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How Salesforce Can Help

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Building Donor Communities

How Nonprofits Can Foster Deeper Connections



Research shows that **70% of donors feel more satisfied when they are part of a community aligned with their interests.**

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Introduction



The Power of Community in Philanthropy

At dgt27, we've spent over a decade helping nonprofits across the USA leverage technology to solve operational and strategic challenges. **One insight we've consistently seen is that donors seek more than just transactional relationships – they crave community.**

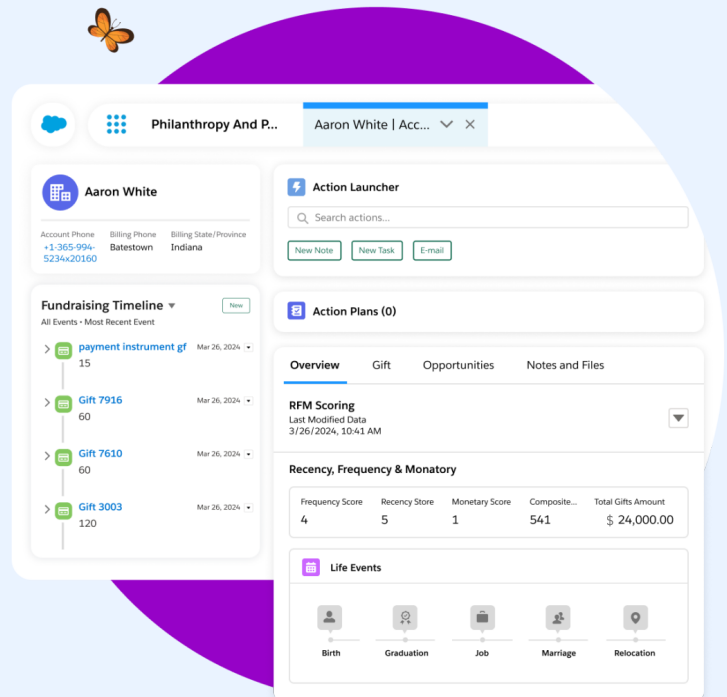
Whether defined by geography, shared values, or a common cause, communities play a pivotal role in engaging donors and driving long-term loyalty. **This eBook will explore how nonprofits can create strong donor communities and the impact this can have on their mission.**



According to a study, 53% of donors are more likely to give again if they feel a personal connection to an organization.

Defining Donor Communities

A donor community is more than just a group of supporters – it's a collective of individuals connected by a shared passion for a cause. **Whether through geographic proximity, online platforms, or value-based networks, these communities are crucial for nonprofits looking to build sustained engagement.**



Research shows that **70% of donors feel more satisfied when they are part of a community aligned with their interests.** For nonprofits, cultivating these connections means fostering loyalty, advocacy, and sustained support over time.

70% of donors state that being part of a donor community increases their overall satisfaction with the nonprofit they support.

Why Donor Communities Matter



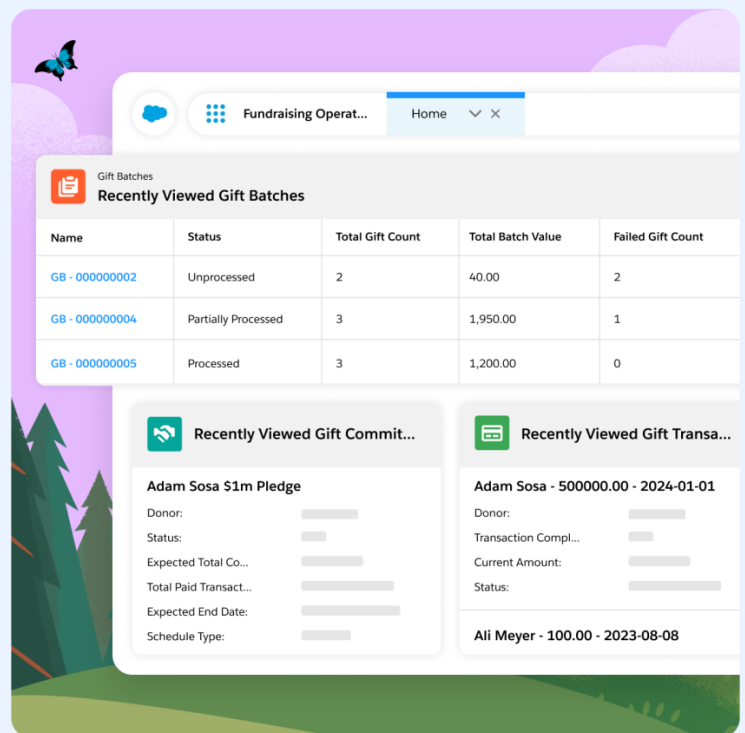
Belonging to a community drives donors to continue giving and deepens their relationship with the nonprofit. **Data from the Fundraising Effectiveness Project reveals that focusing on community-building can boost donor retention rates by 10–20%.**

Engaged donors are not only more likely to contribute again but also become advocates for the cause, helping to spread awareness and attract new supporters. Nonprofits that prioritize fostering a sense of community create stronger, longer-lasting donor relationships.

Organizations focusing on community-building see a 10–20% increase in donor retention.

Challenges in Building Communities

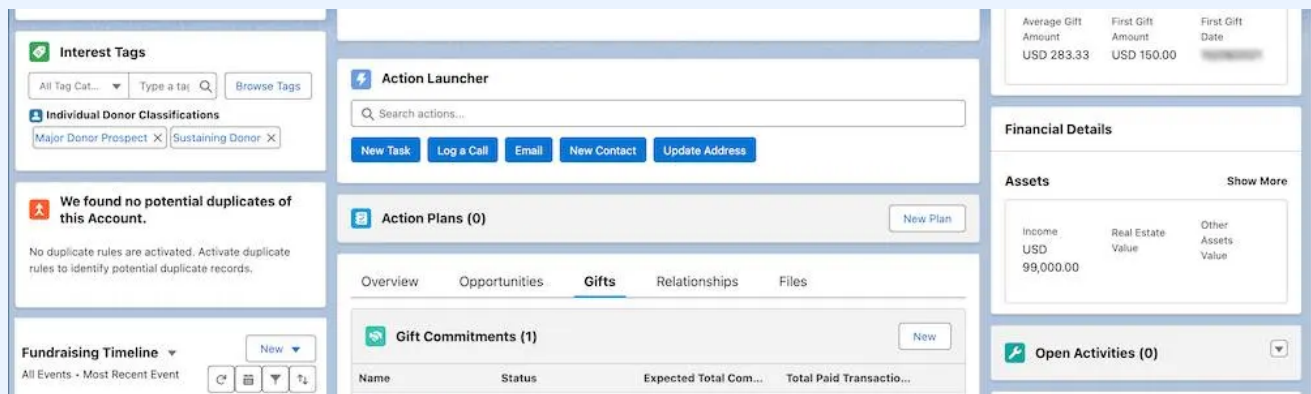
While the benefits of building donor communities are clear, the path to creating them is often filled with challenges. **From resource constraints to fragmented donor data, nonprofits face significant obstacles when attempting to engage donors on a deeper level.**



In fact, 67% of nonprofits identify the lack of engagement tools as their biggest challenge to fostering stronger connections with donors. Without the right tools and strategies, nonprofits struggle to create the infrastructure needed for sustainable community-building.

67% of nonprofits report that a lack of engagement tools is their biggest barrier to community-building.

Leveraging Technology to Build Donor Communities



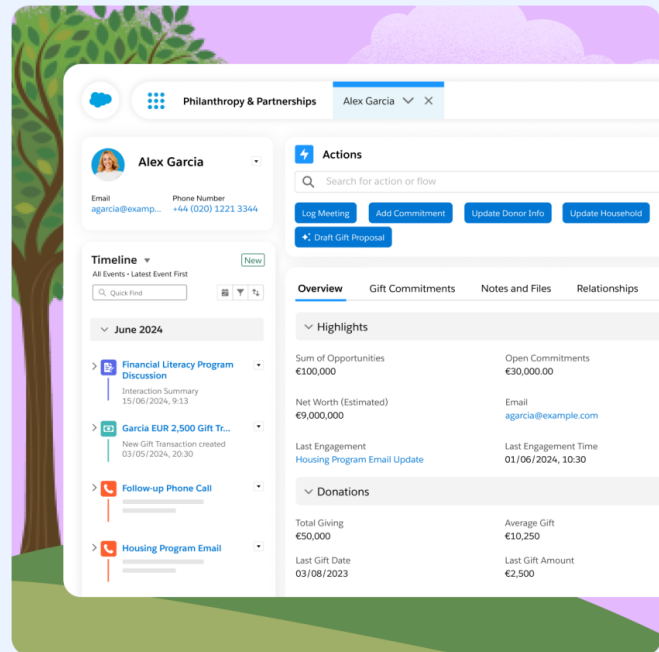
At dgt27, we have seen how CRM systems, such as Salesforce, can be transformative for nonprofits looking to engage with donors on a more personal level.

With solutions like Salesforce's Nonprofit Cloud and Nonprofit Success Pack (NPSP), organizations can streamline their communication, track engagement, and segment donors based on their preferences. These tools allow nonprofits to create personalized experiences that make donors feel like they are part of a community, rather than just a funding source.

Nonprofits using CRMs like Salesforce see a 25% increase in donor retention due to improved data management and personalized engagement strategies.

Personalization & Communication

Building donor communities requires nonprofits to go beyond generic communications and focus on personalization. **Research shows that nonprofits using personalized outreach see a 45% boost in donor engagement.**



By crafting messages that resonate with individual donor interests, nonprofits can make their supporters feel truly valued. Whether through tailored email campaigns or segmented newsletters, personalized communication helps create a sense of belonging that fosters community.

Nonprofits that personalize communication see a 45% increase in donor engagement.

Tracking and Measuring Donor Engagement



Data is a powerful tool for understanding donor behavior and engagement levels. **Nonprofits that actively track key engagement metrics, such as open rates, event attendance, and donation frequency, can better understand the needs and motivations of their community.**

Studies indicate that organizations that use data to measure engagement see a 15–20% increase in donations.

With tools like Salesforce, nonprofits can easily track donor interactions and use that information to strengthen their community-building efforts.

Tracking donor engagement can lead to a 15–20% increase in donations by enabling nonprofits to better understand and engage their supporters.

Virtual Communities: Connecting Beyond Borders



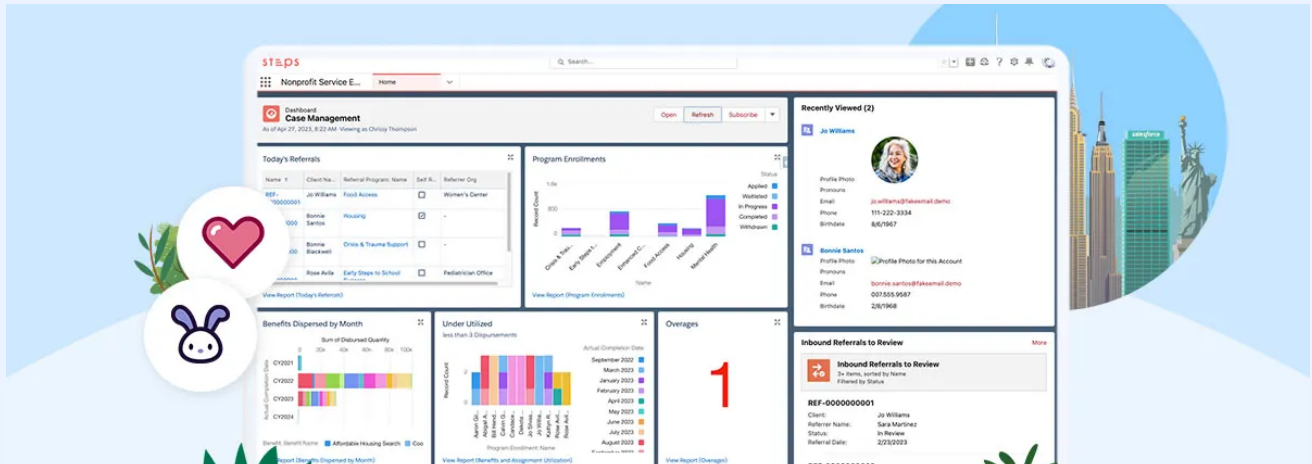
In today's digital age, virtual communities have become an essential tool for nonprofits to engage donors regardless of geographic limitations. **According to the Global Trends in Giving Report, 55% of donors prefer engaging with causes online.**

Virtual events, social media groups, and online forums allow nonprofits to create spaces where donors can interact with one another and feel part of something larger.

These digital communities help nonprofits maintain engagement throughout the year and reach donors across the globe.

55% of donors prefer to engage with nonprofits through online platforms, emphasizing the importance of digital community-building.

Conclusion



The power of community in philanthropy cannot be overstated. **By fostering genuine connections with their supporters, nonprofits can create loyal, engaged donor bases that drive long-term success.**

At dgt27, we're committed to helping organizations build these communities through the right tools and strategies. By leveraging technology, nonprofits can turn one-time donors into lifelong advocates, ensuring a future where their mission thrives.

Building Lasting Communities for Long-Term Impact

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