

# DONOR JOURNEY MAP

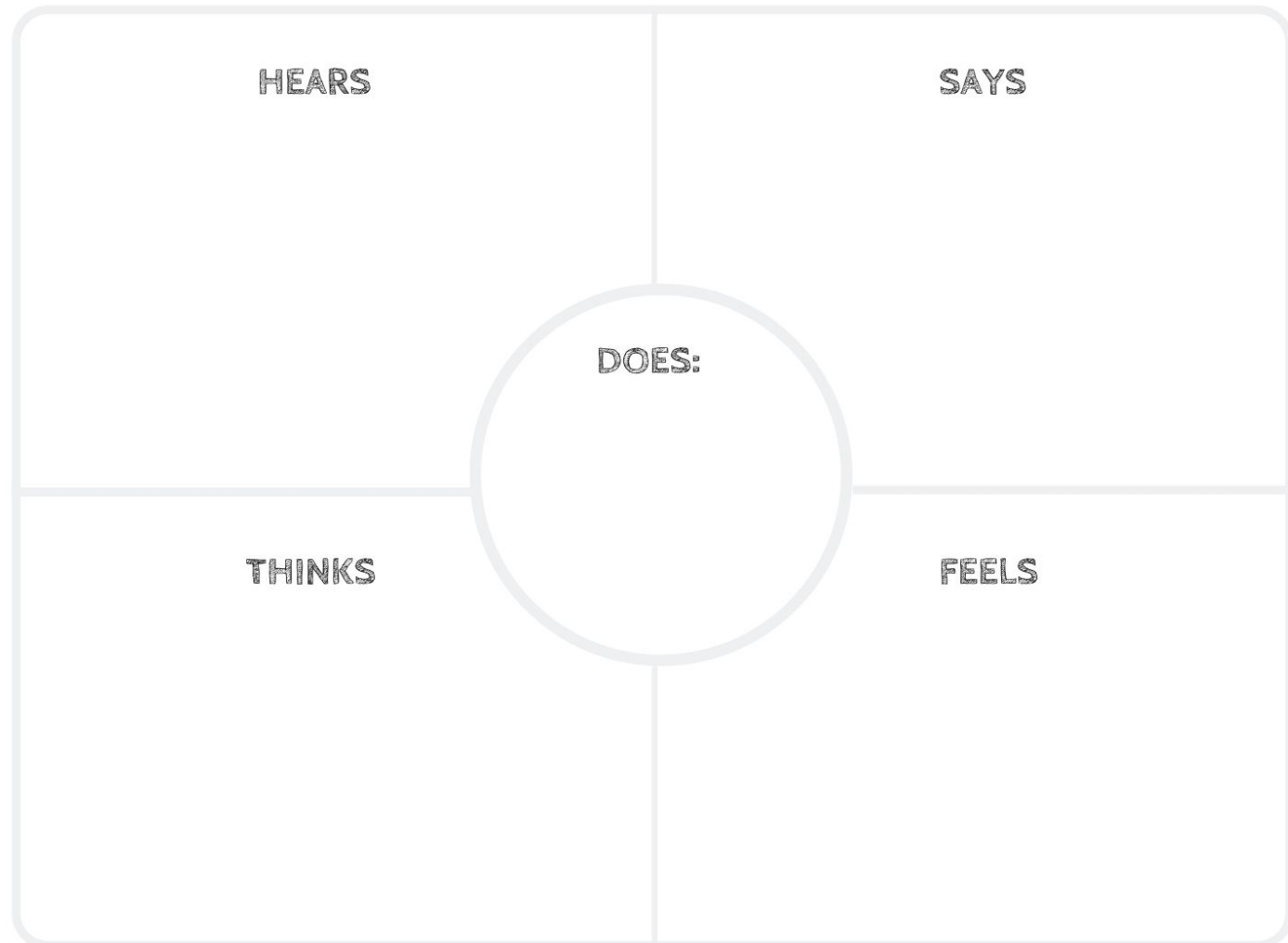


**DONOR TYPE:** \_\_\_\_\_

**CHARACTERISTICS (GET SPECIFIC):** \_\_\_\_\_

\_\_\_\_\_

**EMPATHIZE:**



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

DESIRED  
ACTION:

THINKING  
&  
FEELING:

TOUCH  
POINT:

MESSAG  
-ING:

**Get Creative!** Draw lines to connect the journey or draw emojis to represent how your donors are feeling. Use the calendar on the top, or create your own timeline. This is your mapping tool for your donors!