

YOUR DONOR EXPERIENCE JOURNEY

Despite our enthusiasm...

85% of higher education development professionals **have plans to improve the donor experience** this year

76% of us think we'll **succeed** in making these improvements

92% of us say that **the donor experience is something that is discussed regularly** in our offices

78% of us say **we feel comfortable challenging decisions** that might compromise the donor experience

The benefits of a good quality donor experience are **widely understood**

We aren't making it easy.

27% said that **no one is ultimately accountable** for the donor experience at their institution, and a further 20% said they don't know if anyone is

45% said they **haven't sent a survey to donors** and 59% said they haven't conducted any focus groups in the last 2 years

Only **32% of us are measuring the donor experience** in our office.

*So who is going to champion our work?
How do we know what needs doing?
And how do we know when we've got there?*

FOR THE BEST CHANCE OF SUCCESS...



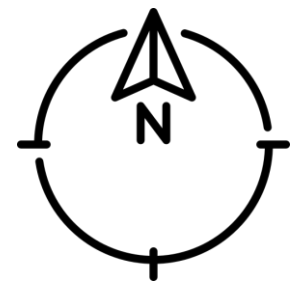
Talk to your donors about how they feel and what they need – especially when making decisions that affect them

We aren't involving our audiences consistently and this is yet to become second-nature. Only 12% of us said we consulted our audiences in drafting our recent privacy notices



Make someone responsible for the donor experience and empower them to allocate resources

Additional resources was cited as the number one thing that would help development professionals make improvements, and a lack of resource is also the main barrier to measuring the donor experience



Measure the donor experience using audience feedback and report this alongside philanthropic funds raised

We as a sector are generally positive about audience research and agree it's the best way to measure the donor experience. Measuring it alongside other KPIs will make sure it's prioritised and celebrated



Head to www.hedonorexperience.com for the full results.

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