

## Tips to Enhance Donor Loyalty



Donor Loyalty (Relationship from the donor's perspective)		Donor –Centric (Relationship from the organization's perspective)
I feel passionate about the cause....	Because the organization	Tells me stories that engage my interest and triggers my emotions.  Creates diverse opportunities for me to engage – tangibly and emotionally- with the cause
I trust and respect the organization....	Because the organization	Is honest and transparent about its values and mission, accomplishments, vision, governance, management, and finances
I know that I personally make a significant difference in this community	Because the organization	Regularly communicates how it uses donations and how much donors matter to the beneficiaries, the cause, and the organization
I feel comfortable and respected	Because the organization	Understands my interests and disinterests, my emotions, and my aspirations, respects my individuality and differences, asks my opinion and welcomes my candor.
I enjoy connecting with this organization	Because the organization	Is effective, efficient, courteous, timely and genuine in its dealings with me.
My bottom line: I feel important, treasured, and powerful. I am transformed.	<b>THE RESULT</b>	Your bottom line: Donors are our partners. Together we can transform the community  -Taken from <i>Keep Your Donors by Ahern &amp; Joyaux</i>  <i>LIFE &amp; LEGACY™ 2017</i>