you can personalise a journey and explain in detail how much you value their support

It is weird not to use email to communicate value and ask for money.

Search

Signpost users who are actively looking for you

Ensure you don't lose out to other orgs bidding on broad match

Be there for new supporters looking for a specific cause, but not a specific org

Paid search is the biggest ROI you will see in any fundraising activity, ever*

*planed ROI, mad viral moments involving ice buckets etc.. excluded

Asking for money

Social Media

This is where people like to hang out

Bringing an ask to their favourite places boosts trusts and helps secure lasting relationships

Learning, data and insight is rich from social media

Meta ads are a license to print money, when done right.

Tracking and attribution is key for good social media fundraising. Know what works, when and why

When they're feeling generous

Seasonality can be identified from donor data in previous years

Seasonality can be predicted

You don't need much hard to come by insight to know when people are going to feel more like giving you money

ROAS will justify anything you do

4. Computer Says "No"

Technical configuration for accepting payments

Payment being made successfully is not a given

A committed user completing an optimised form might still result in a failed payment for a variety of reasons

"Trust" can be ambiguous. Minor errors and typos can sometimes trigger higher risk scoring unnecessarily

Telling a supporter why they've been unable to pay can boost relationships and transparency

3DS benefits supporter and charity

A good payment configuration should limit unnecessary processes which needlessly trigger risk.
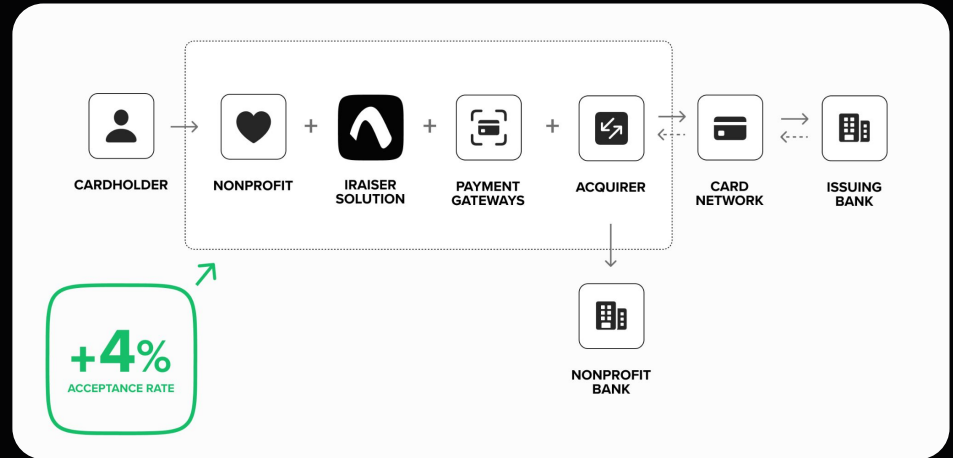
Questions to ask

1. What is the payment failure rate?
2. Can we identify the failure reason of any given donation?
3. Are failed users going on to make successful gifts later, or are we losing them?
4. Is there a way to monitor changes in failure rate?
5. How are we working to fix this?

What can we do to raise more money?

Key actions

1. Check journeys and flows regularly
2. Review form friction on all devices
3. Check failure rates and ask "why"
4. Maintain all key payment methods
5. Ask more people

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