

# Your Organization, Stewardship and the Donor Pyramid

## What is the purpose of the donor pyramid?

The donor pyramid should help you understand the disbursement of your donors based upon their value to your organization.

In general, you can use the pyramid to target segments of your supporters with certain stewardship techniques. These techniques should be designed to move the donors up the pyramid, thus increasing their value.

The pyramid is a tool for analyzing your donors in very general groups. It's important that you further segment donors within the pyramid to create the most personalized stewardship techniques.



## What kind of pyramid should you create?

Your pyramid will depend on your nonprofit's donor data. Most donor bases will not split into a perfect pyramid shape.

You will need to determine how you'd like to define your broad donor categories. For example, you'll need to determine which gift amounts constitute a mid-level donor. You can further segment your mid-level donors in different increments, such as the frequency of their gifts. These broad categories will determine the visual layout of your donors.

Ultimately, the “pyramid” is a concept more than a shape. Your pyramid should change as you focus on transitioning your donors upward.

### **How can you use the donor pyramid?**

Your donor pyramid is a model that you can use to better understand how and when your donors transition to higher giving levels. It shows where your organization is, so that you can craft a targeted strategy to improve your stewardship.

You can, for example, pair your pyramid with a timeline that demonstrates how long it took your donors, on average, to reach their current values. It may take 5 years on average for small donors to transition to mid-level donors, for instance.

Then, you can use that information to craft a targeted stewardship strategy. Assess your past stewardship efforts within that time frame and use that information to set new stewardship goals (such as a transition time frame of 3 years).

This example shows how you can use the donor pyramid to assess your nonprofit's current standing and set reasonable, data-driven stewardship goals.

Source: <https://www.qgiv.com/blog/donor-stewardship-guide/>