

5

Donor Retention Practices You Can Do In Five Minutes or Less

1



MAKE A CALL

Pick a donor, any donor! Call to thank them for their gift and learn a little about why they gave to you. Answer any questions they may have and thank them again. Your call will boost their odds of donating again by 30%!

2



WRITE A NOTE

Send a handwritten note or card in the mail. The personal attention will make a great impression and strengthen the donor relationship!

3



EDIT YOUR RECEIPTS

Edit your receipts regularly to make sure they're up-to-date and sound friendly. When you proofread your receipts, ask yourself, "Would I be delighted to get this email in my inbox?"

4



ASK A FAVOR

Asking people to do you a small favor can actually make them like you more. Asking donors to do something simple (such as liking your Facebook page) will increase the likelihood that they'll stick around.

5



GIVE A SHOUT-OUT

Are your donors kicking butt? Post about it! Have your staff hold a sign saying thank you, post about a project they've helped fund, or make a short video saying thanks.