

Predicting Donor Lapse Before You Lose Them for Good

The Problem

The Donors Who Quietly Slip Away

Nonprofits lose 40–60% of first-time donors after just one gift — and most organizations don't know a donor is at risk until the renewal ask goes unanswered. Warning signs are scattered across giving history, email engagement, event attendance, and volunteer activity — systems that rarely talk to each other.



Traditional donor CRMs report who stopped giving. They don't explain why, or flag it early enough for stewardship teams to act.

The Solution

Intelligent Correlation Analysis with IDA

IDA turns fragmented donor data into an early-warning system for retention.

Instead of reacting to a missed renewal, IDA analyzes hundreds of variables — gift frequency, email opens, event RSVPs, volunteer hours, communication gaps — to surface the hidden patterns that predict lapse risk months before it happens.

IDA doesn't replace your development team's relationships — it tells them exactly who needs a personal touch, and why, so outreach goes where it matters most.

Key Capabilities



Correlation Engine
Detects subtle shifts in engagement — declining email opens, skipped events, giving gaps — that signal lapse risk.



Machine Learning (Random Forest)
Scores donors by lapse risk and clusters them by type of disengagement, not just a single "at-risk" flag.



Validation Playground
Lets development teams test and tune retention models visually, no data science required.



Ranked Insights
Highlights the top factors driving lapse for each donor segment, so stewardship is targeted, not generic.



Human + Machine Intelligence
Pairs predictive scoring with the relationship knowledge of gift officers, who know when a call means more than an email.

The Results: Data-Driven, Relationship-Centered Retention

Tangible Outcomes



Early Intervention
Flags at-risk donors before the renewal window closes, not after.



Targeted Stewardship
Routes donors to the right outreach — a call, an event invite, a personal update — based on their specific risk driver.



Smarter Fundraising Strategy
Leadership sees which segments (first-time donors, mid-level givers, lapsed volunteers) are driving the most attrition.



Protected Revenue
Retaining even a fraction of at-risk donors preserves recurring revenue that's far cheaper than new donor acquisition.

The Takeaway

IDA shifts donor retention from reactive renewal campaigns to proactive, relationship-driven stewardship. By revealing why donors disengage — not just that they stopped giving — IDA helps nonprofits protect the base that funds their mission.

Donor Lapse — By the Numbers

40-60%	15-25%	5-7x	3-4 Months
of first-time donors lapse after one gift	improvement in donor retention with early flagging	cheaper to retain a donor than acquire a new one	earlier lapse detection vs. standard renewal cycles