

What To Do When We Have Lapsed Donors

Consider using one or more of the following statements sometime during your lapsed gift renewal contacts as you seek to convince those lapsed donors to reinstate their gifts

- Your support continues to mean so much to us. May we count on your gift again this year?
- We've missed your participation in our campaign last year. Please join us for another year.
- We take great pride in having your name associated with our organization. I hope we can count on your participation again this year in our Campaign.
- We are aware that you chose not to renew your gift to us last year. We welcome this opportunity to ask if that was because of something we did that we can now remedy, or if it is something of our control.
- I was reviewing our list of contributors to date and noticed your name was missing. That's why I wanted to contact you and use this friendly reminder to respectfully ask that you consider making your gift for this year.
- There's a good chance we will establish a new record in gift support this year, but only if previous contributors such as you continue to invest in our effort. Can we count on you for your gift again this year?