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Mitigating Donor Fatigue

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Mitigating Donor Fatigue

What causes donor fatigue?

(or what might be better described as donor apathy)

- Donors becoming desensitized to the appeal that is being made by an organization because it is the same message over and over
- Donors feeling that there is no compelling reason or sense of urgency to provide their support
- Donors being asked to provide support for a project or an initiative that is simply not of interest to them

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Mitigating Donor Fatigue

What causes donor fatigue? (con't)

- Donors feeling overwhelmed by the number of requests they are receiving to provide support
- Donors being asked to provide their support in a manner in which they are not currently interested (i.e. multi-year pledges vs. a one time gift)

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Mitigating Donor Fatigue

What can be done to address donor fatigue?

- Create a sense of urgency, why is supporting your organization/this project vital?
- Donor relationship management is key to donor retention – engage the donor with the organization/the project, build trust, make the donor feel part of the solution.
- Take a hard, objective look at how you are communicating with donors and assess whether you are invigorating and exciting them, or exhausting and tiring them.

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What can be done to address donor fatigue? (con't)

- Donors are indicating that they are tired of incessant appeals but it doesn't mean that they won't respond if they are asked to fund something they have indicated to you and your organization that is an important funding interest to them.
- Ensure that you have communicated what the donor's support to the project has allowed the organization to achieve. (every communication with the donor should demonstrate how their support has effected change – a solution i.e. acknowledgement letters, receipts, personal contact).

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What can be done to address donor fatigue? (con't)

- Ensure that you are offering different types of giving options for donors to provide support (i.e. don't always assume that a donor wants to make multi-year pledge gifts, perhaps this time they would like to provide one time funding for a special project)
- Make sure that you ask and that the ask is clearly communicated.

Donors don't become fatigued by supporting something they are passionate about.

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