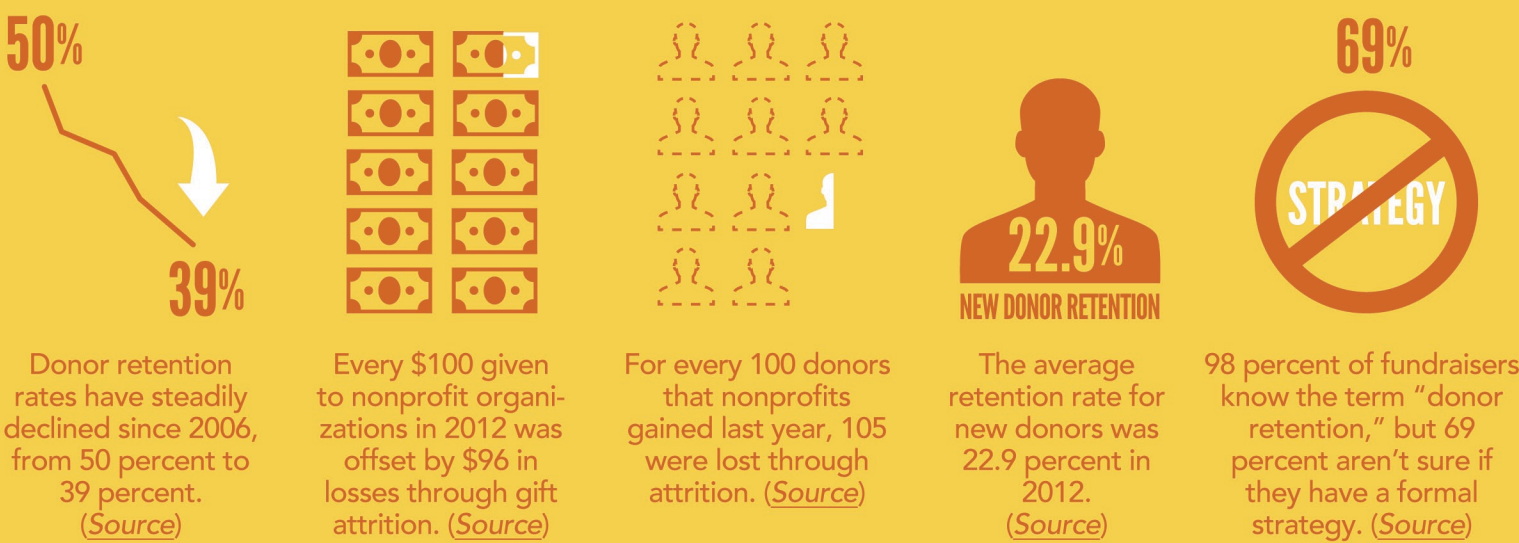


The Donor Retention Dilemma

..... 5 Alarming Trends (And How to Reverse Them)

Many of today’s nonprofit organizations are losing donors faster than they can gain them and donor retention is at an all-time low. Let’s consider the facts:

5 Alarming Donor Retention Trends



How to Improve Your Donor Retention

5 Steps to Reverse Falling Retention Rates

- STEP 1: Measure Your Current Donor Retention Rates**
You can’t manage what you don’t measure. Develop a report that examines your ability to retain donors over the past three years. Identify how many donors have given every year. Measure the average retention rates for the various levels of giving. This will help you identify any donor levels that need particular focus as you develop your overall strategy.
- STEP 2: Develop an Intentional Stewardship Strategy**
Did you know that a simple “thank you” call can boost donor retention by 25 percent? [\(Source\)](#). Developing an intentional strategy for making sure donors are properly thanked, engaged, and stewarded is essential for improving retention.
- STEP 3: Get in the Habit of Examining Your Portfolio**
Examine your portfolio of donors every 3-6 months. Are your donors upgrading or downgrading? Do you have a reasonable portfolio size you can effectively manage? A full time major gift officer should have a portfolio of no more than 150 donors.
- STEP 4: Establish Specific Goals and Plans for Your Donors**
You can’t achieve your goals without a plan to engage donors with a targeted gift amount. This simple step makes a difference in both your short-term goals and your long-term impact. Improving your donor retention rates by 10 percent, can increase the lifetime value of your donor base up to 200 percent. [\(Source\)](#)
- STEP 5: Measure Your Success**
Success demands accountability. Evaluating data is the only way to adjust your strategy and improve your results in the future.

Final Thought: How much **more** could your organization raise with an **intentional effort** to keep donors coming back **year after year**?

PURSUANT

Next Steps:

FOLLOW

CONTACT **1-800-527-6824** or

RECOMMENDED RESOURCES:

Gift Officer Accountability

In the Mind of the Donor