Internal Guide: Retention Psychology in Action



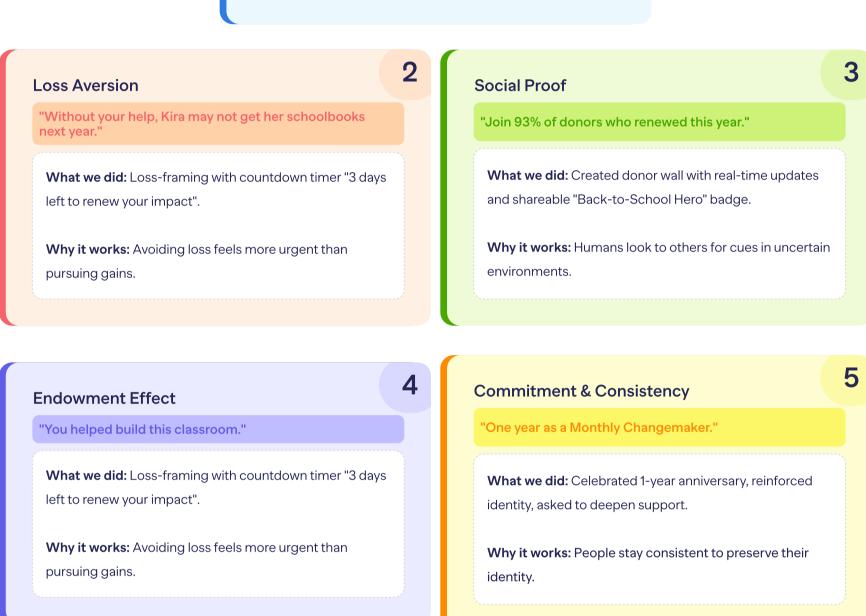
Maya's Journey to Donor Loyalty!

Wait.. But who is Maya?



The 5 Psychological Principles at Work

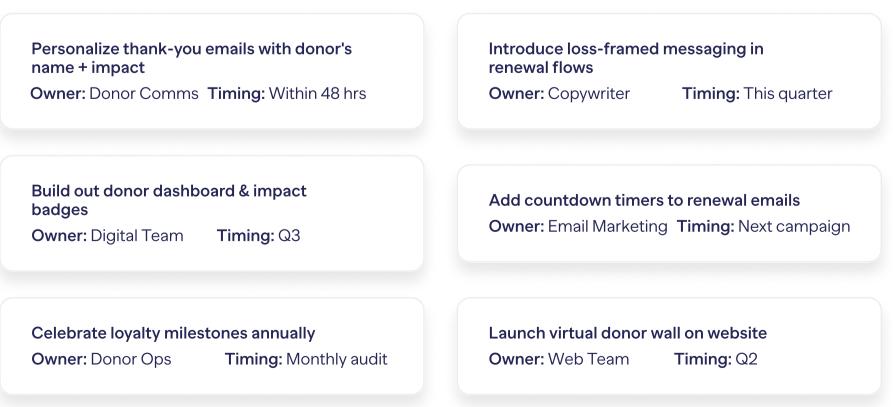




Outcome: What This Approach Delivers



Action Checklist for Teams



"Retention isn't a numbers game—it's a relationship strategy."

Every email, touchpoint, or story is an opportunity to deepen trust, identity, and emotion.

Design journeys that make donors feel like Maya.