

7 REASONS DONORS STOP GIVING
... and 7 Lessons for Nonprofit Leaders

1

REASON:
“The charity no longer needs my support.”

LESSON:
Have you ever *not* needed support? This is clearly a communication problem.

2

REASON:
“The charity did not inform me how my money had been used.”

LESSON:
Once again, a communication problem. If you ask for money, the giver deserves a report on how you used it.

3

REASON:
“I do not recall supporting this charity before.”

LESSON:
If you do not communicate with your donors, you will be forgotten. At PlannedGiving.com we recommend “21 touches” in a year.

4

REASON:
“The charity did not acknowledge my support.”

LESSON:
Oof. Can you say bad manners AND poor communication?

5

REASON:
“I passed away.”

LESSON:
Hopefully you have been communicating all along with your donors about the opportunity to make an impact even after they pass away.

6

REASON:
“I feel that other causes are more deserving.”

LESSON:
Your case for support needs help. There are a million charities asking for support. If you don’t make your case powerfully and emotionally, of course your donors will find a “more deserving” cause.

7

REASON:
“I could no longer afford to give.”

LESSON:
This reason is most often given by one-time donors explaining why they don’t make a second gift. Once you make it past the hurdle of retaining that donor, you’re less likely to hear this reason. And how do you retain the donor? Five words: Com. Mun. I. Ca. Tion.

How about that? It turns out there’s only one lesson for nonprofit leaders:
POOR COMMUNICATION MAKES DONORS LEAVE.

Data from research study conducted by Dr. Adrian Sargeant; accessible at www.campbellrinker.com/Managing_donor_defection.pdf