

60-DAY DONOR STEWARDSHIP AND RETENTION PLAN



Days 1-10: Audit & Prepare

1 Analyze Your Donor Base

> Pull a report of all donors from past 24 months

> Segment into:

First-time donors

Recurring donors

Major donors

Lapsed donors
Haven't donated in 12+ months

2 Audit Current Stewardship Practices

? What thank-you processes are in place? (timing, method, personalization)

? When was the last non-ask communication sent?

3 Set Retention Goals

🎯 Increase first-year donor retention by 10%.

🎯 Thank every donor within 48 hours.

🎯 Reengage 20% of lapsed donors.

Days 11-20: Launch Immediate Gratitude

4 Implement a 48-Hour Thank-You Policy

> Every donation triggers a thank-you!

💕 \$1-\$500: Personal email + mailed letter.

💕 \$500+: Phone call or short video message from a staff member or board member.

5 Send a "Gratitude Update" to All Donors

> Send a one-time update (no ask) sharing:



A success story they made possible.



A heartfelt thank-you message.



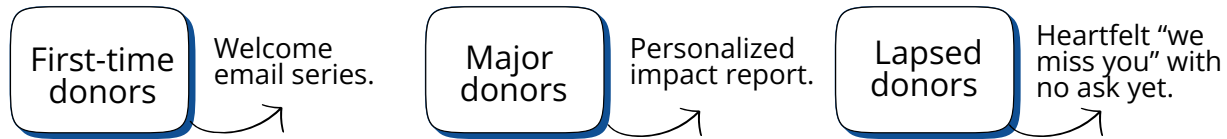
Clear results ("because of you, X happened").

Days 21-30: Deepen Personalization

6 Create Donor Profiles

- Build simple profiles for top 10–20 donors.
 - Giving history
 - Interests (programs they like)
 - How they prefer to communicate (email, phone, mail)

7 Segment Communication



Days 31-40: Launch Mid-Plan Engagement Activities

8 Host a Stewardship-Only Event

- Virtual or in-person "thank-you" gathering.



No asks — just gratitude and storytelling from staff and beneficiaries.

9 Send Handwritten Notes

- Board and staff write handwritten thank-you cards to top 10% of donors. Mention specific gifts and impact where possible.

Days 41-50: Show Measureable Impact

10 Share an impact report.

- Create a simple mid-year or quarterly impact report.



Focus on:

Quick stats ("100 meals delivered, 25 scholarships awarded")



Donor stories ("Jane's donation helped...")

11 Personal Impact Messages

- Send 1:1 emails to 10-20 top donors. "Here's what your specific gift accomplished."

Days 51-60: Strengthen Systems for Long-Term Retention

12 Set Up Recurring Stewardship Calendar

- Monthly update emails
- Quarterly impact reports
- Annual thank-you calls from board members
- Birthday cards for top donors

13 Survey Your Donors

- Short survey (3–5 questions)

Why do you support us?

What types of updates would you like?

How can we better recognize your support?