

## TIP SHEET

# 5 Ways to Identify the COVID-19 Donors Most Likely to Become Long-Term Supporters

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Healthcare organizations experienced an influx of giving in 2020 with donors proving they are willing to give to healthcare if the case for support is right. Now you have the opportunity to turn these crisis donors into ongoing supporters. Combined with external insights, use the ideas below to find your most-likely supporters and identify the best engagement strategy.

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## Determine the likelihood to make another gift.

First-time donors who donated as a result of COVID may be different than your organization's typical donor. For these crisis donors especially, knowing their capacity to give isn't enough. It is important to spend time identifying those who are likely to donate to your organization again. You can then use this information to make solicitation decisions that strike the right balance of ongoing investment of your organization's time and talent.

Although there are many COVID donors willing to give again, some will not. Modeling can identify the common characteristics of your existing donors and compare them with your COVID donors to determine those most likely to continue to support your organization.

2

## Find the message to motivate.

A lot of COVID donors made a gift to a general response fund, so the donor's exact motivation may not be known. Does he want to make his community a better place? Was he giving in direct response to the PPE shortage? Is his mother a doctor? With additional insight to what motivates the donor, you can segment your list of crisis donors by persona and send customized messages for a better response.

Analytics using publicly available data can segment donors into philanthropic personas. These personas help determine the type of messaging to which they are most likely to respond.

3

### Assess the ability to upgrade.

Many crisis donors may have the capacity and willingness to upgrade their donations if they understand the impact of ongoing investment. Once identified, you can cultivate these donors in special ways, based on their potential to give, not the gift already made. In addition to brand new people, you may have existing donors who are now willing to give bigger or more frequently.

Modeling can take into account the changes in giving behavior, and even other publicly-available characteristics like wealth, and broad philanthropic patterns to help find those donors who are likely to upgrade their gift.

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### Identify potential monthly donors.

In FY2019 more sustainer (monthly online donor) revenue was received via digital channels than any other and retention three times higher than single gift donors. Since most COVID-19 donors made their gift online, they could be an excellent candidate for sustainer giving. To turn crisis donors into sustainers, you need to demonstrate the impact of their gift and ensure they understand why ongoing support really matters.

Data taking into consideration the most common traits of sustainer givers can identify the crisis donors most likely to be responsive to this type of ask.

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### Evaluate their social capital.

Many crisis donors may have only been able to make a \$10 or \$25 donation. But, don't count them out if your organization has made significant strides in your peer-to-peer fundraising strategies.

Running a model that takes into consideration online factors and communities can indicate the donors you may want to cultivate as a social champion. Insights designed to identify donors with the highest likelihood to be a peer-to-peer fundraiser, convincing others to fundraise on your behalf, could be powerful for next-level outreach and coaching of these unique supporters.

To find out how to make the most of your new crisis donors, contact your account executive for a free opportunity analysis.

[Get in touch](#)

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#### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.

