

Year-End Giving Donor Segmentation



*Full-Circle Strategies for
Forward-Thinking Missions*

Know Who You're Talking To

Different donors have different relationships with your organization. Define an approach for each before you begin writing campaign copy.

01 Major Donors

WHO THEY ARE

Highest-capacity givers. Should never receive the same mass appeal as the rest of the list.

CONTENT DIRECTION

Personal, relationship-first tone. Lead with specific impact tied to their giving history. Typically delivered as a call, personal note or 1:1 conversation rather than a mass email.

ASK STRATEGY

Gift Range: _____

Channel/Who: _____

Timing: _____

02 Recurring/Sustaining Donors

WHO THEY ARE

Already giving monthly or on a recurring schedule.

CONTENT DIRECTION

Lead with gratitude and cumulative impact ("your gifts added up to X this year"). Light-touch ask, not a hard pitch. Reinforce the value of their consistency.

ASK STRATEGY

Gift Range: _____

Channel/Who: _____

Timing: _____

03 Lapsed Donors

WHO THEY ARE

Gave previously but not in the last 12-18 months.

CONTENT DIRECTION

"We miss you" reconnection framing. Remind them why they gave originally. Keep the ask modest and specific. Make re-entry easy and low-pressure.

ASK STRATEGY

Gift Range: _____

Channel/Who: _____

Timing: _____

04 First-Time/Prospective Donors

WHO THEY ARE

Gave once (via a specific campaign or GivingTuesday) or have engaged but never given. Has the steepest drop-off rate—only ~1 in 4 make a second gift.

CONTENT DIRECTION

Warm, welcoming tone. Explain impact clearly since they may not know your full story yet. Prioritize strong, easy second-gift experience over bigger ask.

ASK STRATEGY

Gift Range: _____

Channel/Who: _____

Timing: _____

05 Internal Advocates (Board & Staff)

WHO THEY ARE

Insiders who can amplify your campaign through their own personal networks.

CONTENT DIRECTION

Equip rather than just ask—provide ready-made language, a personal-story prompt, and one specific, easy action (share, forward, host a small gathering, etc.)

ASK STRATEGY

Action: _____

Channel/Who: _____

Timing: _____