

| Fundraising and Technology in Nonprofits |



Engaging your donor base through donor segmentation

Donor segmentation: What, How, and, Why?

What is donor segmentation?

The strategy of grouping nonprofit supporters into smaller segments based on shared traits and characteristics is known as "donor segmentation."

Effective segmentation can help your nonprofit better understand your donor base, allowing you to send personalized messages that resonate with different groups,



Make Your Supporters Feel Seen -

Why and How of Donor Segmentation | The Nonprofit Podcast

Join Cara and Jena to look at how to best segment your donors based on their relationship with your organization, and unlock targeted, meaningful communications that lead to the all important action you need from your supporters this fundraising season.



We are excited to announce the release of the book *Grant Proposal Writing Made Simpler and Smarter* by Priya Panikkar. [Click here to get your copy.](#)

PQ family welcomes

- [Vanavil Trust](#)
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Check them out for their valuable contributions to the community.



ultimately leading to increased engagement and donations.

How to segment donors?

Why segment your donors?

Benefits of donor segmentation

[Read More](#)

The Engage Podcast

[The importance of donor segmentation and understanding donor identity.](#)

Kevin Schulman, founder and managing partner of DonorVoice, a retention and donor experience company. Kevin talks about why understanding donor identity can help organizations better understand the motivations of donors.

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