

Donor Segments

Standard

- Prospective donors
- Volunteers
- Lapsed donors
- Entry-level donors _____
- Mid-level donors _____

Consider Exclusion

- Major donors
- Planned giving donors
- Staff
- Board
- Advisory Council

Additional

- One-time donors _____
- Recurring donors (monthly giving clubs) _____
- Online only donors _____
- Hard copy only donor _____
- Program Specific _____