



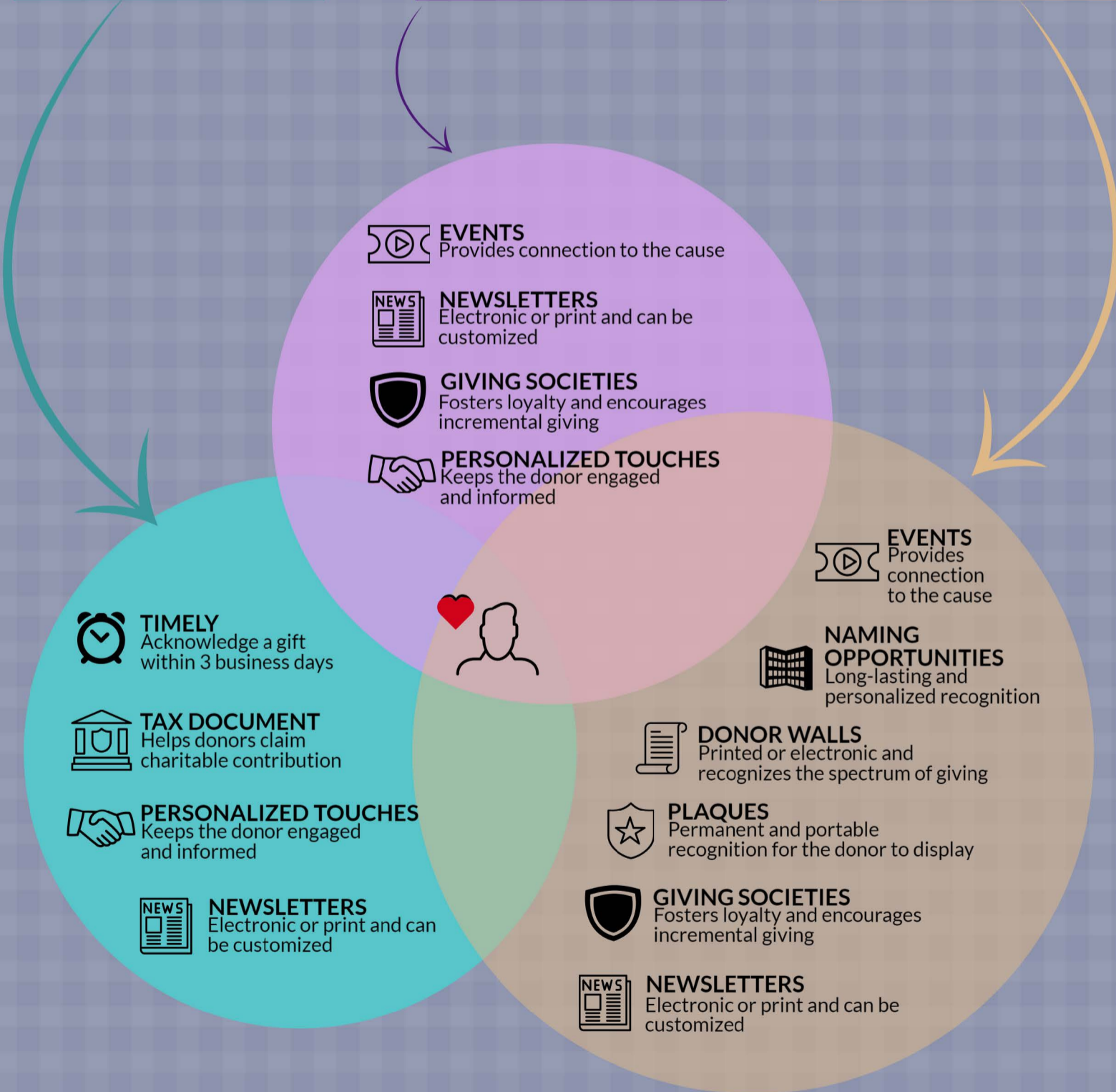
Best Practices in DONOR RELATIONS

In 2015, the donor retention rate in the United States was 46% and the gift retention rate was 48% for the same year. The 2016 AFP survey* summarized that over the course of one year every 100 donors gained was offset by 96 donors lost. The cost of these lost donors and dollars is staggering to non-profit organizations. A well-developed and resourced donor relations program can dramatically improve these results so staff can work more efficiently to meet fundraising goals.

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RECOGNITION



*2016 Association of Fundraising Professionals (AFP) Fundraising Effectiveness Survey Report