


Total Donor Data Review

See the strength of your donor pipeline. Identify where to grow.

Where are we gaining – and losing – donor momentum?


What a review identifies



Donor Retention

Are we keeping the donors we worked hard to acquire?


Where are we losing value year over year?



Revenue at Risk

Which donors are giving less, or have stopped altogether?


How much future revenue is vulnerable today?



Donor Growth

Are we building a pipeline of future major and loyal donors?


Are new donors converting into long-term supporters?



Donor Segments

Which segments of active donors are growing, flat, or declining?

Where should we focus effort for the greatest revenue return?



Donor Behaviour

Are donors upgrading, maintaining, or disengaging?

Where are the strongest signals of future value?

The Outcome



What this changes: Moves conversations from “What happened?” to “Where should we focus next?”

Provides:

- Clear view of donor health and pipeline strength
- Identification of revenue risk and growth opportunities
- Clarity on where fundraising effort will have the greatest impact
- Actionable prospect lists for stewardship and development

Cost: \$11,500+

See what matters. Then act on what's next.

Book a time | Contact Focus Further Solutions

