



Fundraising Questions for the Next Normal:
8 Insights for 2021





QUESTION

1

Will new donor behaviors become
new donor habits?



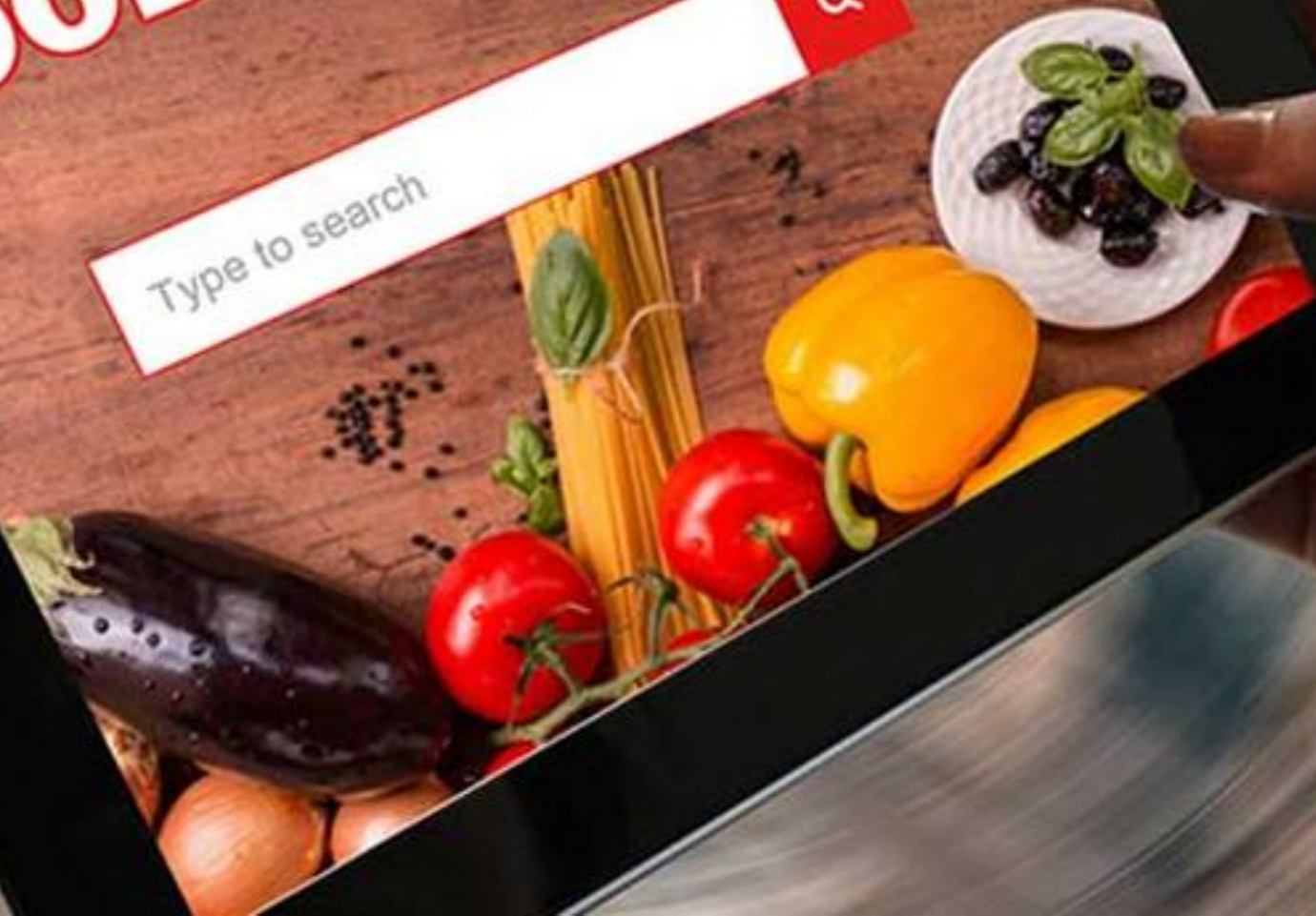
“

...the crisis compressed the rate of adoption in digital behaviors ...which had already been evolving, from years to weeks.”

McKinsey & Co.

FOOD DELIVERY

Type to search





► **INSIGHT #1**

New donor behavior, generated by new donor habits, will not be absolutely new.



QUESTION

2

What can fundraisers expect from donors in 2021?





“

The hearts of American donors still beat strong...”



► **INSIGHT #2**

... fundraisers must learn to engage these new donors, keeping them and growing them alongside their base of Longtime Loyals.



QUESTION

3

Are one-time COVID donors once-and-done?



“

*...the better evaluation rests with
understanding Impulsive versus Deliberative
Giving.*







► **INSIGHT #3**

Do NOT assume one-time-only donors are once-and-done Impulsives. The pandemic was not just another disaster.



QUESTION

4

What's the impact of video conferencing?



“

*... virtual gatherings will no doubt remain
a part of a fundraiser's toolbox for certain
donor engagement activities...*





► **INSIGHT #4**

Video chat engagement is here to stay in some form as a platform for information shares, impact presentations, and as access to subject matter experts.



QUESTION

5

What do the new COVID-acquired donors look like?



“

They gave online, they gave big, and they reflect a much broader slice of our population than past disaster donors.





▶ **INSIGHT #5**

No surprise: New COVID donors are digital and younger.

Surprise: They are more generous, more willing to commit than originally assumed.



QUESTION

6

Have longstanding donors developed new habits?





“

...the check-writing habit had to be shelved in 2020. Necessities, including grocery deliveries, pharmaceuticals...all required online credit card or EFT transactions.



▶ **INSIGHT #6**

Considering that they remain the revenue engine for most charities, this potential new Boomer habit, may be the most profound of all changes in the post-COVID era.



QUESTION

7

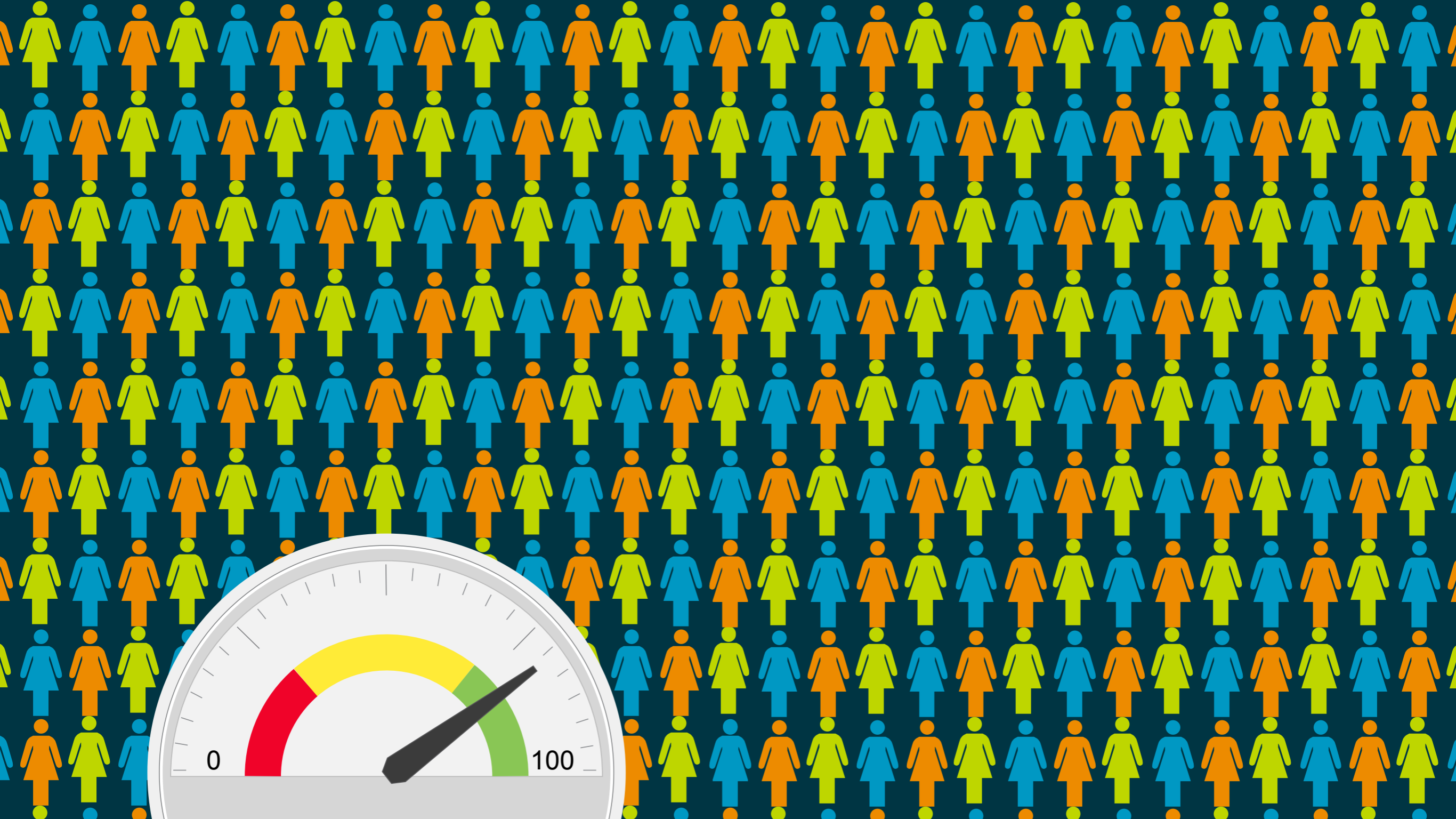
What role will data play?



“

...the level of donor insight and power-to-predict that AI can generate will be critical to success...

Bill and Melinda Gates Foundation, AI4Giving Report





► **INSIGHT #7**

COVID has changed the donor experience norm. New donors, plus a savvy and seasoned loyal donor base, have learned to expect individualized service and engagement.



QUESTION

8

What will stick?



“

... "stickiness" equals duration of enforced behavior times satisfaction.

McKinsey & Co.





▶ **INSIGHT #8**

Not all new donor behaviors will become habits, but some will, especially if those forced behaviors created better user experiences than anticipated.

DON'T JUMP TO CONCLUSIONS IN THE

**NEXT
NORMAL**



Thank You!

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