

# ROI of a Donor Experience Program

We analyzed the data of Donor Experience Programs (DX) across the EverTrue community. Read on to see what we learned...



1,000+ people in a portfolio. Fully remote fundraisers. Technology that delivers deep donor insights and propels activity.

This high-volume approach to building personal donor relationships has spread across the country. With 40+ institutions now running a Donor Experience Program, it's a proven way to reach donors, secure leadership gifts, and build major gift pipeline.

**Here's the proof**



# Drive New Gift Revenue

Not only did institutions with a Donor Experience Program dramatically increase prospect assignments, activity, and meetings, they raised more money.

On average, **colleges with a Donor Experience Program raised 51%** more from these DXO (Donor Experience Officer) assigned prospects than they did in FY20.

**2x**

**Donors who met with a DXO gave more than twice as much** as they did the year before.

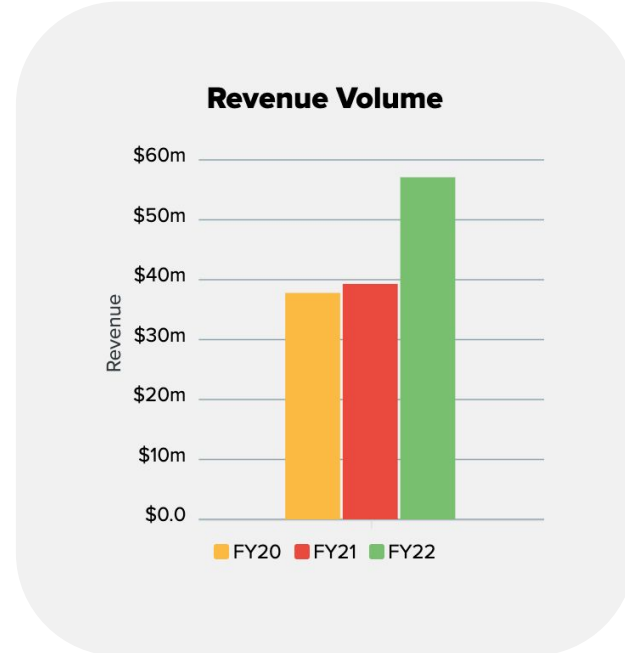
# On Average EverTrue DX programs saw

**46%** revenue increase from FY21

**51%** revenue increase from FY20

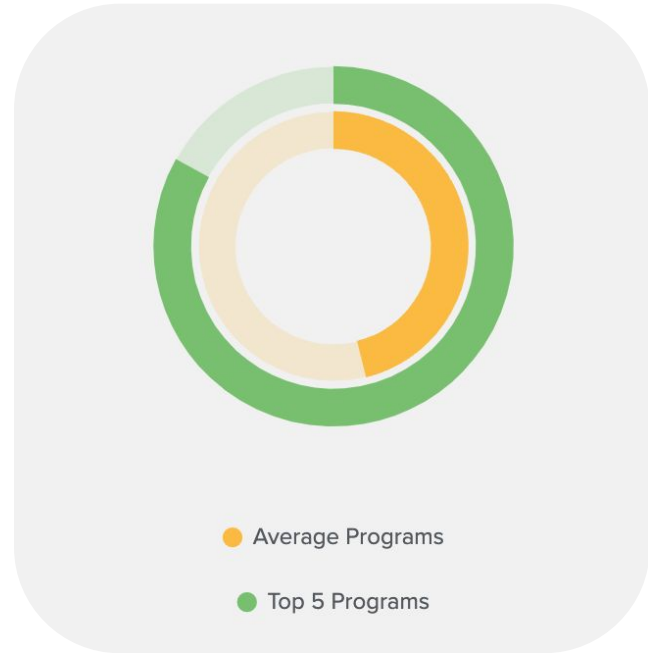
“Being part of the EverTrue Donor Experience community has allowed us to move a lot faster, ideate with industry partners, and stay focused on reaching our goals.”

**Nick Linde**  
VP of Advancement,  
University of Nebraska Foundation



# Even More Room to Grow

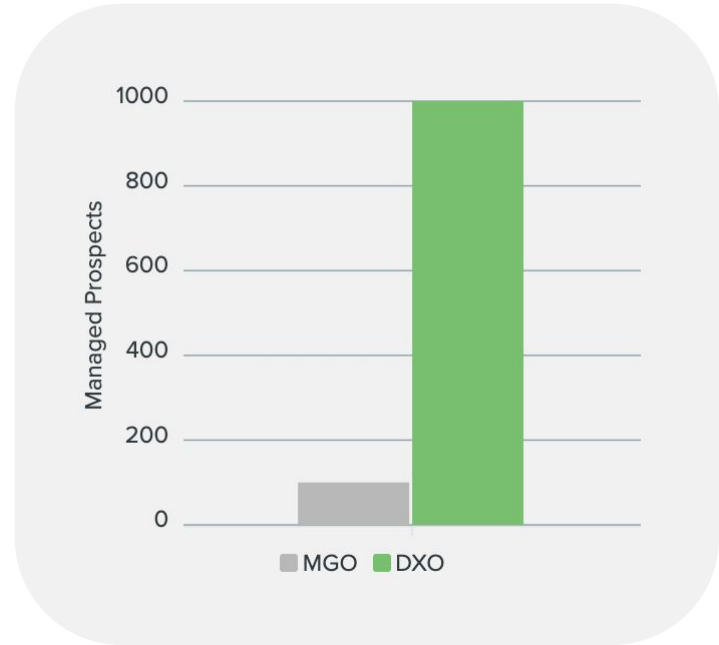
**Top-five performing organizations raised 83% more** year-over-year from prospects assigned to a DXO as they followed EverTrue's touchpoint plans and emphasis on meaningful, one-on-one engagement at scale.



# Amplify 1:1 connections

The right technology doesn't replace person-to-person interactions for fundraisers. It amplifies those connections.

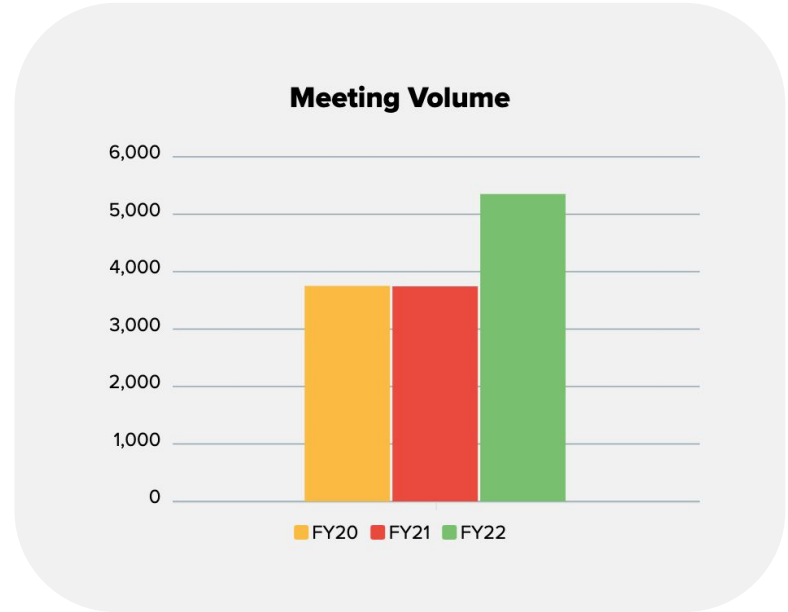
An EverTrue Donor Experience Officer (DXO) manages **8x the prospects** of a typical fundraiser (125 prospects).



# 100% Portfolio Coverage

They cover their entire portfolio annually by reaching out to **24 or more prospects a day.**

Each morning, EverTrue supplies DXOs with a list of prospects to contact along with clear insights into that person's giving history, engagement, and interests.



# DXOs Reach More Donors

“Our donors love to be contacted and engaged in this way... We reached more people in three months of the DX program than we did in the last year. This is the future of leadership and major gifts fundraising.”

**Brooks Hull,**  
VP for University Advancement,  
Louisiana Tech University



# 4.65x

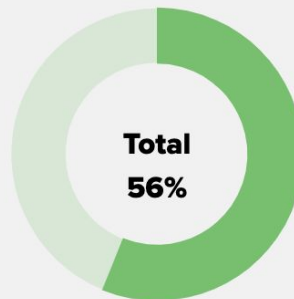
In FY22, prospects assigned to a DXO **received 4.65x the engagement** than they did in FY20.



# More engagement = More Meetings

Engagement with donors is great, but it ultimately has to lead to results. EverTrue trains DXOs to pursue meetings and to make asks at the right time.

Prospects assigned to a DXO **increased the number of meetings by 70%** (FY22 vs FY20).



More than half of prospects assigned to a DXO had **never met with a fundraiser** before.

# DXO Outreach and Donor Retention

Over the past two decades, the advancement sector has seen a steady decline in donor participation.

Personalized outreach from DXOs has dramatically improved donor retention and reacquisition.

The consistent, personal outreach from DXOs proved **33% more effective** at reactivating lapsed donors.

**15% higher**

In FY22, donors assigned to a DXO gave at a rate that was 15.1 percentage points higher than the general donor pool.

# Pipeline for the Future

DXOs get ongoing coaching from EverTrue, helping them become the ultimate future gift officers.

Recruit and train the next generation of fundraisers with a DX Program. As of fall 2022, **more than a dozen now-former DXOs have been promoted** to other roles within their organization.



# Ready to Talk?

Let's chat if you're ready for a conversation about launching a Donor Experience Program or calculating the potential ROI for your shop.

