



Donor Lifetime Value Webinar

SEPTEMBER 4, 2025

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The background is a complex, abstract composition. It features several large, flowing, wavy shapes in shades of teal and blue, which appear to be layered or overlapping. These shapes have a textured, almost fabric-like quality. Overlaid on these are numerous fine, glowing lines and patterns that resemble digital data or circuitry. The overall effect is a sense of dynamic movement and technological sophistication. The lighting is darker towards the edges, creating a sense of depth.

Introductions

A WARM WELCOME FROM

TODAY'S SPEAKERS



Greg Hagin

Principal & Managing Director,
CCS Fundraising



Ashutosh R. Nandeshwar

Executive Vice President,
Data Science & Analytics,
CCS Fundraising



Peter Fader

Co-Founder and Director,
Theta

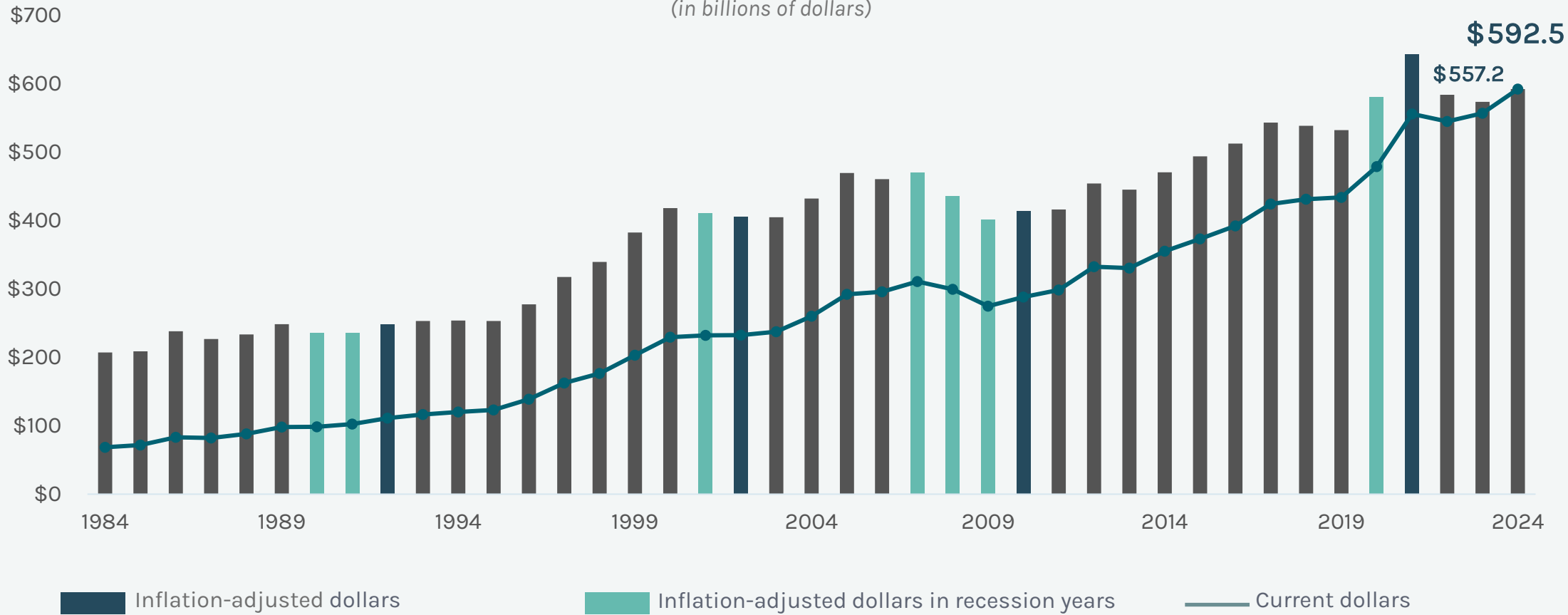


The background is a complex, abstract composition. It features several large, flowing, wavy shapes in shades of teal and blue, which resemble liquid or smoke. Overlaid on these are intricate, glowing digital patterns, including vertical lines of light, grid-like structures, and scattered points of light, giving it a high-tech or data-driven appearance. The overall color palette is dominated by dark blues and teals, with bright highlights from the digital elements.

THE PHILANTHROPIC LANDSCAPE

Giving is reliable and resilient.

Total Giving, 1984-2024
(in billions of dollars)



Philanthropy is driven by fundamental tenets.

People are generous

People give to people

People give in relation to the person who asks

People respond to people who champion a cause

People give when they feel emotionally connected

People are inspired by authenticity

People give when they see others give

People give when they believe their gift will make a difference

We are being impacted by a range of factors and forces.



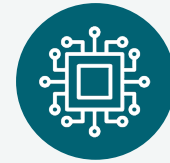
America's political landscape



Navigating inflation



Shifts in power across the world



Artificial Intelligence

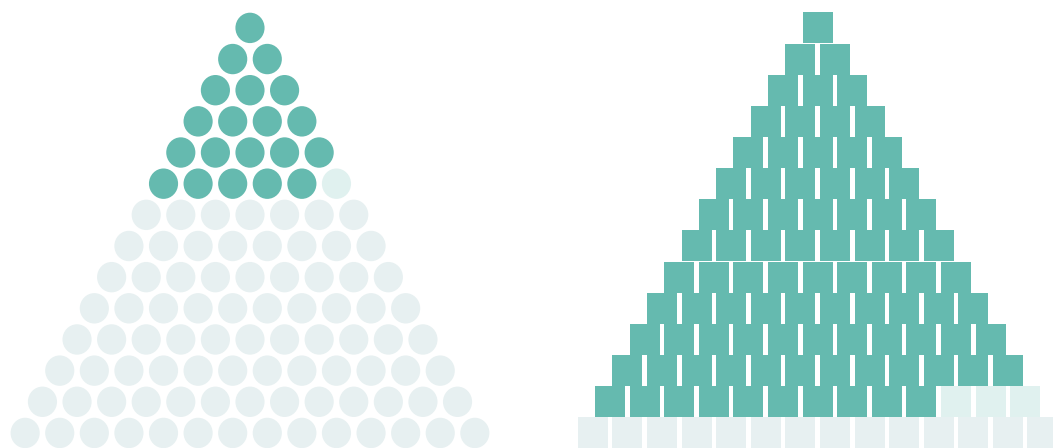


Tariffs and trade wars

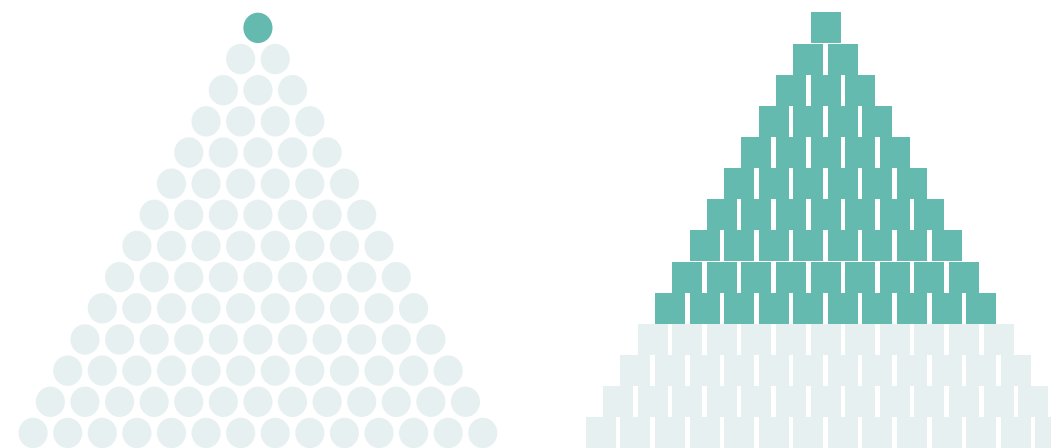


Radical uncertainty

Giving is highly concentrated.

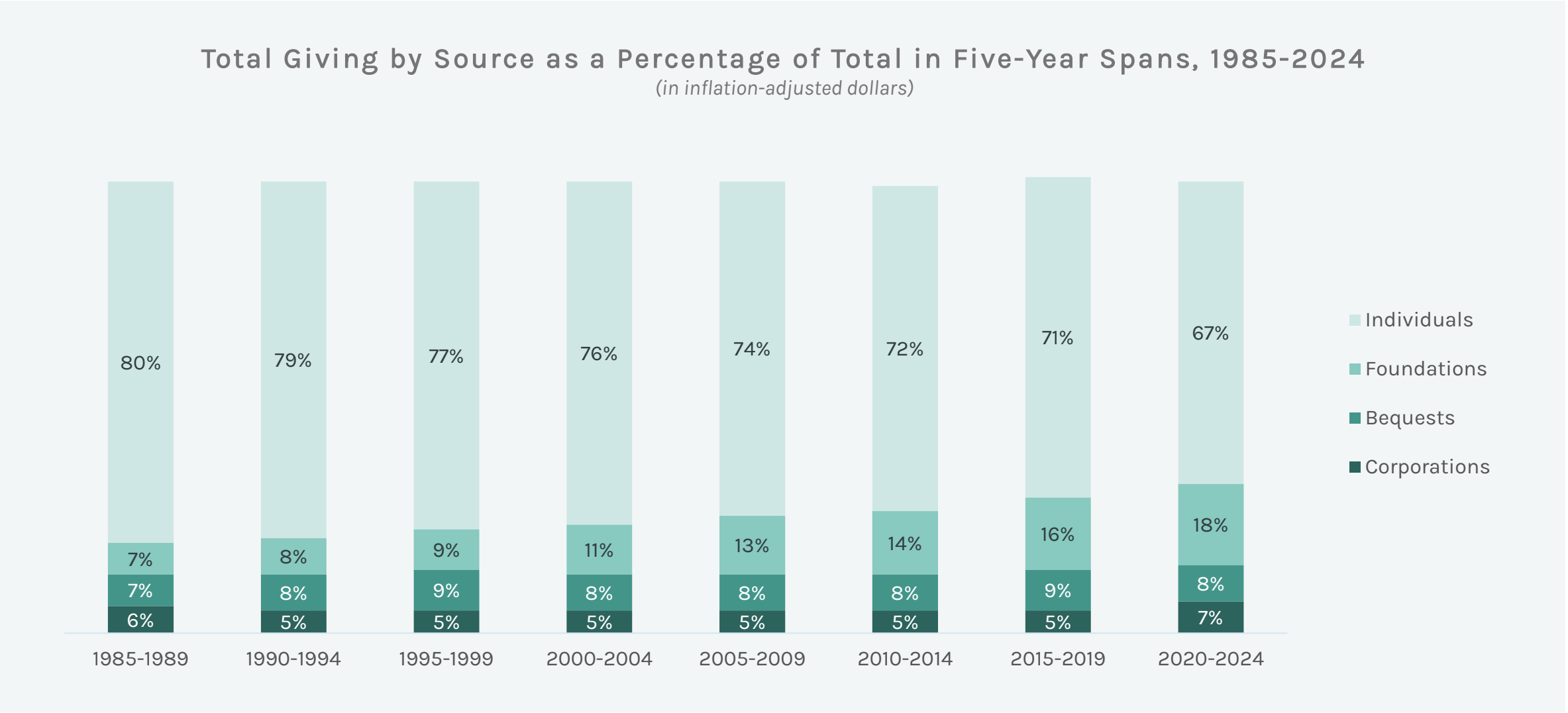


20% of households provide **83%** of all donations

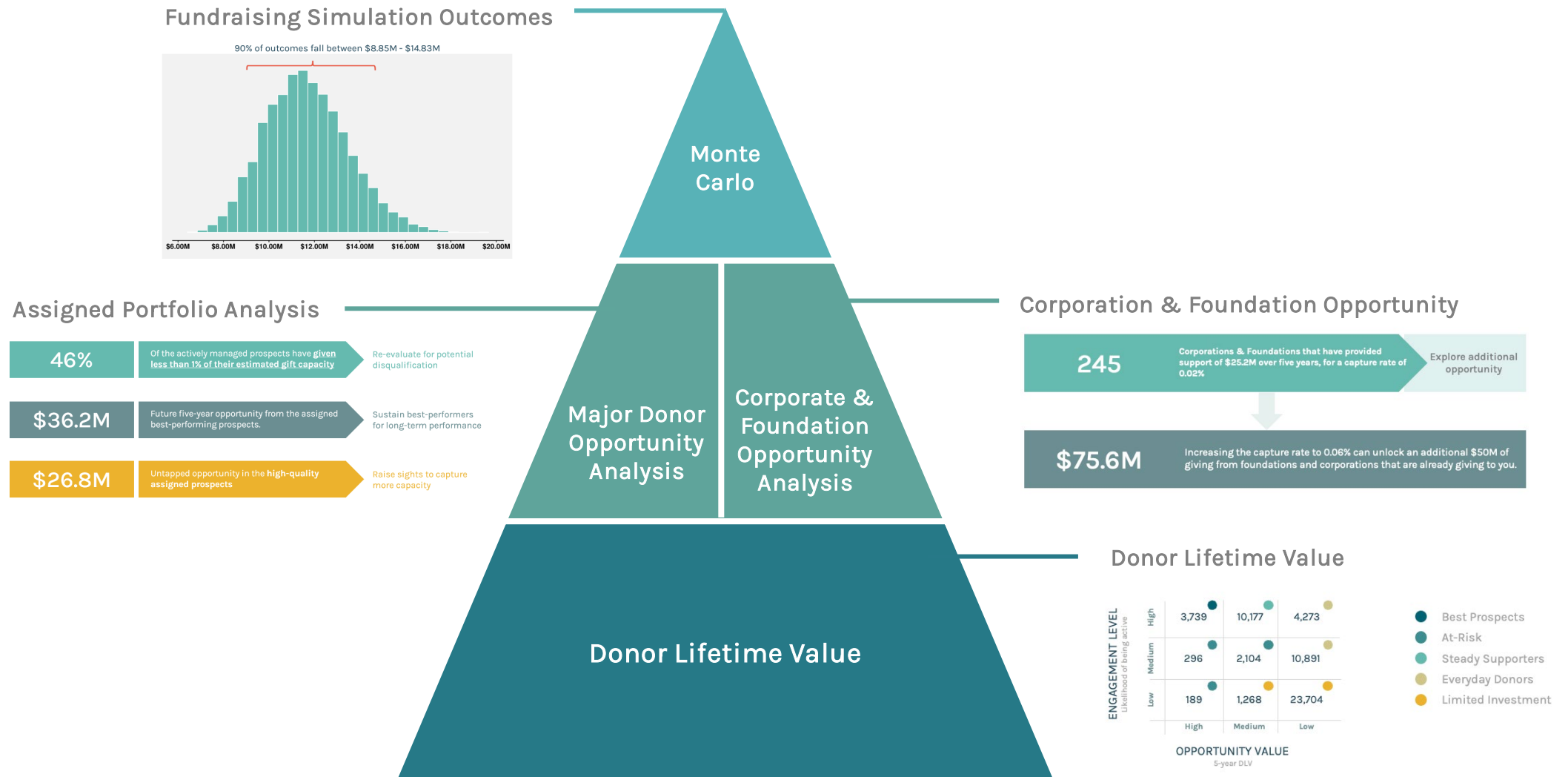


1% of households provide **49%** of all donations

Individual giving is decreasing as a source over time.

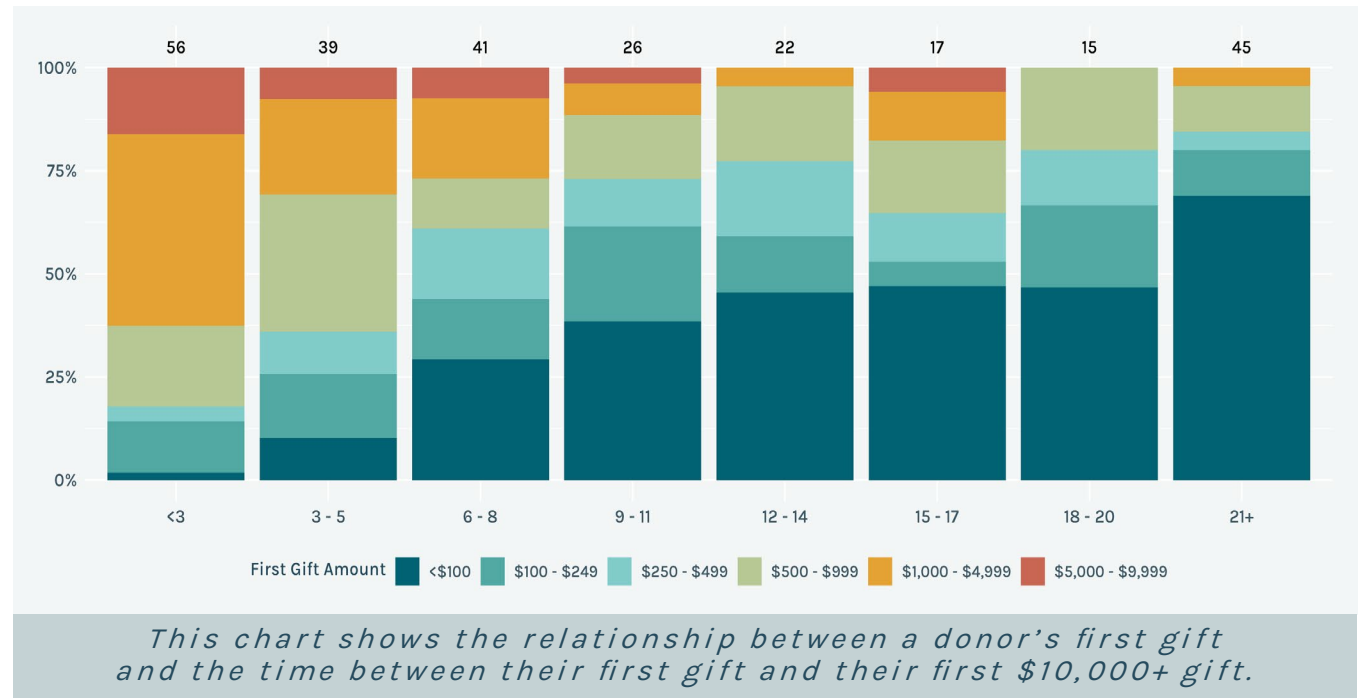


Donor Lifetime Value helps capture unseen opportunity.



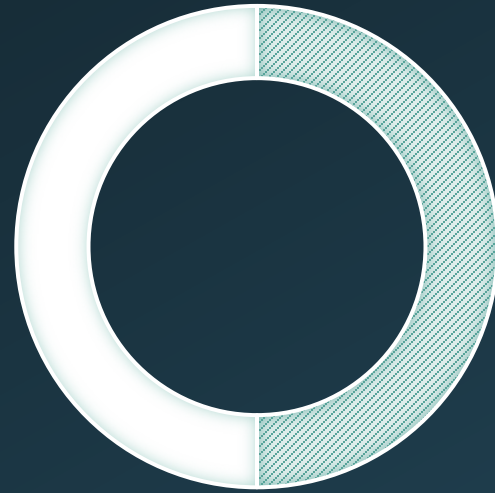
Donor Lifetime Value helps identify and guide donors on their journey from first gift to major gift.

20% of people who convert to a major gift in less than 3 years start with a *gift under \$250.*



The background is a complex, abstract composition. It features several large, flowing, wavy shapes in shades of teal and blue, which resemble liquid or smoke. Overlaid on these are intricate digital patterns, including grids of small squares and lines, some of which are highlighted in a lighter blue or white, giving the impression of data or circuitry. The overall effect is a sense of dynamic movement and technological sophistication.

DONOR LIFETIME VALUE



**50% of The Top 1%
Donors Stop Giving
After Six Years**

Make smarter decisions.



Increase donor lifetime value.

1

Identify High-
Potential Major
Donors

2

Stewardship &
Re-engagement
Priorities

3

Advanced Lifetime
Value Modeling

Increase fundraising efficiency.

At-Risk Donor
Segmentation

Upgrade-Ready
Prospect
Targeting

AI-Driven
Portfolio
Strategy for Gift
Officers

INTRODUCING SEEKER+: SMARTER FUNDRAISING STARTS HERE



Make smarter decisions

Identify new opportunities. Set data-informed goals. Plan with confidence.



Increase donor lifetime value

Identify best prospects. Keep key donors engaged. Grow long-term giving.



Boost fundraising efficiency

Skip the data crunching. Focus on what matters. Get clear direction.



Let's make transformational change, together



The background is a complex, abstract composition. It features several large, flowing, wavy shapes in shades of teal and blue, which resemble liquid or smoke. Overlaid on these are intricate, glowing digital patterns, including lines of light blue and green, and some faint, pixelated textures. The overall effect is one of dynamic movement and high-tech aesthetics.

PANEL DISCUSSION

OUR PANEL



Greg Hagin

Principal & Managing Director,
CCS Fundraising



MODERATOR



Ashutosh R. Nandeshwar

Executive Vice President,
Data Science & Analytics,
CCS Fundraising



Peter Fader

Co-Founder and Director,
Theta





Q&A



THANK YOU



Discover How **Seeker+** Can
Enhance Your Fundraising Results ✨

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