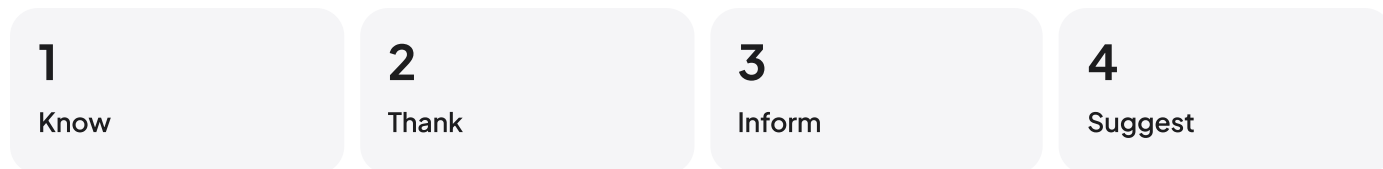


Keeping your supporters for the long term

Building donor loyalty

Keeping a donor takes far less effort than finding a new one. Here's how to turn a first donation into lasting support.

The key steps



1 Get to know your donors

- Export the list from Fundraising > Donors (Excel or CSV).
- Spot regular donors, large donations and new donors this year.
- Note where each donation comes from (fundraiser, QR code, link) with the “Source” filter.

2 Say thank you quickly and well

- ☐ A personal thank-you within a week for every new donor
- ☐ A call or a handwritten note for large donations
- ☐ A group message when a goal is reached
- ☐ The tax receipt sent automatically (if activated)

3 Tell them what the donations made possible

- Post updates on your fundraisers: before, during, after.
- Share photos and concrete figures.
- Invite your donors to your events.

4 Suggest going further

Profile	What to suggest	When
New donor	A thank-you and an update	Within a week
One-off donor	Monthly giving, even a small amount	After a 2nd donation
Monthly donor	Regular news	Every quarter
Major donor	A meeting, a visit to the project	Once a year

Key takeaways

- ✓ A donor who is thanked is more likely to give again.
- ✓ Monthly giving is the best way to build loyalty: suggest it.
- ✓ Always show the concrete result of donations.

Find the full course, with videos and step-by-step instructions, at donoor.org/en/formations/lien-de-paiement