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# The 1-Hour Weekly Engagement Plan: A Simple Template for Staying Top-of-Mind

(For the Overwhelmed Nonprofit Leader Who Needs to Re-engage Donors... Fast)

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**Developed by Aha Apps**

Proven Strategies to Strengthen Nonprofit Donor Relationships



# You wear ten hats.

You're the Executive Director, the lead fundraiser, the program manager, and often, the IT department. You know donor engagement is slipping. You see the reports showing high donor attrition and the alarming number of first-time donors who never give a second gift.

You want to build a robust engagement plan, but you're buried in manual work, wrestling with outdated spreadsheets, and just trying to keep the lights on. You have "limited time" and are facing total burnout.

## **The problem isn't your strategy. It's your systems and your time.**

This guide isn't another complex, 50-page strategy you don't have time to implement. This is a practical, 1-hour weekly framework designed for lean nonprofit teams.

It's about focus, not volume. It's about consistency, not complexity.

Here is how to make one hour the most powerful hour of your week.

# Part 1: The 1-Hour Weekly Engagement Plan



**Block 60 minutes on your calendar. No distractions. This is your mission-critical relationship hour. We'll break it down into four, 15-minute sprints.**

01

Minutes 0-15: The "High-Touch Thank You" Sprint

02

Minutes 15-30: The "Hidden Gem" Sprint

03

Minutes 30-45: The "Lapsed Donor" Sprint

04

Minutes 45-60: The "One-to-Many" Sprint

# Sprint 1: Minutes 0-15 | The "High-Touch Thank You" Sprint

Your automated receipt is a transaction. A personal thank-you is the start of a relationship. Donors leave when they don't feel appreciated.

## Task:

Identify all new and repeat donors from the past 7 days.

## Action (15 Mins):

1. Scan the List: Quickly review who gave.
2. Pick 3-5: Select a mix of new donors, consistent givers, and anyone who gave a larger-than-usual gift.
3. Send a Personal Email: Write a personal (non-automated) email.

## Simple Script:

"Hi [Donor Name], I just saw your gift come through and wanted to personally thank you. Your support is especially meaningful this week as we're [mention one specific, brief program activity]. Your gift makes that possible. We're so grateful to have you as a partner.

With gratitude, [Your Name]"

# Sprint 2: Minutes 15-30 | The "Hidden Gem" Sprint

**Your next major donor might already be in your database—you just can't see them.** They aren't a stranger; they're a highly-engaged volunteer or a consistent, smaller-gift donor.

Task:

Identify supporters who are highly engaged but not (yet) major donors.

Action (15 Mins):

1. Find Engaged Non-Donors: Look at your volunteer hours from the last month. Who showed up? (Your system should be able to show you volunteers who haven't donated).
2. Find Consistent Champions: Look at donors who have given 3+ times in the last year, regardless of the amount.
3. Pick 2-3: Select two or three people from these lists.
4. Send a "Non-Ask" Email: This is purely about stewardship.

Simple Script (for a Volunteer):

"Hi [Volunteer Name], I was reviewing our volunteer logs and just have to say thank you. Seeing your name pop up so consistently is incredible. Our [program] simply couldn't run without you.

Just wanted you to know how much we appreciate you. Best, [Your Name]"

# Sprint 3: Minutes 30-45 | The "Lapsed Donor" Sprint

**Reactivating a lapsed donor is far cheaper than acquiring a new one.** These donors already believe in your mission; they just need a reason to come back.

## Task:

Identify donors who gave last year, but have not given this year (a "LYBUNT" report).

## Action (15 Mins):

1. Pull Your LYBUNT List: Find 5-10 lapsed donors.
2. Send an "Impact & We Miss You" Email: Remind them of the impact they already made and show them the work that's still happening.

## Simple Script:

"Hi [Donor Name], I was thinking of you today. I hope you're doing well.

I was just looking back at the success of our [Project they funded last year], and I was reminded of your generous gift that helped make it happen. Because of you, we were able to [show one quick, tangible outcome].

We're now tackling [new, related challenge], and you're on our minds. We miss having you as part of the team and hope you'll consider re-joining us this year.

With gratitude, [Your Name]"

# Sprint 4: Minutes 45-60 | The "One-to-Many" Sprint

Personal emails are high-impact, but you still need to stay in touch with everyone else.



## Choose One Story

Find one powerful photo, a 30-second video from your phone, or a quick quote from a person you served.

## Write a 3-Sentence Update

Keep it short. This isn't a long newsletter.

## Schedule It

Use your email tool (like Mailchimp or Constant Contact) to schedule it for delivery later in the week.

### Task:

Schedule one piece of communication for your entire list.

### Action (15 Mins):

1. Choose One Story: Find one powerful photo, a short 30-second video from your phone, or a quick quote from a person you served.
2. Write a 3-Sentence Update: Keep it short. This isn't a long newsletter.
3. Schedule It: Use your email tool (like Mailchimp or Constant Contact) to schedule it for delivery later in the week.

# Part 2: The Real Reason This Plan Feels Impossible

If you just read this 1-hour plan and thought, *"This is great, but just finding those lists would take me all day,"*... you are not alone.

**The plan itself isn't the hard part. The hard part is that your critical data is trapped:**

You're juggling "too many systems"—donations in one, volunteers in another, and events in a third.

Your lean team is drained by "data chores" like manual imports, deduplication, and wrestling with spreadsheets.

You can't see the "hidden gems". The dedicated volunteer who could be your next major donor is invisible to your fundraising system.

You're stuck with "outdated tools" and "systems that aren't helping anymore".

You can't execute a 1-hour engagement plan when it takes 4 hours just to find the data.

# Part 3: Get Your Hours Back

What if all that information—donations, volunteer hours, event attendance, and email history—was in one unified platform?

What if those reports we mentioned ("Lapsed Donors", "Non-Donor Volunteers", "Consistent Champions") were predefined and ready for you with a single click?

## That's why we built Aha Impact.

Aha Impact is the all-in-one CRM built specifically for growing nonprofits that need to stop juggling systems and start building relationships.

### 1. Stop Juggling

Manage donors, volunteers, events, and outreach from one unified platform.

### 2. Stop Guessing

Our "Fundraising Snapshot" and 15+ predefined reports deliver the actionable insights you need in seconds.

### 3. Stop Wasting Time

We handle the no-cost data migration. You can be up and running in as fast as 5 days.

This 1-hour engagement plan isn't a fantasy. It's a reality when you have the right tools.

# Make Impact, Not Spreadsheets.

Aha Impact helps growing nonprofits save hours every week — so you can focus on what truly matters: your mission.

Schedule a 20-minute Discovery Call of Aha Impact and see the exact reports and dashboards that make this 1-hour plan possible. Let us show you how you can get your hours back.

## Need Help Re-Engaging Donors? Let's Make It Easy Together.

Scan the QR code below to book your **free 20-minute Discovery Call** and see how Aha Impact can help you re-engage your supporters.

Let's get started today!

