

A vertical photograph with a cloudy sky background. A hand in a dark sleeve reaches down from the top center. Another hand in a dark sleeve reaches up from the bottom center. The two hands are positioned as if they are about to meet or are in a state of reaching towards each other. The text is centered in the middle of the image.

Do lapsed donors
feel out of reach?

Lapsed Donor Take Aways

Some donors will want to give only once.

Some donors will pass away.

Some will go through financial struggles.

But some donors who have stopped giving can come back.

Maybe they didn't get something from you they wanted or expected, but it's not too late.

Maybe the relationship flame has died out, but there's still passion for your mission.

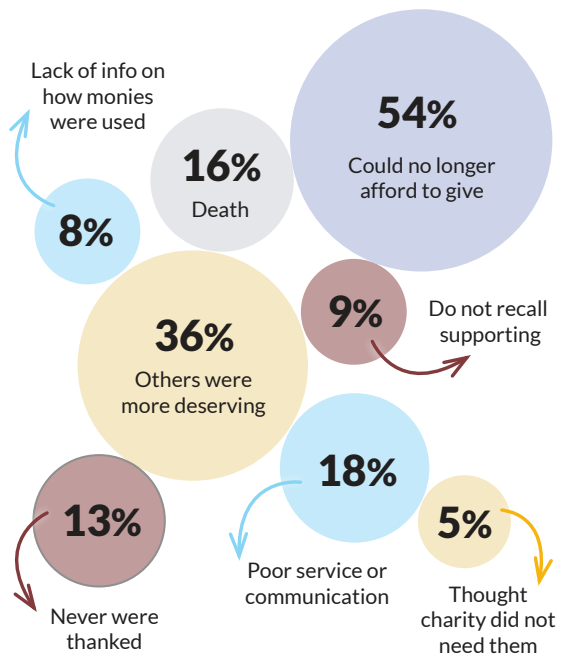
Maybe they moved away and lost touch, but they're not out of reach!

What is a lapsed donor?

Generally defined as a donor who has not given in two or more years.

Why do donors lapse?

Several studies have found the following reasons why donors stop supporting nonprofit organizations:



Aside from death, financial difficulty, or the intention of giving only one gift from the start, the responsibility for donor attrition lies solely on the non-profit.

More than 50% of these lapsed donors were victims of poor donor communications!

The easiest kind of relationship is with ten thousand people, the hardest is with one.

- UNKNOWN

Top 7 reasons donors stay loyal:

1. Donor perceived your organization to be effective in trying to achieve its mission.
2. Donor knows what to expect from your organization with each interaction.
3. Donor receives a timely thank you.
4. Donor receives opportunities to make his or her views known.
5. Donor is given the feeling that he or she is part of an important cause.
6. Donor feels his or her involvement is appreciated.
7. Donor receives information showing who is being helped.

Paying attention to these 7 things will improve attrition rates.

Thank and Thank Again!

In writing or in person:

- Be personal
- Be specific
- Listen
- Include the specific amount
- How the donation made an impact or how it will be used
- Don't promise what you can't deliver – tempting as it may be.
- Express gratitude

3 Step Approach:

- Investigate what led up to the lapse
- Verify their contact information
- Steward them

Don't Give Up on Acquisition:

Constituent types strongly recommended for you to consider/low hanging fruit:

- Current board members who have never given
- Past board members who have never given
- Current committee members who have never given
- Past committee members who have never given
- Current volunteers who have never given (10x more likely to give than non-volunteers!)
- Past volunteers who have never given
- Current employees (if you have any) who have never given
- Past employees who have never given
- Friends and family of the above
- Employees of current, long-time sponsors
- Employees of current, long-time vendors
- Employers of current donors (matching gifts!)
- Don't count on surprise gifts from long-lost supporters (but do make bequests and other planned giving opportunities known to your existing donors!).



For more information on giving, contact:

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