



The 100% Momentum Map: A Relational Journey of Engagement and Impact

Unlike the traditional donor pyramid, which focuses on transactional giving levels, the 100% Momentum Map reflects a dynamic journey of shared purpose, deepening trust, and collaborative impact. Each stage is an invitation to move closer to the heart of the mission — where momentum isn't built alone, but together.

- **Curious Observer: Awareness begins**

At this stage, someone is just beginning to notice your organization—they're watching, listening, and forming a first impression.

The goal here is visibility with warmth. These individuals haven't interacted directly, but your mission has sparked curiosity. Ensure your messaging is clear, inviting, and emotionally resonant—through signage, digital presence, word-of-mouth, or community presence. Focus less on asking and more on storytelling: Who are you? What do you care about? Who do you help? Let this stage be about planting seeds. You're not pushing for a gift—you're giving them something to think about and feel connected to.

- **Engaged Visitor: Initial engagement**

This person has taken a first step—maybe attended an event, followed you on social media, or signed up for a newsletter.

This is the "hello" of your relationship. They've dipped a toe in; now your job is to welcome them into deeper waters. Respond quickly, personally, and meaningfully to their first interaction. Acknowledge their presence and thank them for their interest without overwhelming them with asks. Offer them insight into your values and small ways to engage again—volunteer, comment, attend a free event, or share a story. Momentum builds when people feel seen and appreciated at this stage.

- **Supportive Believer: First investment**

A gift—any size—means they believe in you enough to take action with their wallet, heart, or time.

A first gift is a sign of trust and hope. Treat it as a beginning, not a finish line. Avoid generic receipts—send a personal thank-you. Share how their gift is making a difference and invite them to stay connected. At this stage, your role is to affirm their decision and show them they're now part of something larger. Their investment was a leap of faith; your job is to land them safely and show them they made the right choice.

- **Active Ally: Ongoing support**

This supporter comes back—giving again, showing up, engaging with purpose.

These are your true partners in momentum. Their repeat support is a signal: “I believe in your impact.” It’s time to deepen trust. Invite them into conversations—not just about donations, but about outcomes, needs, and opportunities. Let them glimpse the inner workings of your mission. Treat every interaction as an opportunity to reaffirm their importance. Let your relationship be reciprocal: ask for feedback, send updates, and express gratitude often. Their loyalty is your leverage.

- **Strategic Investor: High-level giving with strategy**

These are donors who want to give more—and smarter—often with a specific purpose or outcome in mind.

Strategic investors are drawn to clarity, data, and long-term vision. They want to see a return—not for themselves, but for the community. Be prepared to have high-level conversations about impact, outcomes, and organizational direction. Respect their intellect, not just their wallet. Offer naming opportunities, involve them in strategic planning, or ask for their insights on scaling a program. Keep the relationship personal and mission-first—not about dollars, but about how giving can transform lives.

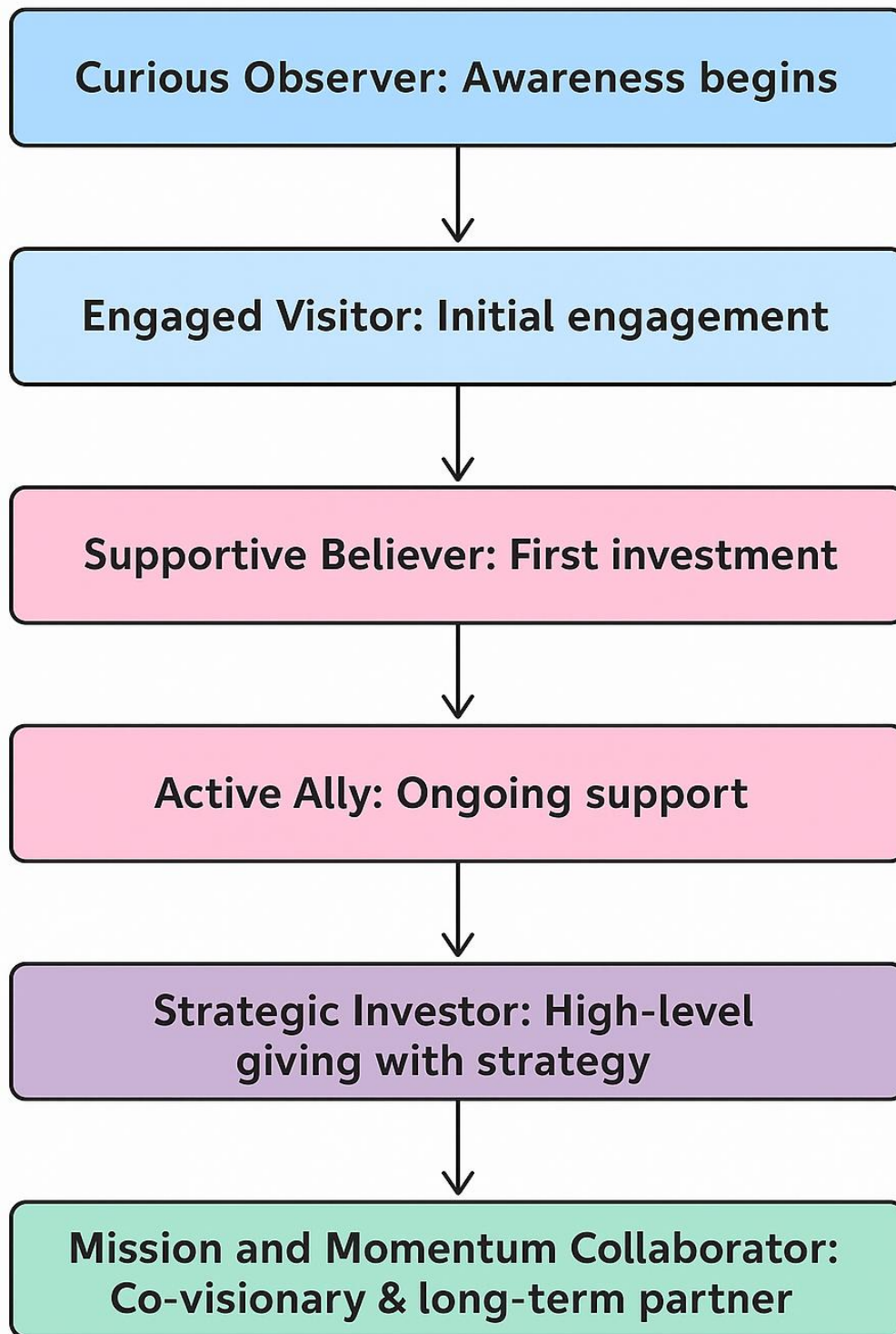
- **Mission and Momentum Collaborator: Co-visionary & long-term partner**

This person has moved beyond supporter into shared ownership—they see your success as their legacy.

At this point, you’re not cultivating a donor—you’re walking alongside a co-architect of your future. Collaborators care deeply, contribute consistently, and offer more than money: wisdom, advocacy, connections, and belief. They should be invited into high-trust spaces: strategic discussions, legacy planning, and long-term visioning. Ensure they feel the weight and joy of their influence. Celebrate their contributions not only publicly but also personally—because this kind of relationship is built on shared purpose and mutual trust.

The Momentum Map isn’t about climbing to the top — it’s about movement, alignment, and mutual investment at every level. Each stage matters. Each relationship has power. And every step forward builds the momentum your mission needs.

The 100% Momentum Map



Using the 100% Momentum Map: A Worksheet for Nonprofits

The 100% Momentum Map is a strategic relationship-building tool designed to guide nonprofit professionals through a donor's journey from initial awareness to deep, long-term engagement. This worksheet will help your team apply the map thoughtfully, so your fundraising becomes transformational rather than transactional.

1. Review and Understand Each Stage

Read through each of the six stages carefully: Curious Observer, Engaged Visitor, Supportive Believer, Active Ally, Strategic Investor, and Mission and Momentum Collaborator. Discuss with your team what each stage looks like in the context of your organization's unique donor journey.

2. Map Your Existing Donors

Print or recreate the Momentum Map and list your current donors under the stage that best represents their current engagement level. Use your CRM or donation records to identify patterns in behavior (e.g., one-time gift, repeat attendee, volunteer).

3. Identify Gaps and Opportunities

Are there stages where you have very few people? Are you losing supporters at a certain level? Use this insight to identify gaps in your engagement strategy. For example, if you have many one-time givers but few repeat donors, your follow-up process may need strengthening.

4. Develop Stage-Specific Actions

Create a list of action steps for each stage. For example:

- For Curious Observers: Improve visibility through social media and community outreach.
- For Engaged Visitors: Send a welcome series of emails and personalized invitations.
- For Supportive Believers: Share tailored impact stories and invite feedback.
- For Active Allies: Invite into planning committees or recurring donor programs.
- For Strategic Investors: Schedule high-level conversations and offer naming opportunities.
- For Mission and Momentum Collaborators: Include in long-term strategic visioning.

5. Train Your Team

Share the Momentum Map with your entire development and program staff. Train them to recognize behaviors that correspond with each level of engagement. Empower them to move people through the stages with intention and care.

6. Review Monthly and Adapt

Integrate the Momentum Map into your regular donor strategy meetings. Adjust actions, celebrate progression, and refine messaging based on results. This map should evolve with your organization's growth and your community's needs.

Unlike the traditional donor pyramid, which often emphasizes rigid hierarchies and transactional benchmarks, the 100% Momentum Map celebrates the relational journey of giving. It recognizes that every donor, regardless of gift size, travels a path shaped by trust, shared values, and meaningful engagement. This model places people—not just their contributions—at the center of your fundraising strategy.