

THE GREAT \$5

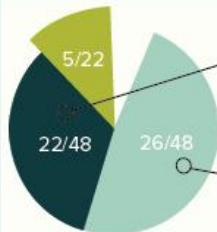
DONOR COMMUNICATIONS EXPERIMENT

On July 18th 2014, we made a \$5 donation to 50 individual nonprofits in the Indianapolis-metro area.

This is how they followed up:

Infographic by  bloomerang

96% 48/50 sent an email receipt within 60 seconds of the donation



22/48 emails were from the payment processor

5/22 organizations who sent payment processors emails also sent a branded email acknowledgement shortly after

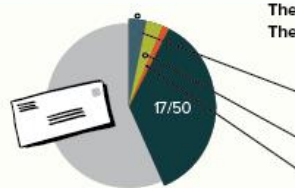
26/48 emails were branded from the organization



0%

0/50 have made thank you phone calls
19/50 asked for a phone number on the donation form

34% 17/50 sent a physical acknowledgement letter through the mail as the **second response**



The fastest letter came within 5 days of the gift
The slowest letter came within 13 days of the gift

2/17 included a brochure or piece of printed collateral

2/17 included a handwritten note

1/17 asked for a response

20%



10/50 sent an email as the **second response**

5/10 came on the same day as the donation

1/10 came 1 day after the donation

2/10 came 3 days after the donation

2/10 came 13 days after the donation

6% 3/50 sent a physical acknowledgement letter through the mail as the **third response**

4%

2/50 sent an email as the **third response**

4% 2/50 have sent no acknowledgement of any kind