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MINUTE MASTERY

**YOUR DONOR DATA
IS TALKING.
ARE YOU LISTENING?**

How to stop treating donor data like a filing cabinet
and start using it as relationship intelligence.

ONE IDEA. ONE ACTION. 3 MINUTES.

GROW DONORS. GROW GIVING. GROW IMPACT.

Your database knows more than you think.

Most nonprofits do not have a donor data problem.

They have a donor intelligence problem.

The names are there. The gifts are there. The dates are there. The event attendance, email engagement, notes, relationships, giving patterns, and sometimes years of history are sitting inside the organization.

But too often, that information is used to answer one question:

How much did they give?

That is important. It is just not enough.

The real opportunity is to use donor data to understand the **health of the relationship** - what is getting stronger, what is getting weaker, where opportunity is emerging, and what your team should do next.

Your donor data should not just tell you what happened.

It should help you decide what happens next.

Five signals hiding inside your donor data.

1. RECENCY

When did the donor last give, engage, attend, respond, volunteer, meet, or interact? Silence is a signal.

2. FREQUENCY

Is engagement becoming more consistent - or slowly disappearing? Patterns often matter more than a single interaction.

3. DIRECTION

Is giving, participation, responsiveness, and connection trending up, flat, or down? Movement tells a story.

4. DEPTH

Is the relationship expanding beyond transactions? Look for conversations, events, referrals, volunteering, board connections, and mission experiences.

5. MOMENTUM

Did something just happen that deserves a response? A second gift, event attendance, email reply, increased giving, introduction, or long period of inactivity can all trigger a next action.

None of these signals is perfect by itself. Together, they create context.

A donor who gave \$500 last year and has since attended two events, replied to a staff member, and introduced a friend may deserve more attention than a donor who gave \$2,500 three years ago and has been silent ever since.

Turn information into action.

Pick 10 donors today. Do not start with your biggest donors. Start with 10 relationships you want to understand better.

For each donor, answer these five questions:

QUESTION	YOUR ANSWER
1. What has this donor done recently?	
2. Is engagement getting stronger, weaker, or staying flat?	
3. What do we know about what they care about?	
4. What signal are we seeing right now?	
5. What is the next best action?	

Then make the move. Send the note. Make the call. Schedule the meeting. Share the impact story. Thank them. Invite them. Re-engage them.

**Data without action is reporting.
Data that changes the relationship is intelligence.**

TAKE IT WITH YOU

One idea. One action. Better donor relationships.

You do not need perfect data to start listening better.

Start with what you have. Look beyond gift totals. Pay attention to behavior, engagement, relationship history, and change over time. Then use that intelligence to create a more intentional donor experience.

**Know the donor.
Understand the relationship.
Recognize the signal.
Know what to do next.**

THIS IS INTELLIGENT DONOR SUCCESS™

Donor Success helps nonprofit teams turn donor data into relationship intelligence through donor health scoring, recommended next actions, analytics, journeys, and a complete view of the donor relationship.

Visit donorsuccess.com to learn more.

Grow Donors. Grow Giving. Grow Impact.