

THE **INS** GROUP PLAYBOOK



GOAL: Treat your donors like MVPs to keep them on the roster.

A Message from Our Head Coach

"If you need to raise funds from donors, you need to study them, respect them, and build everything you do around them."
-- Jeff Brooks, Author and Fundraising Professional

Donors occupy a principal role within the nonprofit landscape. Their financial contributions are the bedrock upon which nonprofit organizations build their capacity to provide essential services to communities. Without the invaluable support of donors, nonprofits would be unable to fulfill their missions and address pressing needs effectively.

Fundraising stands as a critical mechanism through which nonprofits not only acquire essential financial resources, but also engage and retain donors, creating a symbiotic relationship that propels their impact. Join us in the ninth edition of the Playbook as we delve into the significance of donors and explore strategies to build and sustain a robust donor base.

In our first article, we explore nine key strategies for cultivating a dedicated and enduring donor community, fortifying your nonprofit's mission for years to come. In "The Stats Are In" section, we share insights from Double the Donation regarding the state of giving in the United States, equipping you with the knowledge to better understand your donors, refine your

approaches, and amplify the influence of your campaigns. Furthermore, we invite you to "Take Five" and contemplate the power of storytelling in captivating donors' hearts and encouraging their contributions.

Within our "Key Plays" article, we shed light on the significance of something simple with a significant impact - thank you letters. These letters serve as indispensable tools for nurturing donor relationships, expressing heartfelt gratitude, and securing ongoing support for your nonprofit's cause.

We hope this Playbook will ignite your inspiration and deepen your understanding of the vital role that donors play in the nonprofit world. Please reach out to us at The INS Group for a complimentary consultation to learn how we can help take your fundraising and donor retention strategies to the next level.

Ruth A. Peebles
Ruth Peebles, MPA
President & Founder



Foundations of Philanthropy: Nurturing a Resilient Donor Base

A strong donor base for nonprofits can be likened to the sturdy foundation of a thriving community. It's a collective of individuals, organizations, and supporters who are not just sources of financial contributions, but passionate advocates deeply connected to the organization's mission and values.

These donors are committed for the long haul, providing consistent and sustainable support that enables the nonprofit to plan, innovate, and make a lasting impact. They aren't merely one-time contributors; they're invested partners, sharing in the vision, and dedicating their time, resources, and influence to further the cause.

However, a strong donor base is not solely measured by the size of the donations but by the strength of the relationships, trust, and mutual belief in the nonprofit's ability to effect positive change. It's a cornerstone for success, offering your nonprofit stability and the capacity to turn aspirations into tangible achievements.

In this guide, we will explore nine key strategies to help your nonprofit build a strong and loyal donor base that will support your mission for years to come.

[Read More](#)



The Stats Are In...



Check out these fundraising statistics from [Double the Donation](#) to help you understand your donors, refine your strategies, and maximize the impact of your campaigns:

- In 2022, Americans gave **\$499.33 billion** to charity.
- The **average donor** in the United States is **64 years old** and makes two charitable gifts a year.
- **48% of donors** say that **regular email communications are most likely to keep them engaged** and inspire repeat donations, followed by social media communication (18%), print communication (16%), handwritten notes (12%), and phone calls (6%).
- **85% of US donors volunteer**, and 81% attend nonprofit fundraising events.
- **84% of donors** say they're more likely to donate if a **match** is offered.



Key Plays

Take 5

Is storytelling a part of your nonprofit's communication strategy? Effective storytelling plays a vital role in nonprofit fundraising as it has the power to evoke emotions and make the impact of your work more relatable, ultimately inspiring people to contribute to your cause.

Take a timeout to read ["How to Tell Real Stories About Impact"](#) from the Stanford Social Innovation Review, which offers practical guidance on creating narratives that genuinely connect with donors by focusing on real-life experiences and outcomes.



Nonprofit Services

Learn more about The INS Group's customized consulting services for nonprofits.



INS Blog

We are excited to share our expertise through our blog. Read now for insights and solutions to achieve your goals.



Contact Us

Please reach out for a free consultation to learn how our custom solutions fit your needs.

**The information shared in the Playbook is for educational purposes only and does not constitute medical advice.*

Thank You Letters: A Simple Way to Make a Big Impact

Fundraising thank you letters are more than just courteous gestures; they are essential tools for nurturing donor relationships, expressing appreciation, and ensuring continued support for your nonprofit's mission. In this blog post, we'll walk you through the art of writing a heartfelt and effective fundraising thank you letter that leaves a lasting impression on your supporters.

Promptness Matters

One of the most crucial aspects of a thank you letter is its timeliness. Send your thank you letters promptly, ideally within 48 hours of receiving the donation.

Personalize the Letter

Begin your thank you letter with a warm and personalized greeting. Address the donor by name to show that you recognize their individual contribution and value their support. If possible, refer to the specific campaign or initiative they contributed to.

TIP: Tailor your letter based on if the person is a first-time or recurring donor for your organization.

Express Genuine Gratitude

Open your letter by expressing your sincere gratitude for the donor's support. Be specific about the impact their donation will have on your nonprofit's mission and the beneficiaries it serves. This is different than a business email; use a warm tone and appreciative language to convey your thanks.

EXAMPLE:

"Dear [Donor's Name],

I want to express my deepest gratitude for your generous contribution of [Amount] to [Campaign Name]. Your support means the world to us and will make a significant difference in the lives of those we serve."

[Read More](#)