

## Strategies for Improving Donor Retention

### Lynne Wester

Please find a list below of additional resources from the *Strategies for Improving Donor Retention* webcast. These resources provide some sample templates to better understand how you are communicating with donors. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

#### Pre-Webcast Resources

1. [Donor Communications Calendar](#) - Pages 2-3 - to gain a better sense of all of the touchpoints you have with donors.
2. **Analyzing Retention Data** - a template to place data to gain a better holistic picture of your donor retention efforts, available for download at the following link:  
<http://www.academicimpressions.com/preconference/2-Analyzing-Retention-Data.xlsx>

#### Post-Webcast Resources

<http://som.yale.edu/news/news/thank-you-gifts-reduce-charitable-donations>

<http://www.donorrelationsguru.com/resources>

[illegible]

Perpetual donors	FY End Acknowledgment Enudge w/giving infographic						X							Email
Perpetual donors	Monthly acknowledgment	X	X	X	X	X	X	X	X	X	X	X	X	Email
Faculty/Staff Donors	National Philanthropy Day postcard											X		Campus Mail
Faculty/Staff Donors	End of FY Thank You from President						X							Email
125% Increase Donors	125% Increased Giving Postcard							X						Mail
Jay P. Graves Members	Welcome packet	X	X	X	X	X	X	X	X	X	X	X	X	Mail
Jay P. Graves Members	Report		X											Mail
Jay P. Graves Members	Seminars/Podcasts			X			X					X		Email
Jay P. Graves Members	Foundation phonathon			X										Phone
Day of Giving Donors	Tuition Freedom Day Postcards				X									Mail
All Donors	Impact Report				X									Mail/Email
Endowment Donors	Stewardship Reports											X		Mail

Retention of behavior/donor

Stewardship of gift

Engagement with donor