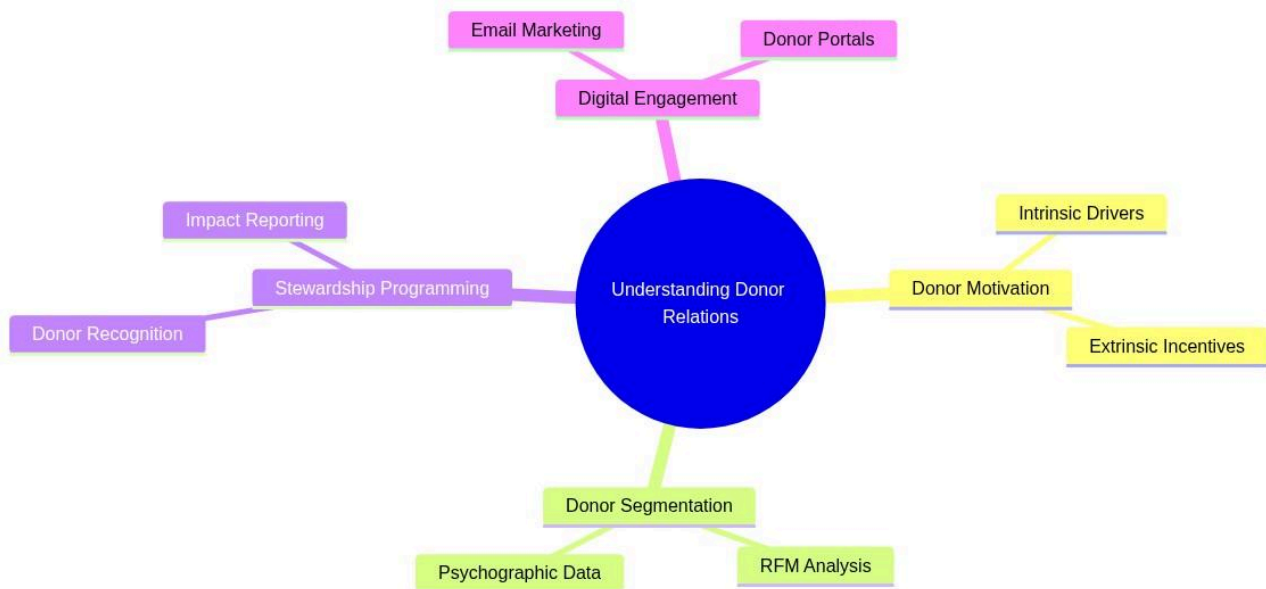


Advanced Skill Certificate in Donor Relations and Fundraising

# Understanding Donor Relations



mindmap

root((Understanding Donor Relations))

Donor Motivation

Intrinsic Drivers

Extrinsic Incentives

Donor Segmentation

RFM Analysis

Psychographic Data

Stewardship Programming

Donor Recognition

Impact Reporting

Digital Engagement

Email Marketing

Donor Portals