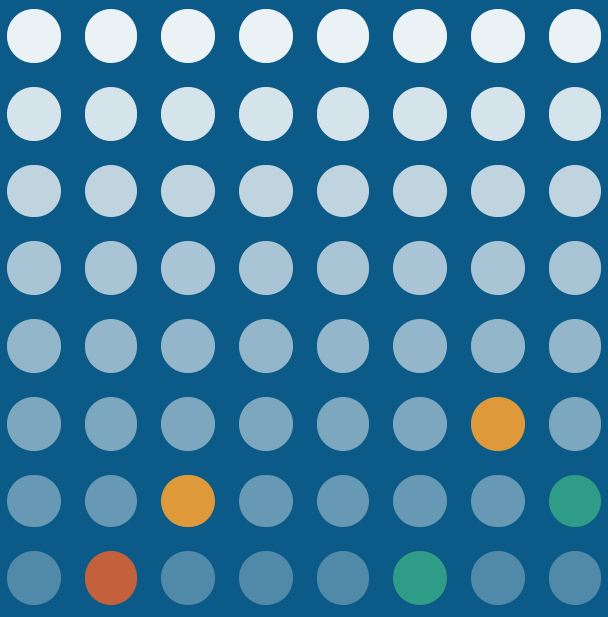
RaiseTell

CONSTITUENT INTELLIGENCE · A PRACTICAL GUIDE

Plug the Leaks in Your Donor Bucket

Your giving history holds patterns unique to your organization.
Let's use them to plug the holes in your leaky bucket.



INSIDE

01 Lapse mitigation
02 Giving velocity
03 The magic gift number
04 Recapture timing
05 High-lift months
Bonus Long-lapsed recapture

THE STATUS QUO

Most nonprofits' analytics programs stop at four reports

STILL GIVING
Where the opportunity is

ALREADY STOPPED
Where the reports look



Time since last gift →

Four reports. One question. Each lists donors who have already stopped giving, just measured at a different point in the past. No visibility into any other movement in your donor file. **No context. No timing.**

THE SHIFT

Those reports keep score. They don't change it.

A SCOREBOARD
What the four reports tell you

- Where this year's retention rate is trending
- Which donors you've already lost
- A list to research before anyone can act

A PLAYBOOK
What you need to know

- Which active donors are starting to slip, and why
- Which donors are leaning in and ready for more
- When each donor is most likely to give or return
- Who to talk to now, while you can still change the outcome

WHERE TO START

Five places to find low-hanging fruit

Your giving history already holds these patterns. Each one below is a leak you can find and fix with data you already have.

Lapse mitigation 01
Catch disengagement before the donor lapses

Giving velocity 02
Spot donors who are leaning in

Magic gift number 03
Move donors to become supporters

Recapture timing 04
Appeal when lapsed donors are most likely to return

High-lift months 05
Return to the month they gave big

Top of the portfolio
Visibility for gift officers; the relationship stays human.

Middle & bottom of the portfolio
AI-assisted outreach, stewardship and timing.

Two tracks, one data set. The same signals feed gift officers at the top of the portfolio and automated, well-timed outreach everywhere else.

01 · LAPSE MITIGATION

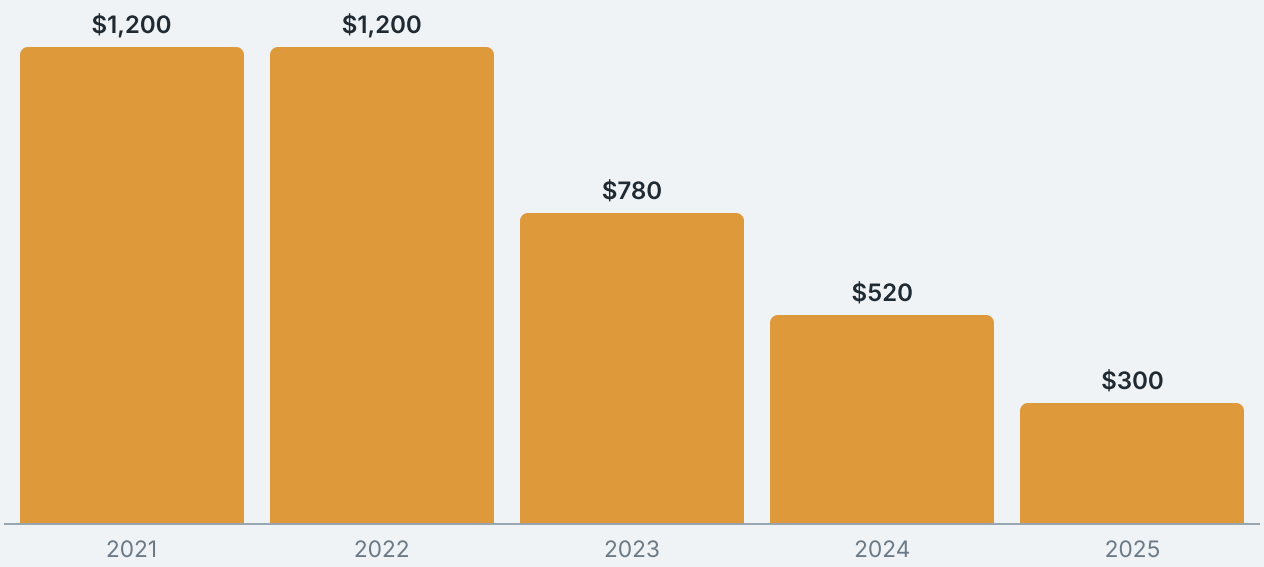
Donors rarely stop giving cold turkey

Lapse is usually the last step of a slow slide, and every step leaves a trace in your data. Watch for these warning signals that a donor is disengaging:

- Longer time between gifts
- Fewer gifts per year
- Smaller gift sizes
- Lower annual giving totals

The exceptions: a donor passes away or, for locally focused missions, moves away.

Illustrative donor: annual giving total



Gave every year, so never on a lapsed report. Gifts per year fell from 4 to 1 along the way.

02 · GIVING VELOCITY

The mirror image: donors who are leaning in

The same four signals that warn of a lapse can also point the other way. Most organizations watch only the left column, and only after the lapse.

	COOLING	ACCELERATING
Time between gifts	↑ Longer	↓ **Shorter**
Gifts per year	↓ Fewer	↑ **More**
Gift size	↓ Smaller	↑ **Larger**
Annual giving total	↓ Lower	↑ **Higher**

Why it matters now

The generational transfer of wealth is changing donors' capacity, sometimes quickly.

What it signals

Growing excitement and commitment, or a change in financial situation. Either way, it's a reason to call.

Put it to work

- Flag velocity signals every month, right alongside lapse signals.
- Top of the portfolio: give gift officers visibility so they can make the call.
- Middle and bottom: let AI-assisted outreach respond while the momentum is there.

03 · MAGIC GIFT NUMBER

Every organization has a magic gift number

It's the gift at which a donor stops thinking of themselves as a donor and starts thinking of themselves as a **supporter**. With that shift comes a sense of obligation, to the organization and to themselves, to keep that support going.

How to find it: look for the gift number where lifetime giving rises significantly.

CASE STUDY · MEDIAN LIFETIME (CUMULATIVE) GIVING BY NUMBER OF GIFTS



Here the turning point was gift 3: a 2nd gift barely moved lifetime giving; a 3rd multiplied it (7.2× Middle, 9.2× Bottom vs. 1–2 gift donors).

One organization's data (13,609 donors), not a cross-industry benchmark. Bars are cumulative lifetime giving, not gift size.

Calculate your number, then build the path to it

What shapes your number

- The type of relationship donors have with you
- Donor demographics
- Socioeconomic profile of your donors
- The type of mission you serve
- Local competition, and more

AI-run onboarding and stewardship to gift N

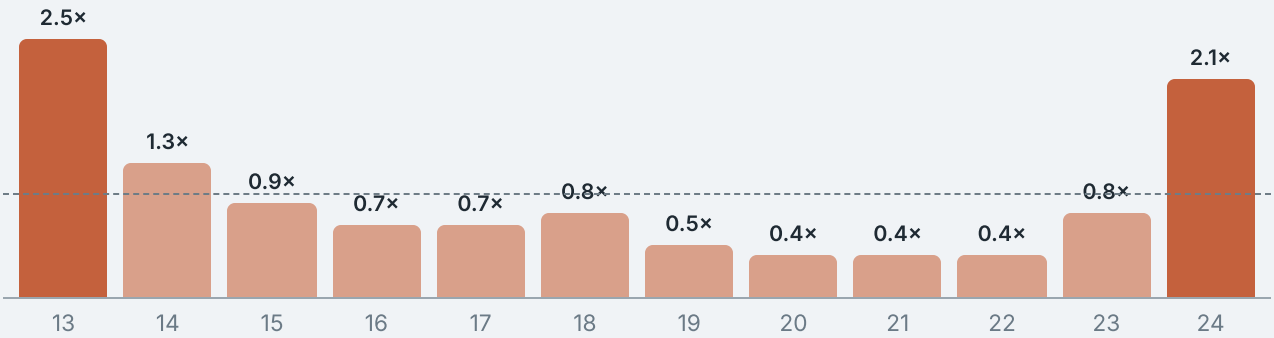


- Welcome and onboarding series after the first gift
- Impact updates that show what their giving makes possible
- Timed, personal invitations to make the next gift
- Progress tracked donor by donor until gift N

04 · RECAPTURE TIMING

When to ask matters as much as who to ask

Case study: recapture effectiveness vs. expected (1.0× = expected)



Spikes at months 13 and 24: the donor's own giving month, one and two years on. Lapsed reports never show this.

One organization's data, measured against a survival-model expectation.

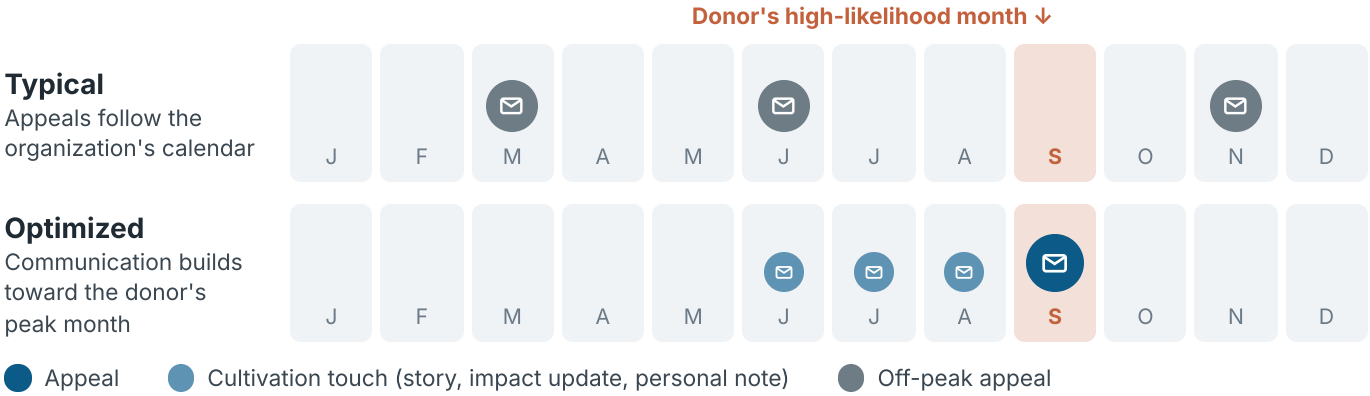
~6×

as effective at month 13 (2.46×) as at months 20–22 (0.4×). Across organizations, 4 to 8× is typical.

Pair the when with the who

- **Recently lapsed**: shorter gap, warmer memory
- **Formerly loyal**: years of giving reactivate
- **Higher past value**: worth the extra effort

Optimize the appeal month; don't randomize it



High-lift months: donors give when they get

Definition
A month in which a donor gave at least 3× their trailing three-year average for that same month.



Trailing 3-year September average: $400. **Sep 2025 = 3.75×, a high-lift month.**

What drives a high-lift month

1. The donor's own cash flow

Bonuses	Dividends	Partnership distributions
Scheduled RMDs	Rent payments	Year-end tax decisions

2. Seasonal commitment, tied to what your organization is doing at that time of year.

BONUS · ANOTHER LEAK

Long-lapsed doesn't mean lost

Higher up the tree than the first five, but sometimes the biggest fruit: donors who lapsed long ago.

How RaiseTell prioritizes them

Ranked by the giving history already in your file

Giving tenure
How many years they gave before lapsing

Frequency
How many gifts they made, and how consistently

Prior value
Lifetime giving and largest gifts

Return history
Whether they've lapsed and come back before

Then: screen out deceased and moved donors, and lead with listening, not an ask.

769

long-lapsed donors with 10+ giving years and 10+ gifts in one organization's file

Median time since lapse: 18 fiscal years. Case study, one organization.

CLIENT STORY

Lapsed 23 years, after giving for 20

A cold call led to a $4M gift, with $10M expected through his estate, and an introduction to his neighbor, who gave $1M.

Why it works: years of giving don't disappear. Donors with long tenure and many gifts already have a relationship with you; the job is to reopen it, starting with a conversation rather than a solicitation.

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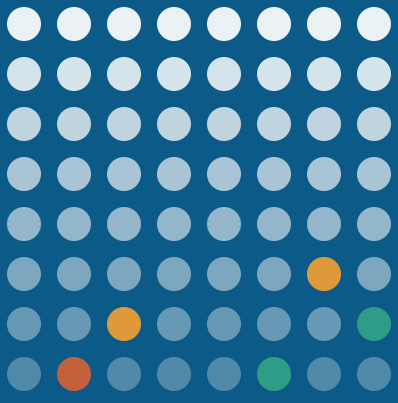
RETAIN · RECAPTURE · UPGRADE

Your next dollar is already in your database

1. **Baseline**
   Calculate your magic number, recapture months and high-lift months.

2. **Monitor**
   Flag lapse and velocity signals every month.

3. **Measure**
   Compare retention, recapture and upgrades against a control group.



Constituent Intelligence by RaiseTell