

3

MINUTE MASTERY

**DON'T WAIT FOR
THE DONOR TO LEAVE.**

**READ THE RELATIONSHIP
BEFORE IT'S TOO LATE.**

Donor retention is easier when you can see
relationship risk before the gift disappears.

ONE IDEA. ONE ACTION. 3 MINUTES.

GROW DONORS. GROW GIVING. GROW IMPACT.

Lapsed is a result. Risk shows up earlier.

Most organizations recognize donor risk after the donor stops giving.

By then, the relationship may have been weakening for months.

A missed gift is not always the first sign of trouble. Declining engagement, longer gaps between interactions, reduced responsiveness, changed giving patterns, or a relationship that has become completely transactional can all show up earlier.

Retention should not begin when a donor lapses.

Retention begins when the relationship starts changing.

That is the power of donor health. Instead of looking only backward at what someone gave, you look across the relationship to understand where attention is needed now.

The goal is not to predict people perfectly. The goal is to see enough signal to act sooner and more intentionally.

Five signals of changing donor health.

1. GIVING CHANGE

Has giving frequency, amount, consistency, or timing changed? A shift does not always mean risk, but it deserves context.

2. ENGAGEMENT CHANGE

Are they opening, attending, responding, volunteering, meeting, or participating less than before?

3. RELATIONSHIP SILENCE

How long has it been since there was a meaningful two-way interaction - not simply another mass communication?

4. EXPERIENCE SIGNALS

Was there an unanswered question, missed follow-up, poor event experience, leadership transition, or other friction that may have changed the relationship?

5. CONNECTION DEPTH

Is the donor connected only to a campaign, or do they have multiple points of connection to the mission, people, impact, and community?

A healthy donor is not simply a donor who gave recently.

A healthy relationship shows evidence of connection, engagement, trust, and momentum.

Find the relationships that need attention now.

Choose 10 donors who matter to your organization. For each one, look beyond the last gift and answer these questions.

QUESTION	YOUR ANSWER
1. Is giving behavior changing?	
2. Is engagement stronger, stable, or declining?	
3. When was our last meaningful two-way interaction?	
4. Is there any unresolved friction or missed follow-up?	
5. What action could strengthen this relationship now?	

Do not automatically make an ask. The right next action may be a personal thank-you, a check-in, an impact update, a listening conversation, an invitation, or simply closing a loop that should have been closed weeks ago.

The earlier you see the signal, the more options you have to strengthen the relationship.

TAKE IT WITH YOU

Move from donor reporting to donor awareness.

Your development team should never be surprised that an important donor disappeared.

Not because every donor can be retained, but because your organization should have enough visibility into important relationships to recognize change and respond intentionally.

That requires more than a lapsed-donor report. It requires a way to continuously understand donor health and turn those signals into action.

**See the change.
Understand the signal.
Prioritize the relationship.
Act before risk becomes loss.**

THIS IS INTELLIGENT DONOR SUCCESS™

Donor Success uses weighted donor health scoring and recommended next actions to help nonprofit teams recognize relationship risk and opportunity earlier - so they can spend more time cultivating the donors who need them most.

Visit donorsuccess.com to learn more.

Grow Donors. Grow Giving. Grow Impact.