



Windmill Hill  
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## UNLOCKING THE SECRET TO DONOR RETENTION

Tracking donor retention is easy with the right tools. Here are a few resources to help you:

### Math Made Simple Calculators:

<http://afpfep.org/resources/> (Fundraising Fitness Test)

<https://fundraisingreportcard.com/donor-lifetime-value/>

<https://recharity.ca/what-is-lifetime-value/>

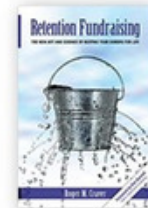
### My Go-To Guides:



*Fundraising Guide to  
Irresistible  
Communications,*  
Jeff Brooks



*Donor Centered  
Fundraising,*  
Penelope Burk



*Donor  
Retention,*  
Roger Craver

### Got Questions?



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