



# DONOR RETENTION AUTOMATION

Assess donor sentiment, significantly improve your ability to retain employees and reduce turnover, and maximize employee lifetime value.



**Donor retention is a clear challenge.** According to the 2018 Fundraising Effectiveness Survey Report, the donor retention rate last year was 45.5%. The gift retention rate was 48%

**Retaining and motivating existing donors costs less than acquiring new donors.**

For most organizations, pursuing strategies for reducing donor and dollar losses is the least expensive strategy for increasing net fundraising gains.

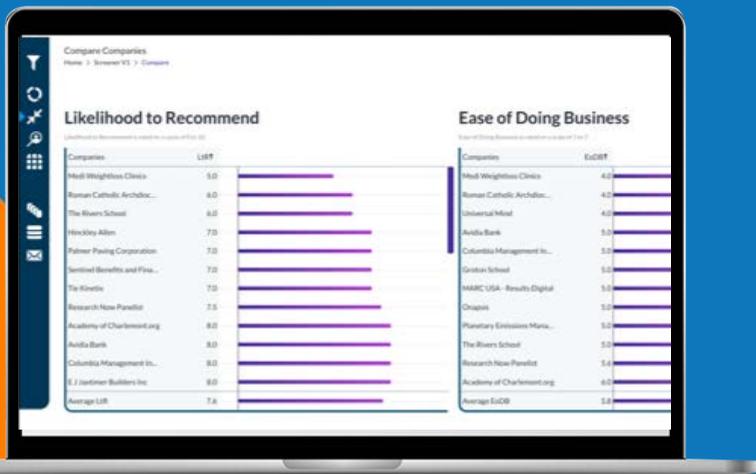
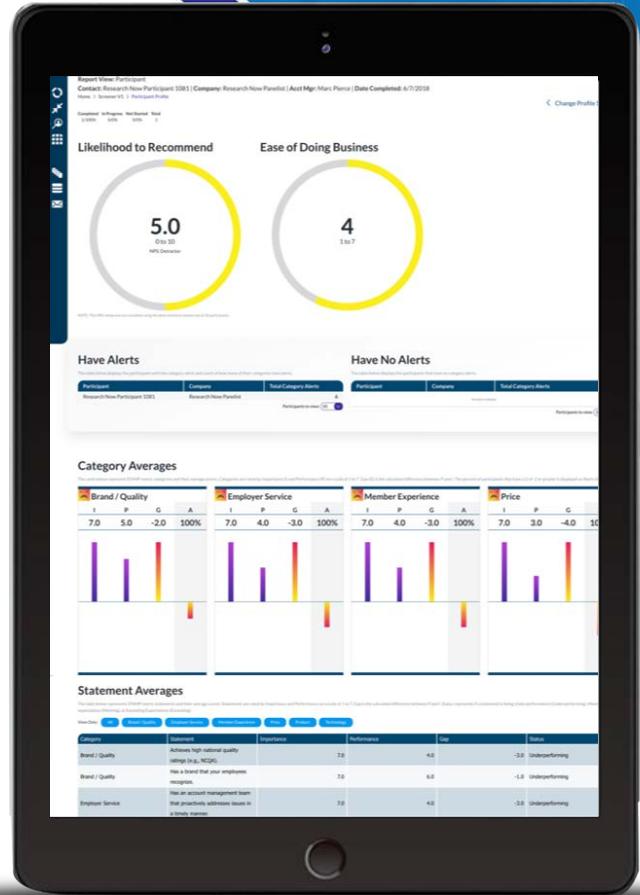
## THE PROBLEM:

- ◆ Not-for-profits usually spend the most time on their largest donors or the ones that make the most noise, ignoring the rest. Many are leaky buckets trying to acquire new donors to outpace the loss of current ones.
- ◆ Many not-for-profits rely on contribution manager self-reported input in to donor relationship management systems; data is usually biased and inconsistent.
- ◆ Traditional surveys are sometimes used; however, these are not consistently deployed, provide results at the summary level (not donor-by-donor), and are time consuming and expensive.
- ◆ Donor contribution planning is very timing consuming; even if not-for-profits undertake efforts to do a good job one year, business often gets in the way the year.

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## STAMP HELPS YOU SYSTEMATICALLY:

- ◆ Determine what is most important to donors
- ◆ Measure performance against importance/expectation
- ◆ Provide real time alerts on under performance against donor expectations
- ◆ Identify key playbook actions to improve donorsentiment and retain clients
- ◆ Track trends over time with benchmarking against peers
- ◆ Integrate additional donor data, fueling predictive analytics and continuous learning
- ◆ Synchronize with existing donor relationship management systems.



- ◆ STAMP allows you to view results on multiple levels, starting at the individual level and rolls up to the company, donor management and segment level.

- ◆ STAMPing donors is an iterative process. Connect with donors months before their annual contribution so you can address any issues and take the action required to retain at-risk clients.

Getting STAMP up and running only takes a few hours of effort. Your time is spent interacting with your client, not administering the STAMP platform