

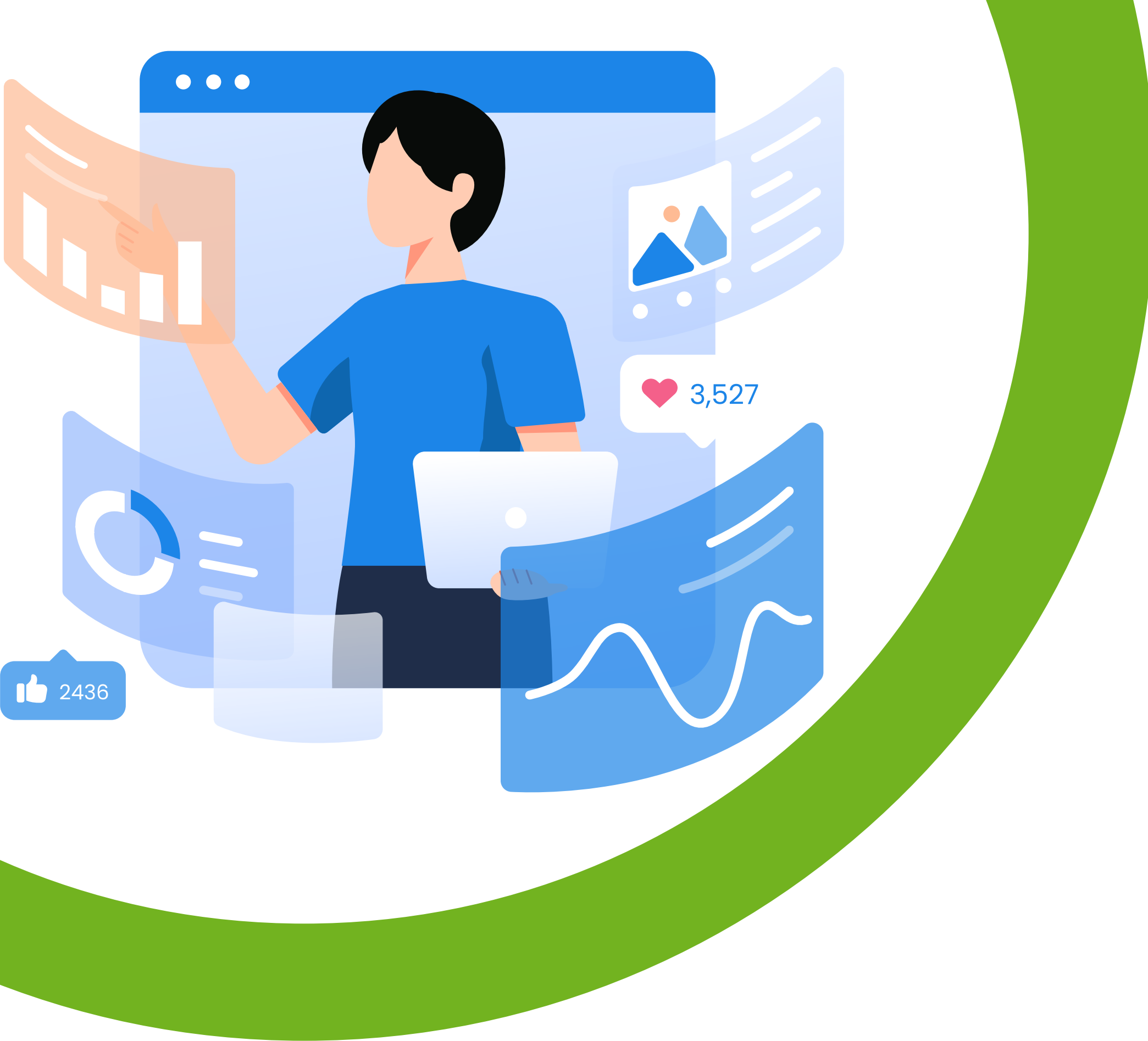


Re-engaging Lapsed Donors: Effective Strategies to Reignite Support

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**NATIONAL NONPROFIT
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Introduction to Donor Re-engagement

Objective: Understand the importance of re-engaging lapsed donors and learn effective techniques to reconnect.

Statistics:

- The average donor retention rate for nonprofits is around 45%
- It can cost 5X more to acquire a new donor than to retain an existing one.

Key Takeaway: Re-engaging lapsed donors builds long-term relationships and boosts donor retention rates.

Identifying Lapsed Donors



Define Lapsed Donors

A person or organization that previously donated but has not made a contribution within a certain amount of time (usually 1 year)



Segmenting Donors

Segment lapsed donors by factors such as giving history, gift size, and last engagement



Data Sources

CRM and donor databases—track interactions and donation history to identify re-engagement opportunities

Understanding Why Donors Lapse

Potential Reasons: Highlight common reasons (e.g., financial constraints, lack of follow-up, change in priorities).

Feedback Loop: Importance of gathering insights on why they stopped giving (use surveys or direct outreach).

Key Insight: Addressing donor concerns directly can lead to more effective re-engagement efforts.



10 Unique and Innovative Strategies to Re-engage Lapsed Donors



1. Emotional “Memory Lane” Campaign

Concept: Create a “Memory Lane” series where you remind donors of specific impacts from their past contributions, re-creating those moments through storytelling.

Execution: Send a tailored email or video reminding them of the impact from when they donated—photos, stories, or achievements that tie back to their original gift.

Why It Works: This taps into nostalgia and reinforces their positive past experience with your organization, rekindling their emotional investment.

2. The Donor Experience Audit (DE-Audit)

Concept: Offer lapsed donors the opportunity to participate in a "Donor Experience Audit" where they can give structured feedback on their journey with your nonprofit.

Why It Works: Giving lapsed donors a role in shaping the organization's future creates buy-in, respect, and sometimes loyalty to your mission.

3. Personal Impact Recap

Concept: Use infographics, custom data points, or personalized videos that quantify their impact over time (e.g., "Your last gift helped provide 30 meals" or "With your support, we served 50 more students this year").

Why It Works: People love seeing the tangible results of their generosity; a direct link to outcomes fosters a sense of fulfillment and can drive further giving.





4. "VIP Visionary" Invitation for Lapsed Donors

Concept: Invite lapsed donors to join an exclusive "Visionary" group that allows them to give input on your future programs, making them feel valued and involved.

Why It Works: This positions them as thought partners rather than merely financial supporters, empowering them with a sense of ownership in your mission.

5. Impact Benchmark Challenge

Concept: Send a campaign update with past impact metrics, and encourage donors to help you exceed those goals. Tie it to specific benchmarks (e.g., meals served, children supported) and use a visible, trackable goal that donors can watch in real-time.

Why It Works: Framing the ask as a challenge or goal to be achieved adds excitement and a sense of urgency, inspiring former donors to help reach a milestone.

6. Innovative “Voice Note Thank-You” Outreach

Concept: Instead of a standard email or letter, send a personalized voice note from a program leader or even a beneficiary. Thank them and share an update on the cause.

Why It Works: Hearing a human voice provides a personal, emotional touch and can stand out in an inbox, building connection in a way that standard emails may not.

7. The “One-Time Renewal” Appeal

Concept: Appeal to lapsed donors for a single renewal gift rather than an ongoing commitment, with an option to add a custom note about why they’re renewing. Include a prompt to encourage their words (e.g., “I’m renewing because...”).

Why It Works: A lower-stakes “one-time” ask reduces pressure, while inviting them to explain their gift creates a sentimental link, making it more likely they’ll continue their support in the future.



8. Interactive Impact Map

Concept: Create an interactive, digital map that shows the geographic impact of past donations, allowing donors to see where their dollars have been spent across your service areas.

Why It Works: Visualizing impact geographically makes it tangible and allows lapsed donors to feel directly connected to your work, renewing their sense of commitment.

9. Personalized “Mission Update” from CEO or Founder

Concept: Send a personal, customized update from your CEO or founder discussing the organization’s evolution and their unique role in your journey. Include an invitation to be part of an upcoming vision.

Why It Works: Hearing from leadership feels prestigious, and a personal message linking past contributions to future aspirations makes it compelling to reconnect.





10. "Gratitude Wall" for Lapsed Donors

Concept: Create a virtual or physical "Gratitude Wall" that publicly thanks lapsed donors by name, encouraging them to rejoin and be part of the mission's future.

Execution: Feature names in an online gallery or within a social media post that appreciates their past support, or offer a chance for lapsed donors to add their names once they re-engage.

Why It Works: Public acknowledgment provides validation and a sense of pride, helping lapsed donors feel seen and valued even before they give again.



Thank You

Questions?

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