

Engage each donor segment differently to encourage sustained giving.

EXISTING DONOR

NEW RECURRING
DONOR

NEW ONE-TIME
DONOR

WEEK 1

Send a personalized thank you note (email or mail)

WEEK 3

Send postcard with
an impact story

Send Welcome
Packet

Send introduction to
your organization

MONTH 1

Include them on your newsletter list

MONTH 3

Send info on current
project and encourage
recurring*

Share impact story

Share impact story and
encourage recurring*

MONTH 6

Send a personal thank you from
staff/board/clients

Send info on current
project

MONTH 9

Share a donor's story: "Why I Give"

MONTH 11

Ask them to renew
support if haven't
already

Send impact story
on higher gift giving

Ask them to renew
support if haven't
already

* One-time donors that upgrade to become monthly donors tend to do so around four months after their one-time donations (The State of Modern Philanthropy Report).