

## FOR IMMEDIATE RELEASE

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### **#GivingTuesday 2016 a Success, Focus Turns to Retention**

*Network for Good turns a legacy of helping 125,000 nonprofits raise \$1.5 billion over the past 15 years into a vision to help nonprofits retain their donors, launching #RetentionWednesday*

Network for Good declares #GivingTuesday 2016 a success for small and mid-sized nonprofits. Yesterday, Network for Good's fundraising platform processed \$7,654,954 dollars for more than 7,576 organizations – a 17% increase in both dollars raised and number of nonprofits participating in the international day of giving. While nonprofits are celebrating this giving day success, Network for Good has also asked and answered the question, "What's next?"

Since its founding, Network for Good has been committed to helping nonprofits leverage technology to raise more money online. In an effort to ensure organizations *retain* these new supporters beyond December, Network for Good is now launching #RetentionWednesday. Network for Good will now drive a year-long initiative to help nonprofits engage, retain, and upgrade their new donors.

Bill Strathmann, CEO of Network for Good, says that "#GivingTuesday has become an important lift and catalyst for nonprofits large and small. Our research, however, shows that immediate and deliberate action needs to be taken to help nonprofits retain these donors long-term. We're moving from research to action."

Donor retention is one of the sector's biggest challenges. While many consultants, fundraising professionals, software companies and service providers stand ready to help nonprofits focus on keeping their donors, Network for Good recognizes that many small and emerging nonprofits that need help and direction do not have the resources needed to invest in consultants, staff, and software.

Network for Good, along with its partners, participating state nonprofit associations, AFP chapters, and local community foundations will launch the following initiatives and resources for nonprofits, nationwide:

#### **The #RetentionWednesday Virtual Conference**

Network for Good will host a free, day-long, virtual conference on January 11, 2017 from 11 a.m. to 4 p.m. EST, assembling the sector's leading experts on donor retention together with successful small nonprofits that are retaining donors with simple, effective strategies that are either low or no-cost to implement. Registration is open on December 9 to the first 5,000 nonprofits to sign up.

## **The #RetentionWednesday Virtual Conference (continued)**

Participating nonprofits will get direct, how-to help so they will be able to confidently: Engage board members to retain donors; Conduct a simple donor thank-a-thon; Write an effective donor thank you letters; Design & deliver effective donor communication; Leverage social media to engage donors; and Integrate donor retention activity into the 12-month fundraising plan.

### **Retention Tour & National Retention Zones**

In January, Network for Good will begin a month-long tour of its newly-established ‘Retention Zones,’ making stops in Baltimore, Boston, Chicago, Cleveland, Denver, Detroit, Houston, Louisville, Miami, New Orleans, Philadelphia, San Francisco, and Washington DC. The tour will stage a series of town hall-style meetings for nonprofits that participated in #GivingTuesday to help them organize the tools, plan, and team required to engage, retain, and upgrade donors. The tour will also include surrounding rural communities that do not have easy access to technical fundraising assistance.

- 1) **Build a right-sized 12-month fundraising plan**, integrating donor retention activities with appeals/asks
- 2) **Create the conditions for fundraising success**, including how to engage and equip board members to do their part
- 3) **Get access to ongoing fundraising resources**, helping each become more effective fundraisers without increasing operating expenses

Network for Good will track retention activities and data from the participating organizations in each city and surrounding area and publish two studies, the first “Emergent Practices: Successful Donor Engagement Activities of #GivingTuesday Participants” on August 2, 2017 and the second, “Impact Measurement: Donor Retention for #GivingTuesday Participants” on the first anniversary of #RetentionWednesday, on January 10, 2018.

### **RetentionWednesday.org Launch**

On Wednesday, January 4, 2017, Network for Good will launch a new website that provides nonprofits with free resources, templates and guides from fundraising practitioners and consultants along with a schedule of approved retention-focused workshops and webinars, nationally.

Among the many free tools available on the site, the most comprehensive will be the *Donor Retention Kit*, a practical, instructional guide that includes templates nonprofits need to create a simple email donor retention series that showcases a different aspect of the organization’s mission and programs to consistently communicate the nonprofit’s impact.