

The Art of Gratitude

Wyoming Nonprofit Conference 2022



Grat · i · tude

'gradə,t(y)oəd/

**the quality of being thankful;
readiness to show appreciation for
and to return kindness.**

Source: Webster's Dictionary

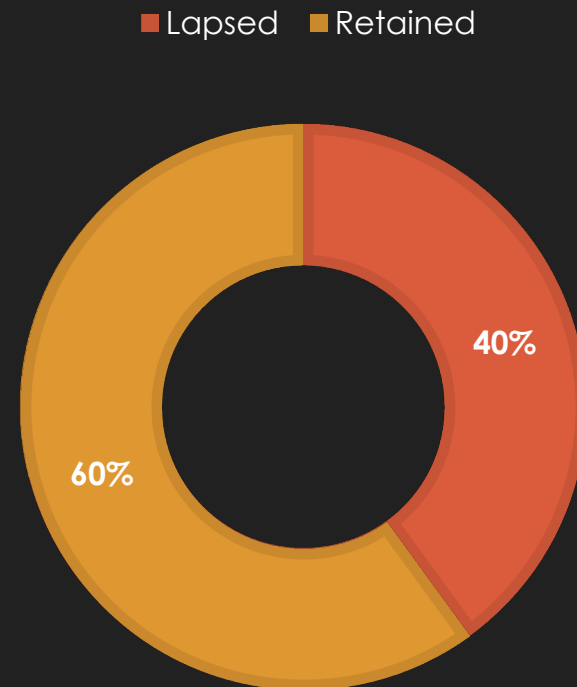
Why Gratitude?

- Gratitude is a selfless act. Gratitude acts are done unconditionally to show to people that they are appreciated, not because people are looking for something in return; however, that's not to say that people do not return the favor. **Gratitude can be contagious, in a good way.**

Source: Positive Psychology Program

Chart Source: Blackbaud Charitable Giving Report 2021

AVERAGE DONOR RETENTION RATES AMONG NONPROFITS



In Fact...



Advocacy for the Visual Arts – Gillette, Wyo.

- Wyoming nonprofits raise between 15% (median) and 26% (mean) of their annual operating budget from individual donors—as compared to the ideal benchmark of 70%
- Median of 60 individual donors giving \$25,000 annually (total)
- Wyoming nonprofits are less confident when acquiring new donors, upgrading existing donors to give more, give monthly, or commit to a planned or estate gift.

Source: Network for Good Statewide Assessment of Wyoming Nonprofit Sustainability

Year 1: 1,000 individual donations

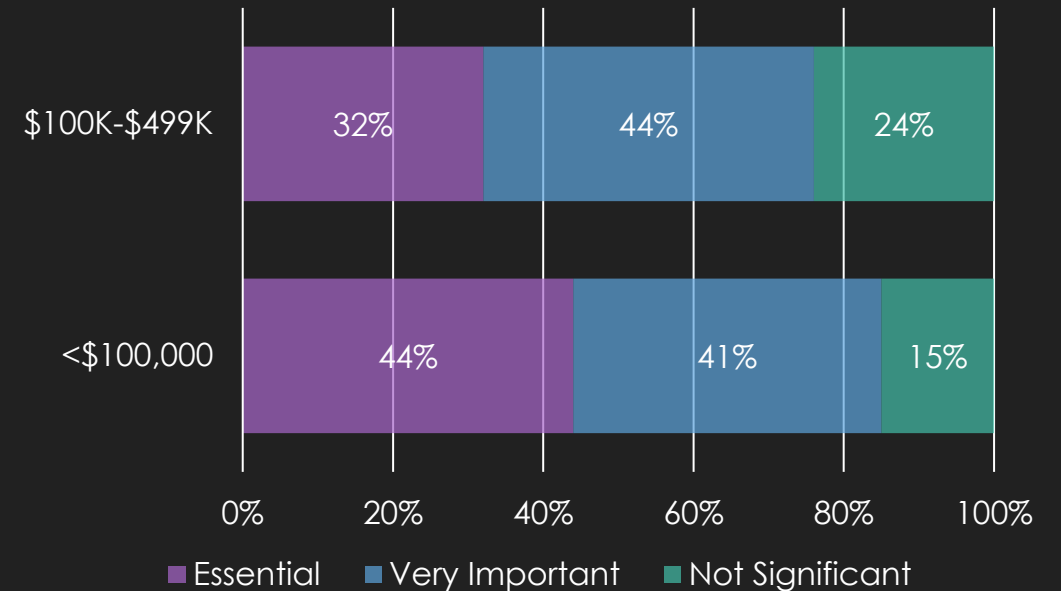
Donor Retention Rate: 40%

Year 2: 400 individual donations

Donor Retention Data

- 29% nonprofit retention rate
- \$.25 - \$1.50 to raise \$1.00
- \$1.00 return on investment
- Only 23% of first-time donors give a second gift
- 60% of existing donors continue to give and at higher levels
- Retention impacts major gifts and total lifetime value

IMPORTANCE OF INDIVIDUAL DONATIONS



Lifecycle of the Ideal Donor



**IF you do ONE
THING...**

Personal Thank You!

- Call
- Visit
- Note

7 Keys to Retention Program



Promptness



Thoughtfulness



Gifts



Phone Call



Repetition



Opportunities



Online
Presence

Thoughtful Stewardship

Traditional Contact

- Receipt & Acknowledgement (tax receipt)
- Annual Reports
- Newsletters
- CEO Letters

Engagement

- Tickets
- Tours
- Outreach

Involvement

- Volunteer Opportunities

Personal Touches

- Birthday/Anniversary/Special Occasion card
- [Thank you videos](#)
- Be creative!!

**“Can you
explain to me
what this is?”**



Stewardship Plan Example

- Calculate your specific Donor Retention Number(s)
$$\frac{\text{Retained Donors}}{\text{All donors}} = \text{Retention rate}$$
- Make a plan
- Justifying your resources
- Recalculate your Donor Retention Numbers



What might your stewardship plan look like?

Let's try it now!

What out-of-the box ideas could you use?

Let's hear it!

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..... With gratitude, people
acknowledge the goodness in their lives
... As a result, **gratitude also helps people
connect to something larger than
themselves** as individuals.....

Source: Harvard Medical School



Holla at us!

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