

Donor Pipeline

How to cultivate deeper donor relationships





At **ZGIVE**, we understand that the heart of successful fundraising is cultivating strong relationships. That's why we've created this e-guide with three simple steps for you to craft what we call a "donor pipeline."

Otherwise known as a "stewardship plan," this tool is a visual roadmap to help you get direction on what steps you need to take to cultivate deeper relationships with donors.

This includes:

1. Segment your donors
2. A donor pipeline example
3. A fill-in-the-blank donor pipeline

STEP #1:

Segment Your Donors

WRITE IT OUT

Our donor
segments include:

Ways they
prefer to give:

(Online, events, P2P, etc.)

Major donors

Mid-donors

Monthly donors

Board members

Volunteers

STEP #2:

Donor Pipeline Example

DONOR'S STEP	ACTION	STAFF RESPONSIBLE	TIMELINE
Email subscriber	Email welcome series	Development Coordinator	24 hours
	Donation ask	Development Director	1 month
	Next newsletter ask	Development Coordinator	3 months
	Email survey interests	Development Coordinator	6 months
	Card and call on anniversary of first gift	Development Director	12 months
Event Attendee	Email letter to ask for donation	Development Coordinator	1 week
	Call twice	Development Director	2 weeks
	Email follow-up with event survey	Development Coordinator	2 weeks
	Invite to newsletter	Development Coordinator	2-3 weeks
	Invite to tour/coffee	Development Director	1-3 months
	Find special interest or connections to move towards ask	Development Director	4-6 months
Local Special Appeal Donor	Email invite to tour/meet and greet with a beneficiary	Development Director	1 month
	Coffee follow-up/ask	Development Director	4-6 months

STEP #3:

Your Donor Pipeline

WRITE IT OUT

DONOR'S STEP	ACTION	STAFF RESPONSIBLE	TIMELINE



With such an active, organized strategy for engaging your donor pipeline, you will inevitably increase donor loyalty and sustained giving.

