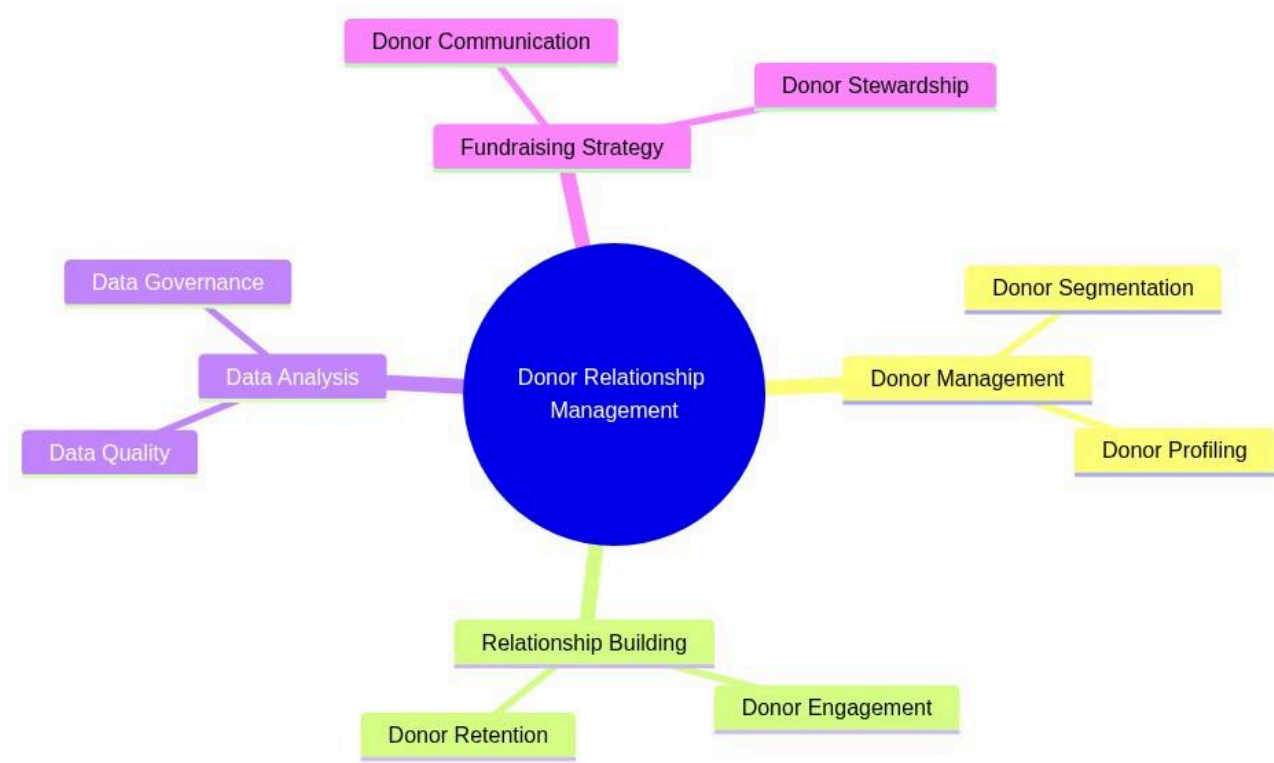


Postgraduate Certificate in Nonprofit Fundraising and Marketing

Donor Relationship Management



mindmap

```

root((Donor Relationship Management))
  Donor Management
    Donor Segmentation
    Donor Profiling
  Relationship Building
    Donor Engagement
    Donor Retention
  Data Analysis
    Data Quality
    Data Governance
  Fundraising Strategy
    Donor Communication
    Donor Stewardship
  
```