

Put Some Zip into Your Fundraising

- **CALL 5 DONORS A WEEK** (one each day) just to say thanks or give an update. Put it into your calendar just like any other important appointment.
- **START A BEQUEST PROGRAM** by asking 5 people to become the “founders.” Tell each person’s story in upcoming newsletters.
- **REVIEW YOUR ANNUAL APPEAL.** Identify 25 people who have been consistent contributors and contact them to see if they would consider moving up to the “next level.”
- **HOST AN OPEN HOUSE** for the community to learn more about your organization. Follow up with a thank you note.
- **INVITE KEY DONORS TO A SPECIAL EVENING.** Hold a behind-the-scenes tour, a chat with the CEO, an interesting speaker – and don’t ask them for money.
- **OFFER DONORS THE OPPORTUNITY TO SPLIT LARGE GIFTS** over a 3- or 5-year period.
- **SCHEDULE A BUS TOUR** for donors to show them the impact of your work in the community.
- **INVITE POTENTIAL CORPORATE SPONSORS** to a free breakfast to learn more about your organization and potential sponsorship opportunities.
- **BE SURE YOUR WEBSITE HAS A “DONATE NOW” BUTTON.** Offer donors the opportunity to give monthly or quarterly through credit card donations.
- **PUT BEQUEST LANGUAGE ON YOUR WEBSITE.** Include your legal name and Tax ID Number.
- **BREAK YOUR FUNDRAISING GOAL DOWN WITH A GIFT CHART.** Strategize with your development committee where the larger gifts might come from and decide the best way to attract those donors.
- **SHOW A NONPROFITNEXT TRAINING VIDEO** in your board room. Show one at every board meeting, followed by a brief discussion.
- **REVIEW YOUR FUNDRAISING TRACK RECORD** over the past 5 years. Review where you are making strides and why.
- **IDENTIFY 25 BIG DONORS** who no longer donate to you. Strategize with your development committee about ways to reach out to them and encourage them to re-engage.
- **CELEBRATE FUNDRAISING SUCCESS** in the board room. Tell a story about something a board member has done recently.

