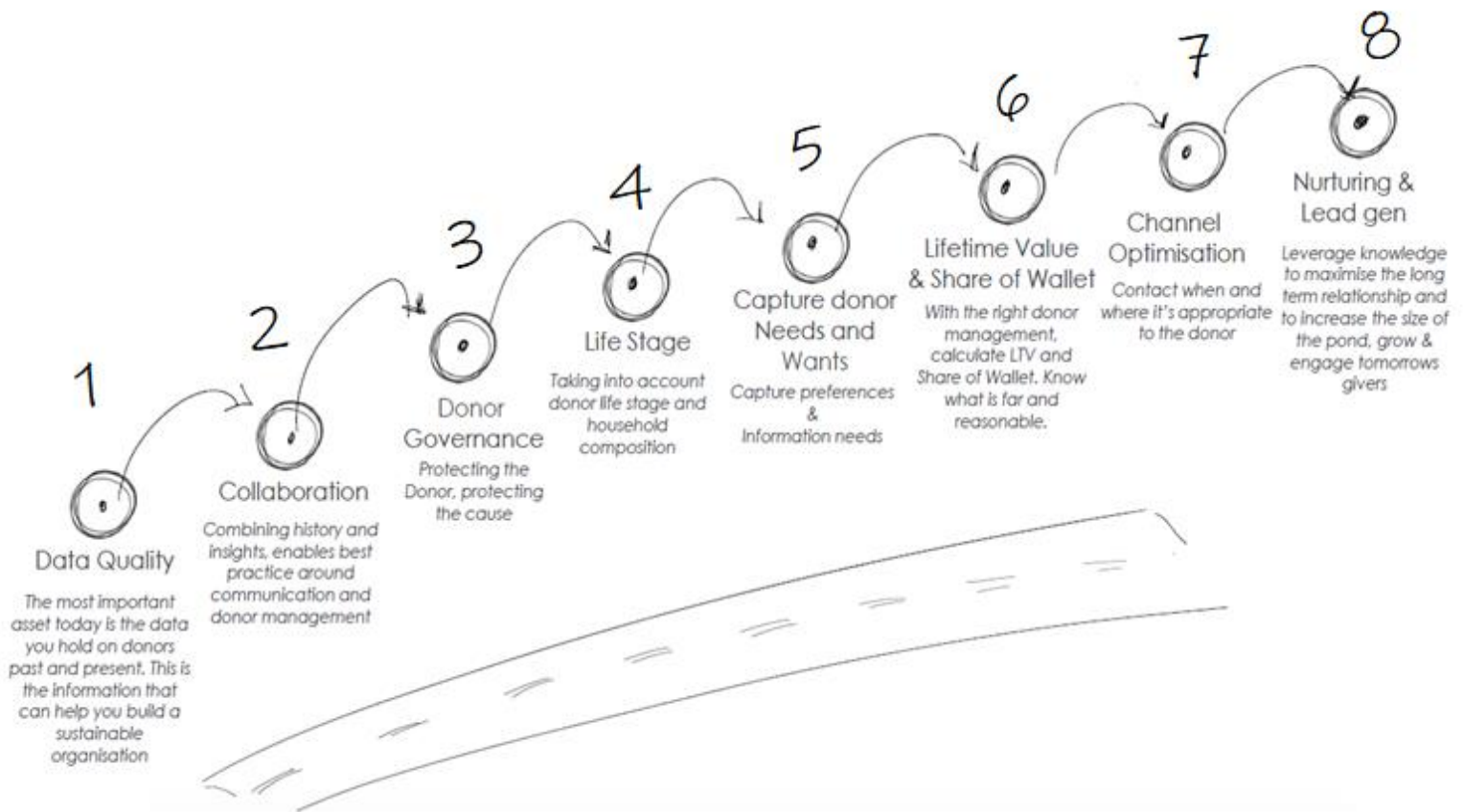


# LEMONTREE



## FIRST STEPS ROAD MAP TO A DONOR CENTRIC ENVIRONMENT



# WHAT STAGE ARE YOU AT?

ON A SCALE OF 1-10 (10 BEING THE HIGHEST)  
HOW WOULD YOU RATE YOUR ORGANISATION AT EACH STAGE OF THE  
ROAD MAP TO DONOR CENTRICITY?

STAGE NO.	STAGE NAME	YOUR RATING	YOUR THOUGHTS
1	DATA QUALITY	1 2 3 4 6 7 8 9 10	
2	COLLABORATION	1 2 3 4 6 7 8 9 10	
3	DONOR GOVERNANCE	1 2 3 4 6 7 8 9 10	
4	LIFE STAGE	1 2 3 4 6 7 8 9 10	
5	CAPTURING DONOR NEEDS & WANTS	1 2 3 4 6 7 8 9 10	
6	LIFETIME VALUE & SHARE OF WALLET	1 2 3 4 6 7 8 9 10	
7	CHANNEL OPTIMISATION	1 2 3 4 6 7 8 9 10	
8	NURTURING & LEAD GEN	1 2 3 4 6 7 8 9 10	



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