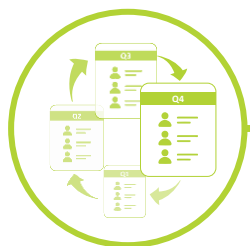


Donor Insights Program

Turn insights into action. Continuously.

Where are immediate opportunities to act?

What makes the program effective



Quarterly Donor Trends

How is donor behaviour shifting quarter to quarter?


Where are we gaining or losing momentum?



Immediate Action

Which donors are ready for outreach right now?


Who is showing signals of upgrade, reactivation, or risk?



Donor Movement

Who is increasing, decreasing, or pausing their giving?


Where should fundraisers focus right now, not next year?



Segment Shifts

Are key segments growing or declining compared to same time last year?

Where do we need to adjust strategy quickly?



Actionable Priorities

Who should each fundraiser be connecting with?

What is the right stewardship approach for our prospective donor groups?

The Outcome



What this changes: Moves conversations from “What do the reports say?” to “Who do we contact next?”

Provides:

- Continuous visibility into donor behaviour
- Clear, prioritized outreach lists
- Faster, more confident fundraising action
- Stronger link between insight and execution

Cost: \$ 2,400/quarter

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

Book a time | Contact Focus Further Solutions

