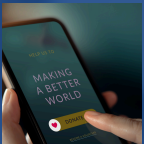


2024



Improving Donor Community Engagement

Leveraging Salesforce for Nonprofit Success

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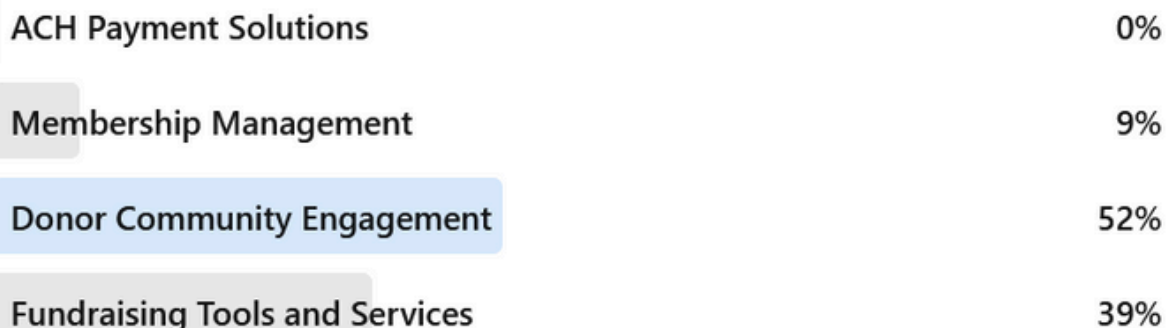
Introduction

In a recent LinkedIn survey, 52% of nonprofit professionals identified donor community engagement as the area most in need of improvement.

Donor engagement is critical to nonprofit success, not just for financial contributions, but also for creating advocates and long-term supporters. Salesforce has proven to be a game-changer, offering powerful tools for engaging donors, tracking interactions, and fostering meaningful relationships that drive impact.

Which area do you feel requires the most improvement for nonprofit operations?

You can see how people vote. [Learn more](#)



70%

According to studies, 70% of donors who receive personalized communication are more likely to increase their donations.



Understanding Donor Community Engagement

Donor community engagement refers to building and maintaining strong, meaningful relationships with supporters, ensuring that they are not only contributing financially but are also invested in the mission and success of the nonprofit. Engaged donors are more likely to give recurring donations, volunteer their time, and advocate for the organization.

- **Donors who feel personally connected to a nonprofit are 5 times more likely to continue giving than those who don't feel engaged.**
- **Engaged donors are 3 times more likely to recommend the nonprofit to others, helping to expand the supporter base.**
- **According to studies, 70% of donors who receive personalized communication are more likely to increase their donations.**

The background is a dark, textured surface with several overlapping geometric shapes. A large, light gray triangle is prominent on the right side. A red, 3D-style arrow points upwards and to the right. There are several hand-drawn, dark brown outlines of human figures scattered across the scene. The text '60%' is displayed in a large, white, sans-serif font.

60%

Research shows that 60% of donor retention problems are due to a lack of personalized engagement strategies.

Challenges Nonprofits Face in Donor Engagement

Many nonprofits struggle with donor engagement due to limited resources, inconsistent communication, and difficulty personalizing outreach. These challenges can lead to donor fatigue and decreased retention rates. Nonprofits need technology solutions that streamline communication, organize donor data, and personalize interactions.

- **49% of nonprofit organizations struggle to maintain regular and meaningful communication with donors.**
- **Donors are more likely to disengage when they feel they are just one of many, rather than receiving individualized attention.**
- **Research shows that 60% of donor retention problems are due to a lack of personalized engagement strategies.**

30%

Nonprofits using Salesforce see a 30% increase in donor retention through improved engagement tracking and targeted communication.

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Einstein - Contact Summary Field

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Click any generative AI-enabled field icon to create field values. Not perfect? Tell Einstein how to fix it using natural language like, "Make it shorter."

Here is what I came up with:

In the meeting, the customer's challenges with cloud management were discussed. The sales representative presented CloudDynamics Pro as a solution, highlighting its features, customization, scalability, and security.

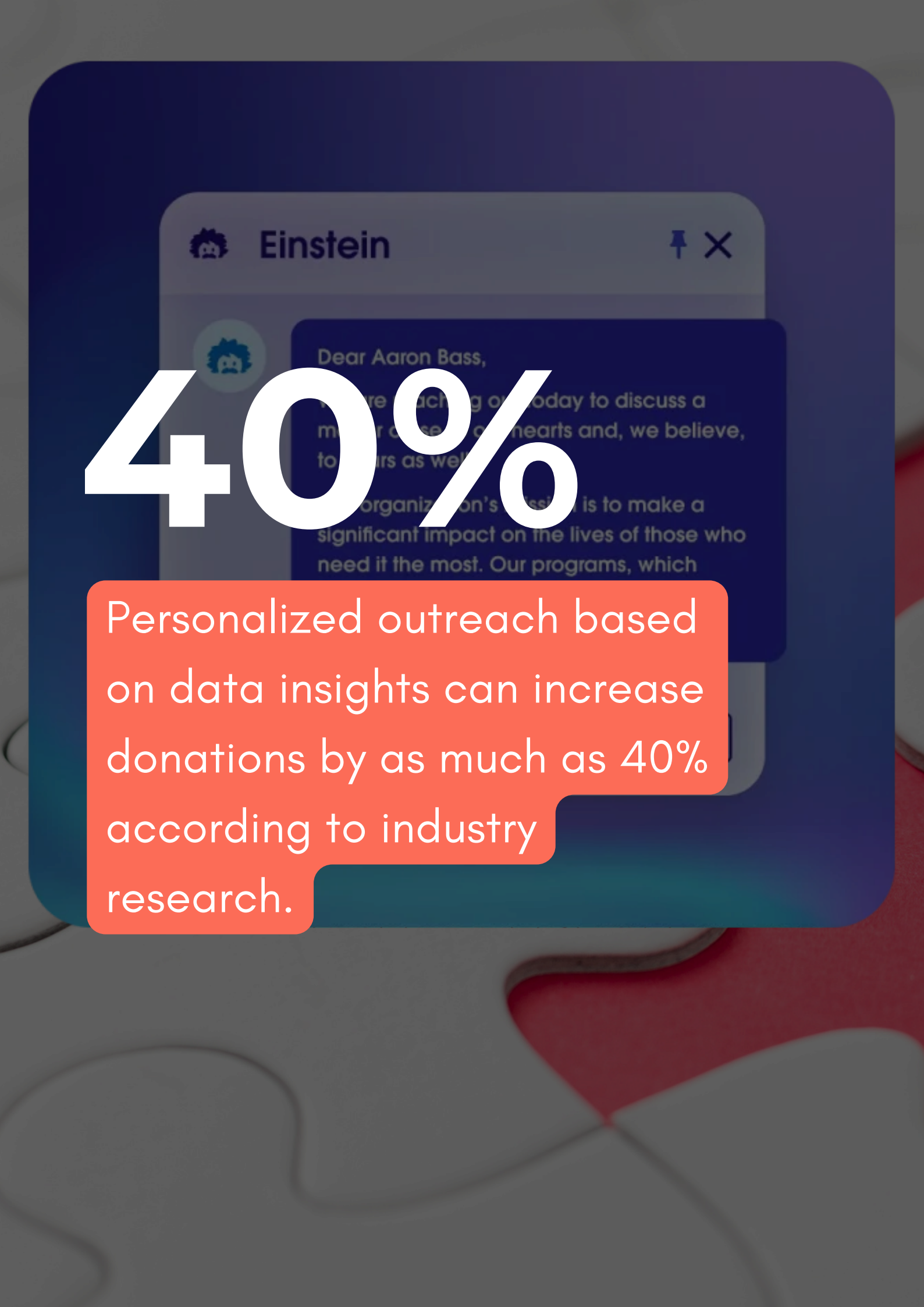
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Tell me what to create for you.

How Salesforce Transforms Donor Engagement

Salesforce offers a range of tools that help nonprofits centralize their donor data, automate communication, and track engagement. With features like donor segmentation, customized outreach campaigns, and detailed reporting, Salesforce empowers nonprofits to develop targeted and effective engagement strategies.

- **The Salesforce Nonprofit Success Pack (NPSP) provides tools specifically designed for managing donor relationships, helping nonprofits save time and enhance engagement.**
- **Salesforce Marketing Cloud allows nonprofits to automate personalized email campaigns, increasing donor engagement and retention.**
- **Nonprofits using Salesforce see a 30% increase in donor retention through improved engagement tracking and targeted communication.**



40%

Personalized outreach based on data insights can increase donations by as much as 40% according to industry research.

Utilizing Data to Enhance Donor Engagement

Salesforce enables nonprofits to capture detailed donor information, which can be used to personalize interactions and identify trends in donor behavior. By analyzing this data, nonprofits can tailor their strategies to engage supporters more effectively, ultimately leading to increased donations and long-term commitment.

- **90% of nonprofits that utilize data analytics improve their fundraising efforts and overall donor engagement.**
- **Nonprofits using Salesforce's data tools can track donor interactions in real-time, enabling them to act on engagement opportunities quickly.**
- **Personalized outreach based on data insights can increase donations by as much as 40% according to industry research.**



50%

Salesforce-powered communication strategies result in 50% higher engagement rates compared to manual outreach methods.

Streamlining Communication through Salesforce

Salesforce helps nonprofits automate and personalize communications, ensuring that messages are timely and relevant. Whether through email, social media, or direct mail, Salesforce provides the tools to engage donors across various channels in a way that feels personal and thoughtful.

- **Automated email campaigns through Salesforce have resulted in a 25% increase in donor engagement for nonprofits.**
- **Using Salesforce's Community Cloud, nonprofits can create personalized portals for donors, keeping them informed and engaged.**
- **Salesforce-powered communication strategies result in 50% higher engagement rates compared to manual outreach methods.**



79%

79% of donors say they are more likely to continue supporting a nonprofit that regularly acknowledges their contributions.

Increasing Donor Retention with Salesforce

Donor retention is often the hardest aspect of fundraising, yet it is vital for long-term success. Salesforce provides the tools needed to maintain consistent communication, acknowledge donors, and involve them in the mission, helping nonprofits create stronger, lasting relationships with their supporters.

- **Nonprofits that use Salesforce for donor engagement have a 25% higher retention rate than those who don't.**
- **79% of donors say they are more likely to continue supporting a nonprofit that regularly acknowledges their contributions.**
- **Implementing donor loyalty programs and engagement tracking through Salesforce can increase donor retention by 35% over three years.**

Conclusion

Engaging donors is crucial for the growth and sustainability of any nonprofit. **With Salesforce, nonprofits can move beyond one-size-fits-all communication strategies, using data-driven tools to personalize outreach, automate engagement, and build long-term relationships with donors.** By prioritizing donor engagement with Salesforce, nonprofits can improve donor retention, increase donations, and create a community of supporters committed to their mission. Embrace Salesforce today to transform how your nonprofit engages with its donor community and achieves lasting impact.



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