

*Rally Up*

# Internal Guide: Retention Psychology in Action



# Maya's Journey to Donor Loyalty!

Wait.. But who is Maya?



Donor Persona: Maya Delgado, 34

Profession: Creative Strategist

Motivation: Emotional connection & transparency

Type: Monthly giver, social sharer

Potential: High peer-to-peer influence

## The 5 Psychological Principles at Work

### Reciprocity Bias

1

"You made this magic happen."

**What we did:** Personalized thank-you email within 48 hours with beneficiary photo and specific impact.

**Why it works:** Authentic appreciation boosts renewal likelihood by up to 28%.

### Loss Aversion

2

"Without your help, Kira may not get her schoolbooks next year."

**What we did:** Loss-framing with countdown timer "3 days left to renew your impact".

**Why it works:** Avoiding loss feels more urgent than pursuing gains.

### Social Proof

3

"Join 93% of donors who renewed this year."

**What we did:** Created donor wall with real-time updates and shareable "Back-to-School Hero" badge.

**Why it works:** Humans look to others for cues in uncertain environments.

### Endowment Effect

4

"You helped build this classroom."

**What we did:** Loss-framing with countdown timer "3 days left to renew your impact".

**Why it works:** Avoiding loss feels more urgent than pursuing gains.

### Commitment & Consistency

5

"One year as a Monthly Changemaker."

**What we did:** Celebrated 1-year anniversary, reinforced identity, asked to deepen support.

**Why it works:** People stay consistent to preserve their identity.

## Outcome: What This Approach Delivers

#### First-Time Donor DRR

20-30% → 28-35%

#### Repeat Donor DRR

58-63% → 65-70%

#### Monthly Donor DRR

70-80% → 80-90%

#### Lapsed Donor Recovery

~5% → 6-8%



## Action Checklist for Teams

Personalize thank-you emails with donor's name + impact

Owner: Donor Comms    Timing: Within 48 hrs

Introduce loss-framed messaging in renewal flows

Owner: Copywriter    Timing: This quarter

Build out donor dashboard & impact badges

Owner: Digital Team    Timing: Q3

Add countdown timers to renewal emails

Owner: Email Marketing    Timing: Next campaign

Celebrate loyalty milestones annually

Owner: Donor Ops    Timing: Monthly audit

Launch virtual donor wall on website

Owner: Web Team    Timing: Q2

"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.