

# 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/>

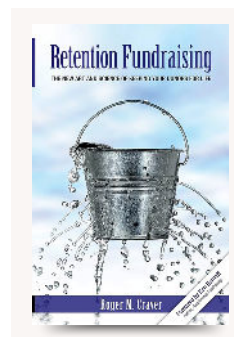
## Y GO-TO GUIDES:



### ***Fundraising Guide to Irresistible Communications***

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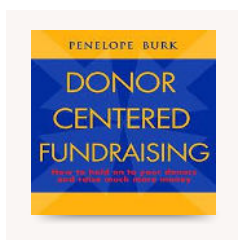
Jeff Brooks



### ***Donor Retention***

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Roger Craver



### ***Donor Centered Fundraising***

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Penelope Burk

## GOT QUESTIONS?

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