



Institute for Sustainable
Philanthropy

LOYALTY MEETS PHILANTHROPIC PSYCHOLOGY:

A NEW APPROACH TO
SUPPORTER RETENTION

Rethinking Donor Loyalty

Fundraising Now

March 2023

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Build Retention
Grow Giving
Make People Feel Better



Beyond Satisfaction Trust and Commitment



Identity
Love
Well-Being



Month 1:
Survey live



Month 12:
Predicting
retention with
actual behaviour



Month 3:
Predicting
retention with
giving intentions

- Organisation 1: 1,542 cash and 1,290 regular givers, 74% female, average age 63
- Organisation 2: 861 cash givers and 315 regular givers, 71% female, average age 63

Organisation 1 – Predicting Intentions

| Table 1. Predictors of Giving Intentions (Organisation 1) | Mean of Predicting Factor | Intention to Continue Donating (M = 5.7) | Intention to Increase Giving (M = 3.8) | Intention to Pledge a Legacy (M = 4.0) |
|--|----------------------------------|---|---|---|
| Communal Strength (Love) | 4.6 | 6.2% | 32.9% | 30.7% |
| Positive Emotion (from Support)* (Well-being) | 3.2 | 6.5% | 8.6% | |
| Connectedness to the Focal Charity (Love) | 5.2 | 5.6% | 4.5% | |
| Satisfaction | 5.8 | 4.3% | | 5.4% |
| Connectedness to the Focal Campaign (Love) | 4.2 | | 4.6% | |
| Dependency (Love) | 5.5 | 3.3% | | |
| Commitment | 5.9 | 3.1% | | |

* = Positive Emotion (from Support) was measured on a 5-point scale

Organisation 1 – Predicting Cash Giving

| Table 2. Predictors of Retention for Cash Donors (Organisation 1) | Mean of Predicting Factor | Odds Ratio | Potential Increase in Annual Cash Giving Income (£) |
|--|---------------------------|------------|---|
| ★ Connectedness to the Focal Charity (Love) | 5.2 | 1.32 | 75,448.02 |
| Encouragement and Uplift (Well-being) | 4.4 | 1.18 | 42,892.38 |
| Moral Identity Reinforcement (Well-being) | 4.2 | 1.14 | 33,659.94 |

Organisation 1 – Predicting Regular Giving

| Table 3. Predictors of Retention for Monthly Donors (Organisation 1) | Mean of Predicting Factor | Odds Ratio |
|---|---------------------------|------------|
| ★ Positive Emotion (from Support)* (Well-being) | 3.2 | 2.06 |
| Connectedness to People Affected by the Disease (Love) | 5.7 | 1.25 |
| Connectedness to Other Supporters (Love) | 4.2 | 1.37 |
| Positive Affective Content of Messages (Well-being) | - | 2.25 |

* = Positive Emotion (from Support) was measured on a 5-point scale

Organisation 2 – Predicting Intentions

| Table 4. Predictors of Giving Intentions (Organisation 2) | Mean of Predicting Factor | Intention to Continue Donating (M = 6.0) | Intention to Increase Giving (M = 3.9) | Intention to Pledge a Legacy (M = 3.6) |
|--|--|---|---|---|
| Communal Strength (Love) | 4.7 | 6.2% | 24.1% | 28.2% |
| Positive Emotion (from Support)* (Well-being) | 3.3 | 6.6% | 19.6% | 16.0% |
| Satisfaction | 5.9 | | 3.9% | 3.8% |
| Commitment | 5.9 | 3.2% | | 4.0% |

* = Positive Emotion (from Support) was measured on a 5-point scale

Organisation 2 – Predicting Cash Giving

| Table 5. Predictors of Retention for Cash Donors (Organisation 2) | Mean of Predicting Factor | Odds Ratio | Potential Increase in Annual Cash Giving Income (£) |
|--|----------------------------------|-------------------|--|
| Encouragement and Uplift (Well-being) | 4.6 | 1.17 | 39,099.54 |

| Table 6. Predictors of Value of Cash Gifts (Organisation 2) | Mean of Predicting Factor | Increase in Amount Given (£) | Potential Increase in Cash Giving Income (£) |
|--|----------------------------------|-------------------------------------|---|
| Connectedness to Volunteers (Love) | 4.5 | 12.96 | 113,434.12 |
| Connectedness to the Focal Charity (Love) | 5.0 | 6.96 | 60,913.54 |

Take home findings

- What predicts intention and actual retention differs
- What predicts retention may be organisation specific
- Find out who people are connecting with
- In communications:
 - Think about how you make people feel
 - Think about their connections



[Continue to website](#) →

Your Love Matched

Imagine...a home without a family; compassion without action; humanity without giving.

Your generous monthly gift can provide desperately needed supplies to refugee families — and the first three months will be **MATCHED** for a limited time to help 2X more families.

This World Refugee Day, you can turn your love into **TWICE** the lifesaving aid and **TWICE** the hope for resilient refugees around the world. Match ends 6/20.

[DOUBLE MY IMPACT](#) →



Institute for Sustainable
Philanthropy



People are hungry in Yemen

Send urgently needed shelter, protection and hope today.

[DONATE NOW](#)



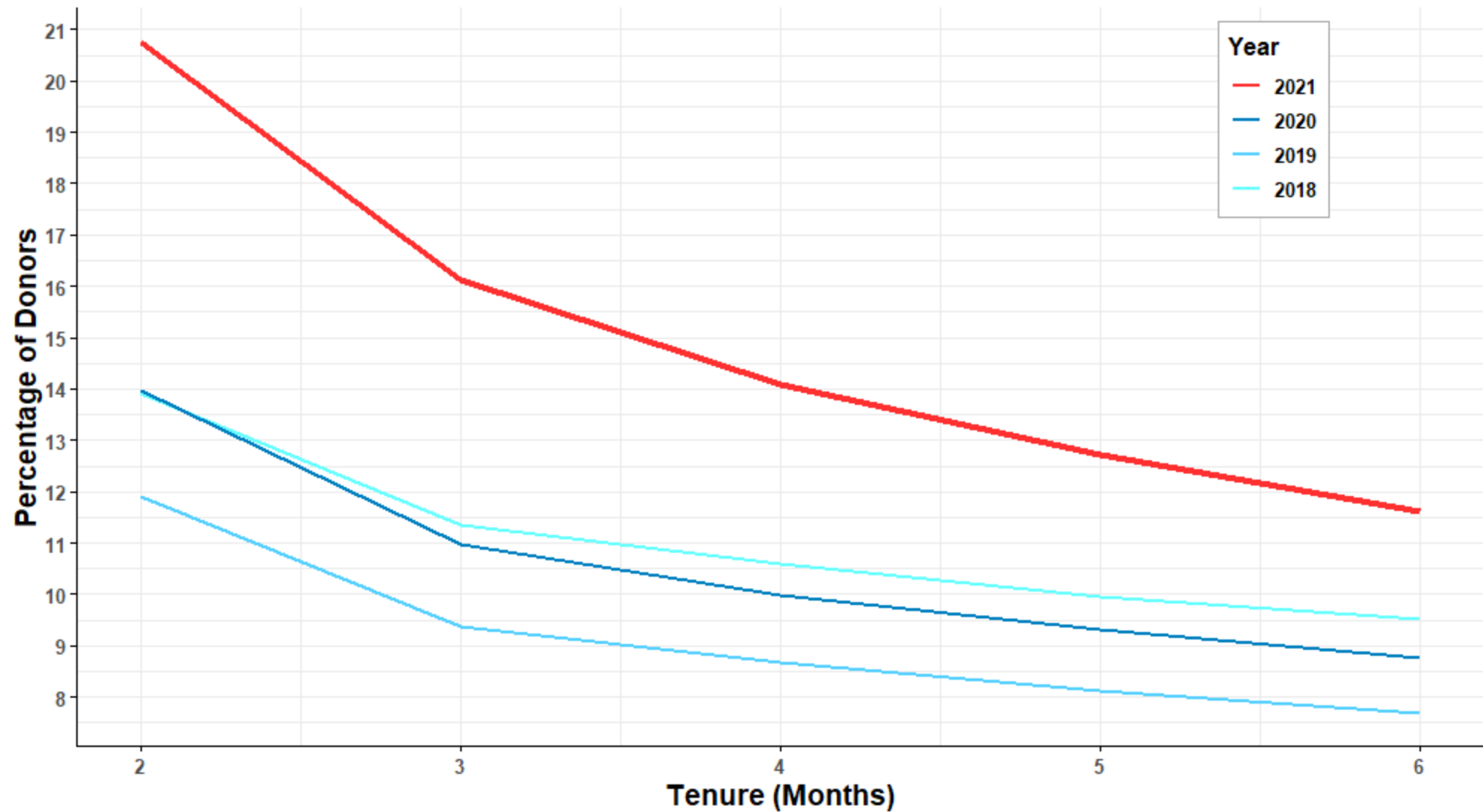
MATCH: Celebrate World Refugee Day

Double your impact, double your love. Your kindness today will be MATCHED to give even more hope to vulnerable families.

[DONATE NOW](#)

Donor Retention by Year of First Donation

Starting from month 2



Before Phil Psych

<salutation>,
please rush back one of the enclosed
Thanksgiving vouchers to help a
neighbor in our community today!

After Phil Psych

<salutation>,
Your compassion can give blessings
to your neighbor!



Before Phil Psych

In just the few seconds it takes to fill out the voucher enclosed, your gift of <<xx>> or <<yy>> will provide a lifeline for families struggling to escape their COVID crisis

Name: _____
Street: _____ Apt. #: _____
City: _____ State: _____ ZIP: _____



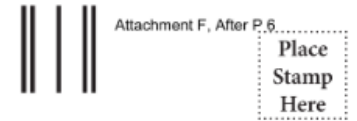
Thank you!
*Your gift helps people in need...
here in your community.*

**Window:
1" x 3.5"
4.625" from left
0.625" from bottom**

After Phil Psych

It only takes the moment your heart decides to help. Your compassion can make a difference. When you share <<xx>> or <<yy>>, it becomes a lifeline for families struggling

Name: _____
Street: _____ Apt. #: _____
City: _____ State: _____ ZIP: _____



**With this gift,
I'm changing lives.**

**Window:
1" x 3.5"
4.625" from left
0.625" from bottom**

Up over 100% 

Good Surveys Can Impact Retention

Retention **↑ 17%**

Cash giving **↑ £18.51**

Regular giving **↑ £100**

All when holding past behaviour constant



Exploring the Love Language of Fundraising

The team is delighted to announce our signature research project for 2023 – Exploring the Love Language of Fundraising.

A quick glance of the language that is used in the sector right now tells us that the focus of fundraising communications is very much on money, or the impact that money can have on a focal community. That money could be described as a donation, gift, support or even generosity.

- We have started asking people to write a love message to the organisation in the survey
- These results suggest this would be more meaningful if tailored to the object of love

Want to be involved? Email kathryn@philanthropy-institute.org.uk to start a conversation

Join us on our certificates

- Certificate in Philanthropic Psychology
- Certificate in Fundraising Copywriting
- Certificate in Legacy Fundraising
- Certificate in Digital Fundraising

Click [here](#) to learn more about training at the Institute for Sustainable Philanthropy



SIGN UP TO ACCESS ANY OF THE REPORTS BELOW

NEW: Loyalty Meets Philanthropic Psychology

In this NEW report, we discuss a large scale survey we undertook with donors of two large national non-profits, measuring satisfaction, commitment and trust together with a range of variables drawn from philanthropic psychology and future giving intentions.

Recording data a year later, we found that what predicts giving intentions is broadly NOT what predicts actual behaviour. Rather, what appears to drive subsequent behaviour is how giving leaves people feeling.

NEW: What Makes Fundraisers Tick?

This NEW study looks at identity, motivation, well-being and focuses specifically on what motivates fundraisers at work and thus how nonprofits can foster their retention. The report reviews the existing research on the motivation of professional employees and parses how fundraisers might be different from the other professional groups that typically comprise nonprofits.

[DOWNLOAD THIS REPORT FROM THE REVOLUTIONISE WEBSITE](#)

Thank you for listening!

Any questions?

