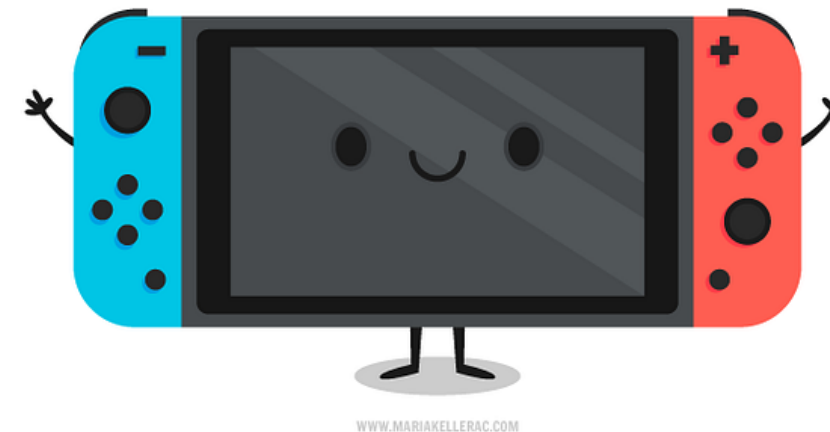


# **Demystifying the data doom**

Encourage supporters  
to give more for longer



# Muna Hussien



**[hello@munadoesmarketing.com](mailto:hello@munadoesmarketing.com)**

# Let's focus on our current supporters

New supporters: 5-7x more expensive

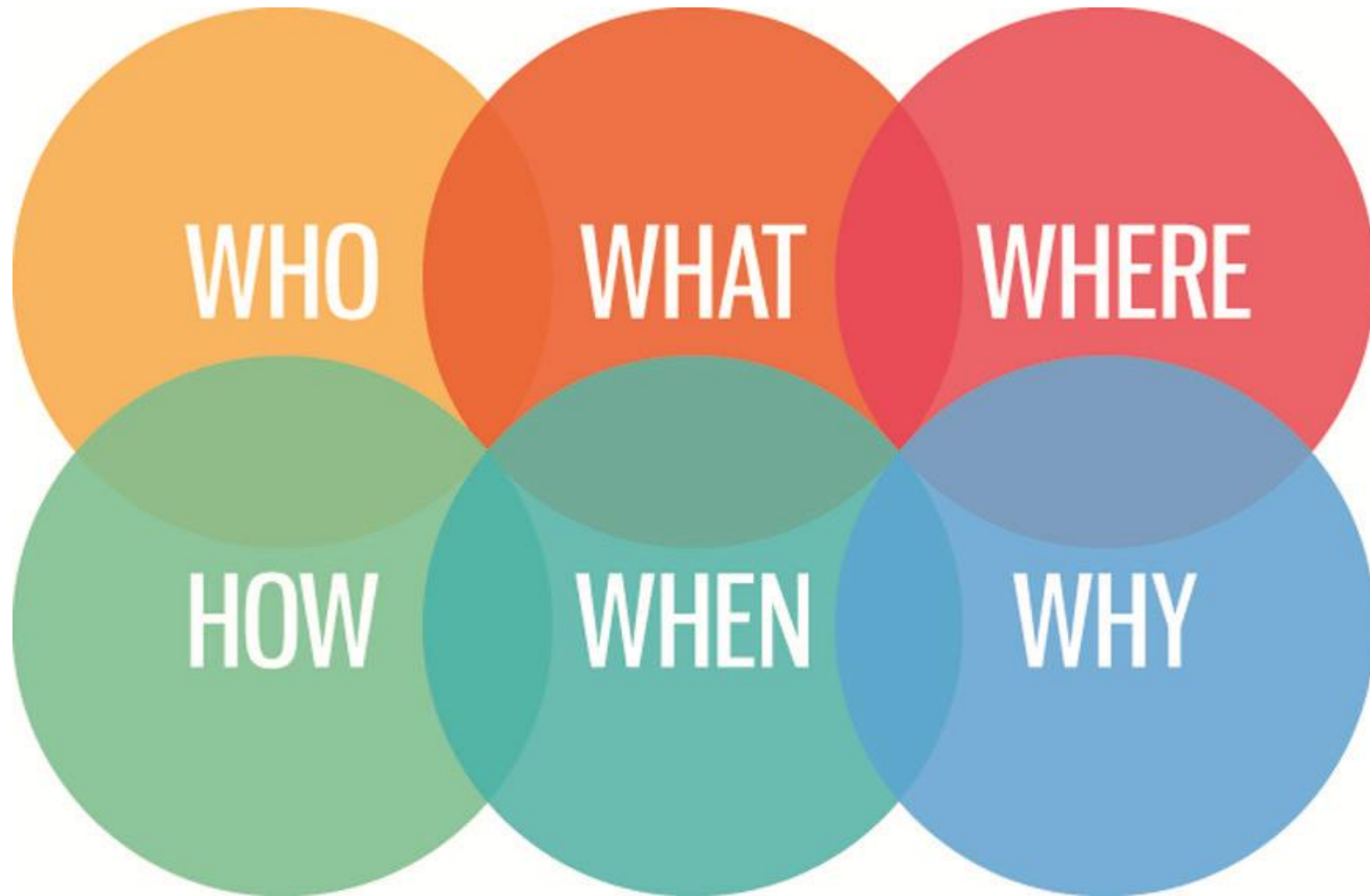
Retaining supporters can lead to higher LTV: volunteers & legacy

Amplified advocacy: supporting through WOM





**POLL!!**



# Tackling four key questions

## **Let's look at giving patterns**

Use analytics and measurement

## **Understanding and predicting churn**

What to do keep donors engaged

## **Why donors stop giving**

Simple qual and quant research

## **Increase giving frequency and amount**

Turn insight into action



**Let's look at giving  
patterns**



# Why a deep dive can yield gold

- **When do people give?** Use simple spreadsheet of donations by month
- **How often do people give?** Track one-time donors vs multi-time donors
- **How much do they give?** Find average size gift to inform appeals and asks
- **Find your MVPs:** focus thanking on most loyal supporters
- **Spot the trends:** patterns will tell you where to focus



# How does this look in practice?

What if last year's data told you:

- 60% of gifts came in November–December
- 70% of donors only gave once

Monthly donors gave 4x more over the year than one-time donors

## **That pattern tells you:**

- Focus more effort on retaining one-time donors (*turn them into repeat givers*)
- Run your biggest campaigns in autumn/winter
- Invest in promoting monthly giving

## Small charity: spreadsheet plan

Simple spreadsheet to  
dive into data

Excel and email platforms can be  
powerful together

- **Segment your donors:** one time donors, occasional donors and regular donors
- **Send the right message for each group;** no more mass emails!
- **Make giving easy!** Clear donation buttons, easy ways to upgrade gifts, thank & update donors regularly
- **Track & repeat:** audit and report each month. Don't be scared of the data!



**Understand who is likely  
to stop giving**

# How to spot at risk donors

## **1. Look at when they last gave**

If someone normally gives every month but hasn't given in 2 months — that's a red flag.

- In a spreadsheet or CRM, sort by “Last donation date.”
- Colour-code or flag people who haven't given for longer than usual.

# How to spot at risk donors

## **1. Look at when they last gave**

If someone normally gives every month but hasn't given in 2 months — that's a red flag.

- In a spreadsheet or CRM, sort by "Last donation date."
- Colour-code or flag people who haven't given for longer than usual.

## **2. Look at how their giving changes**

Are they giving smaller amounts?

- Have they stopped responding to emails or opening newsletters?  
Those can be signs they're losing interest or struggling financially.

# How to spot at risk donors

## 1. Look at when they last gave

If someone normally gives every month but hasn't given in 2 months — that's a red flag.

- In a spreadsheet or CRM, sort by "Last donation date."
- Colour-code or flag people who haven't given for longer than usual.

## 2. Look at how their giving changes

Are they giving smaller amounts?

- Have they stopped responding to emails or opening newsletters?  
Those can be signs they're losing interest or struggling financially.

## 3. Watch for failed payments

Many "stopped donors" didn't actually *choose* to stop — their card expired or a payment failed.

- Regularly check your payment reports for failed or cancelled direct debits and follow up quickly.

# How to battle this?

**Send a “we’ve missed you” message** — friendly, not pushy.

**Call or email** and ask if they’d like to pause or adjust their gift rather than cancel.

**Thank them again** — remind them of the difference they’ve made.



Small charity: spreadsheet plan

Goal: identify donors who might stop giving soon

Column	Purpose
Donor name	Identify Person
Last donation date	To calculate how long since last gift
Donor frequency	Monthly, quarterly, one-off
Total number of gifts	To spot loyal vs new-donors
Gift amount trend	To see if they're giving less
Noes	E.g. card failed, unsubscribed, etc

Small charity: spreadsheet plan

Goal: identify donors who might stop giving soon

Column	Purpose
Donor name	Identify Person
Last donation date	To calculate how long since last gift
Donor frequency	Monthly, quarterly, one-off
Total number of gifts	To spot loyal vs new-donors
Gift amount trend	To see if they're giving less
Noes	E.g. card failed, unsubscribed, etc

Analysis > Action

# Larger charity

**Tools: CRM workflows or marketing automation**

- **What to track:**  
Recency, frequency and value  
Failed payments or card expirations  
Donor engagement (e.g. email data)
- **Analysis:**  
Monthly at-risk donor report  
Dashboards that show trends in retention & lapses
- **Action: Automate re-engagement journeys**
  - Email 1: friendly check-in
  - Email 2: update on impact of past giving
  - Email3: re-engage into support

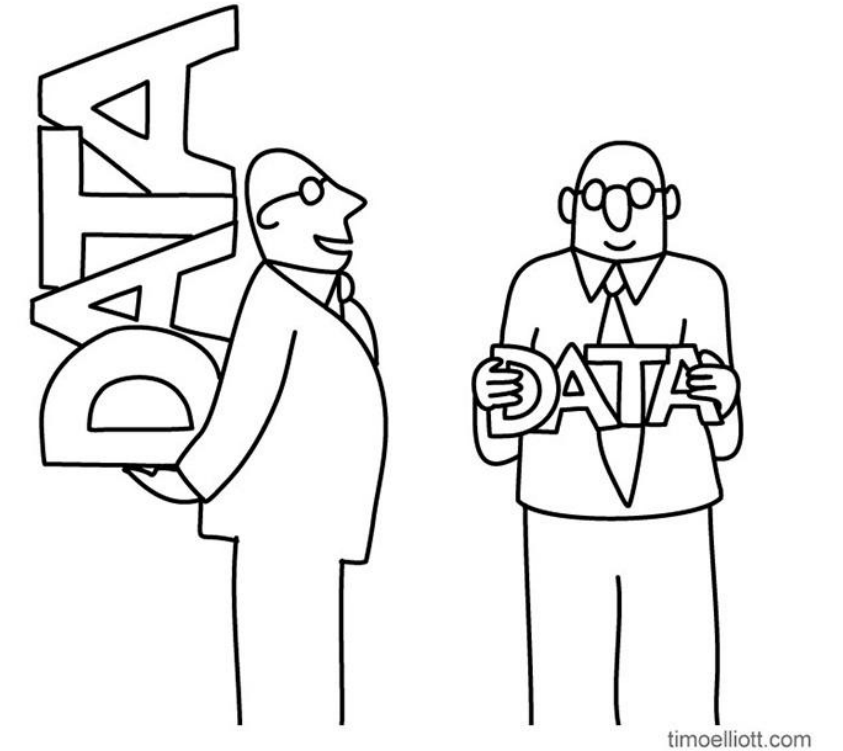
**...and of course segment for personalized asks.**

**Understand why  
supporters stop giving**



# Marrying quantitative data....

- **Look at your data:**
  - How many people stop each month?
  - How long do donors usually give before they stop?
  - Are certain campaigns or payment types linked to more drop-offs?



*"I think you'll find that mine is bigger..."*

## ...to qualitative data

- **Ask people directly:**
  - Send a **short survey** to people who stopped giving.  
Example: "We're sorry to see you go! Could you tell us why you decided to stop?"  
*(Options: financial reasons / prefer another cause / unhappy with comms / payment issue / other)*
- Read comments in emails or on social posts.
- Call a few ex-donors for a friendly chat:
  - Learn exactly what turned them off or what would bring them back.

# Why does this matter?

When you know *why* people leave, you can fix the real problems:

If many people say “too many emails”

- send fewer, more meaningful updates.

If people say “didn’t know how my gift helped”

- send more impact stories.

If payments keep failing:

- fix your payment systems / prioritise different giving methods

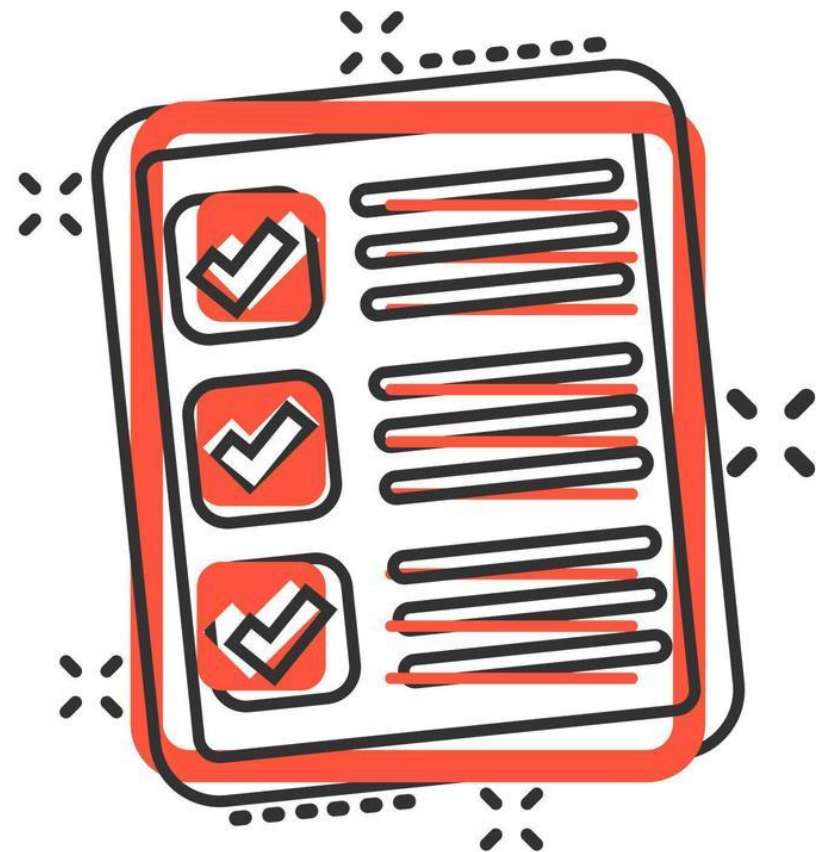


Small charity: spreadsheet plan

# What to track

Column	Example
Donor name	e.g. "Emma Taylor"
Date stopped	e.g. 12/05/2025
Reason (categorised)	"Financial", "Not feeling connected", "Too many emails", "Card expired", "Unknown"
Notes / Quote	"Didn't feel updated"

# ...and what to do with that information



## **How to gather data:**

- Surveys in goodbye emails
- Call lapsed donors

## **Analysis:**

- Group responses by reason and calculate percentages (*e.g. 35% financial, 25% lack of updates*).
- Look for repeat themes

## **Actions:**

- If “financial”: offer donation pauses or smaller options.
- If “communication” : improve impact stories, reduce frequency.
- If “unknown” : try adding a follow-up thank-you/feedback email.

# Larger charity

**Tools: CRM reporting, dashboards  
(Google data studio and surveys**

- **What to track:**
  - Cancellation reasons
  - Engagement history
  - Donor trends before leaving
- **Analysis:**
  - Quarterly Lapsed Donor insights reports
  - Dashboards to compare lapse reasons (e.g. by channel, or giving type)
- **Action:**
  - Automated exit surveys
  - Feed common reasons into supporter journeys
  - Review operation issues (e.g. donor journeys, etc.)



**Increasing giving  
frequency or amount**

Turn insights...  
....into actions...  
... into results!

- **Segment your donors:** one time donors, occasional donors and regular donors
- **Send the right message for each group;** no more mass emails!
- **Make giving easy!** Clear donation buttons, easy ways to upgrade gifts, thank & update donors regularly
- **Track & repeat:** audit and report each month. Don't be scared of the data!

# Example messaging

Group	Message Goal	Example Message
One-time donors	Encourage second gift	<i>Your donation helped 10 children last winter; will you help again this year?</i>
Occasional donors	Convert to monthly giving	<i>A monthly gift of £10 means we can accomplish xx next year</i>
Regular donors	Encourage small upgrade	<i>Would you consider giving £1 more a month to help us reach more families?</i>
Lapsed donors	Win them back	<i>Thank you for your support; would you consider joining us for x event?</i>

Small charity: spreadsheet plan

# What to track

Segment	Criteria	Example Action
One-time donors	1 donation only	Send thank-you + story email 3 months later asking for second gift
Repeat donors	2+ gifts in 12 months	Invite to join monthly giving
Regular donors	Monthly donors	Suggest small upgrade after 12 months
Lapsed donors	No gift in 12+ months	Send reactivation appeal with “what your past gift achieved”

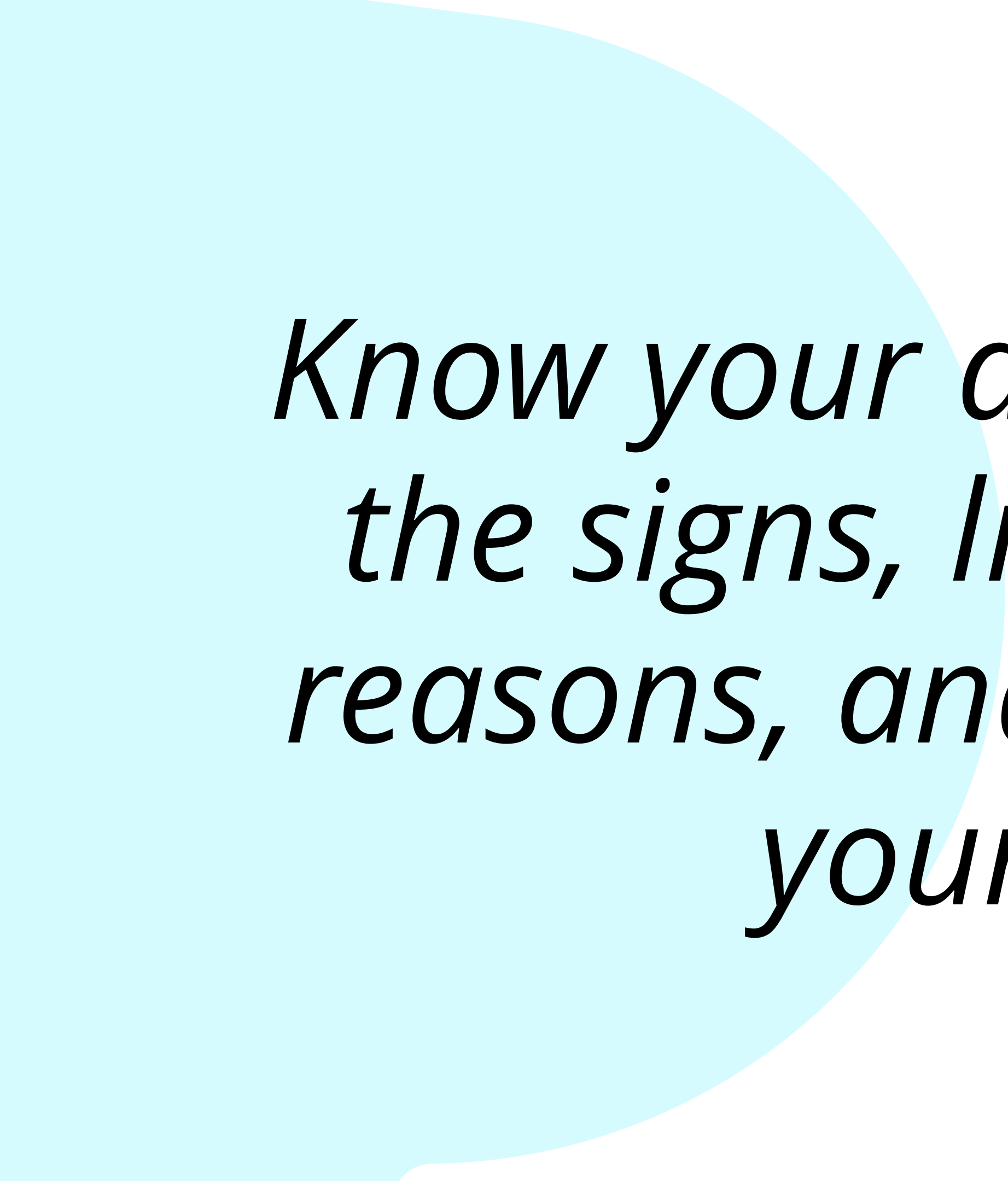


# Larger charity

**Use CRM insights to build personalized journeys that boost giving**

**Tools: CRM workflows AND integrated comms tools**

- **What to track:**
  - By RFM (recency, frequency, monetary value)
  - By communication preference or campaign type
  - By engagement level
- **Analysis: Create automated journeys**
  - Upgrade journeys
  - Reactivation journeys
  - Seasonal giving journey
- **Optimisations**
  - Use AB testing (subject lines, donation amounts)
  - Track conversion rates & average gifts
  - Use dashboards to monitor frequency, trends and drop-offs



*Know your donors, notice  
the signs, listen to their  
reasons, and personalise  
your asks*

Goal	What It Means	How To Do It	Why It Matters
<b>Understand Giving Patterns</b>	Spot trends in when, how often, and how much people give	Track donations by date, amount, and campaign in a spreadsheet or CRM. Look for peaks (e.g. Christmas) and repeat donors.	Helps you plan appeals at the right time and understand what motivates donors.
<b>Predict Who Might Stop Giving (Attrition/Churn)</b>	Identify donors at risk of stopping	Flag donors who haven't given recently, whose gifts are shrinking, or whose payments failed. Reach out early with a friendly check-in.	Keeps more donors by re-engaging them before they leave. Saves time and income loss.
<b>Understand Why Donors Stop Giving</b>	Find the real reasons people lapse	Use surveys, emails, or short calls to ask why. Combine feedback (qualitative) with data (quantitative) to see patterns.	Lets you fix root causes (e.g. poor comms, financial struggles, technical issues). Improves donor satisfaction.
<b>Increase Giving Frequency or Amount</b>	Encourage supporters to give more often or slightly more	Segment donors (one-time, regular, lapsed) and tailor messages for each group. Thank often and share impact stories.	Grows income and loyalty — donors give again when they feel valued and connected.

Got questions?

**Ask away!**

**[hello@munadoesmarketing.com](mailto:hello@munadoesmarketing.com)**