

Sample Timeline for Donor Retention

Stewardship plans should move your donors from the *left to the right* on the donor engagement continuum.

Unaware → Aware → Interest → Experience → Knowledge → Participation → Ownership & Significant Relationship

First year Sample Donor Retention Communication Plan

First Gift	Thank Call	Thank Letter/Note	Report/ Updates	Invite	Appeal for 2nd Gift	Thank Letter/Note	Report/ Updates	Survey	Report/ Updates
Timing	3 days	1 week	monthly	6 weeks	2.5 - 3 months	1 week	monthly	6 weeks	Monthly Ongoing
Who	Board	Staff	Staff	Volunteer, Staff, Donor	Staff or Board	Staff or Board	Staff	Staff	Staff
Format	Call	Mailing	Enews or Newsletter	Mailing OR Call	Email, mail or event	Mailing	Enews or Newsletter	Email or mail	Enews or Newsletter