

# LAPSED DONOR CHECKLIST

## PREPARE

### *Define, Review & Segment*

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- DEFINE THE TERM "LAPSED DONOR"
- REVIEW DONOR GIVING HISTORY
- SEGMENT YOUR DATABASE

## ENGAGE

### *Ask & Invite*

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- ASK ABOUT DONOR'S CURRENT INTERESTS
- ASK ABOUT PREFERRED METHOD OF ENGAGEMENT
- INVITE DONORS TO THE NEXT ONLINE OR IN-PERSON EVENT

## FOLLOW-UP

### *20x5 Method*

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- USE THE 20X5 DONOR CONNECTION MATRIX