

# What Donors Want, What Fundraisers Need: Closing the Retention Gap

In November 2024, we surveyed **380+ fundraisers** and **1,000+ donors** to uncover what drives donor retention—and what gets in the way. **Here's what they told us:**

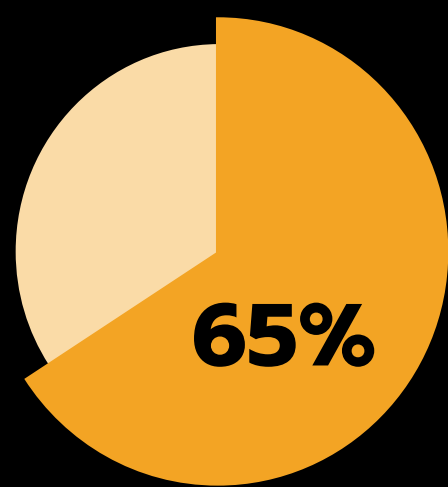


## Connection is king

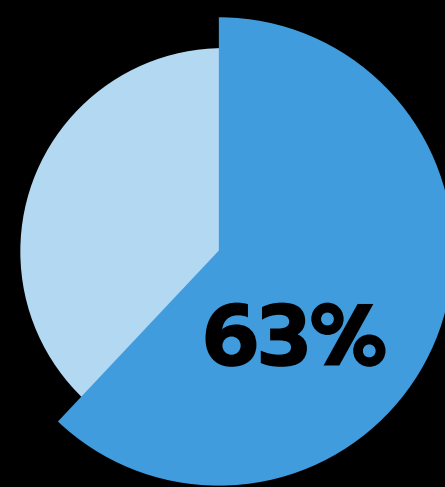
Donors give when they feel seen, heard, and valued.



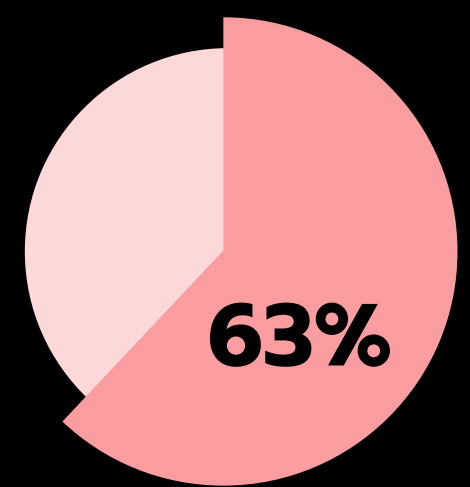
"Nonprofits can keep showing through photos and videos that they're making a real impact, so I know my donations matter."



stay committed to a nonprofit because they receive regular updates that show impact.



give more when they feel part of an important cause.



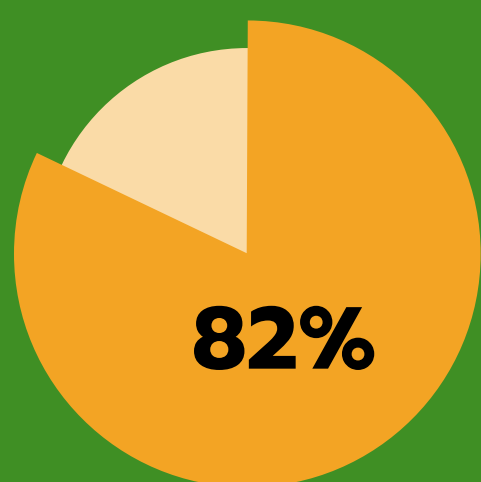
give more than once a year when they feel aligned with the mission of the nonprofit.

## Time, talent, and tech knowledge are in short supply

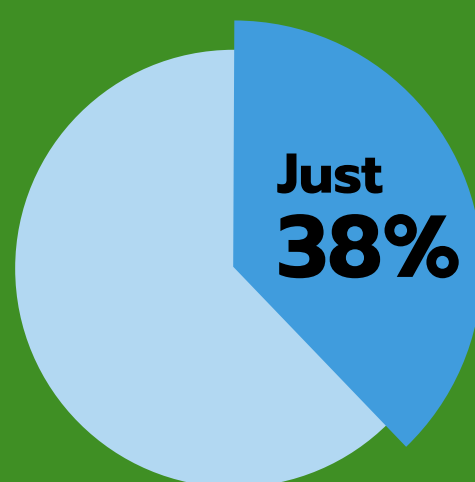
Fundraisers don't have enough resources to focus on retention.



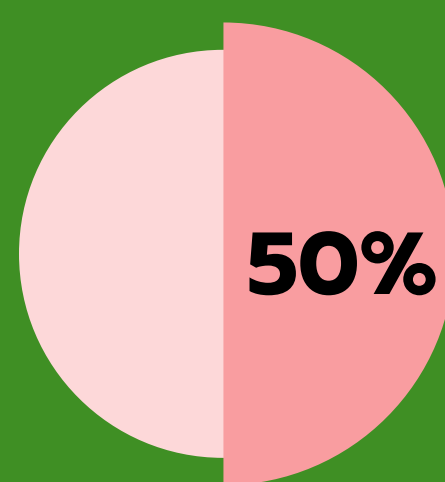
"There are not enough hours in the day. I'm the only fundraiser."



cite limited staff and resources as a barrier to donor retention.



track first-time donor retention rates—a critical growth metric—while 65% of fundraisers track overall donor retention.



miss opportunities to personalize outreach through segmentation based on giving history and interests.



## Strategies fundraisers can use to boost retention now



### Bridge the gap with consistency and targeted communication.

- Show donors the impact of their gifts with regular updates.
- Segment communications to align with donor preferences to build strong connections and boost donor retention rates!
- Use AI to save time and boost personalization—while keeping relationships human at the core.



### Tap into your team and invest in technology.

- Work with volunteers and interns to reduce your workload and steward new donors.
- Use a giving platform or CRM to easily identify lapsing donors, build segmented lists for stewardship, and offer recurring giving plans.