

MAXIMIZE YOUR FUNDRAISING



Fun Fact
Average one time donation is \$60
Source: Waggener Ed Strom

Reach More Potential Donors

UTILIZE ONLINE FUNDRAISING



Lower Overhead Costs

Make Giving Simple



KNOW YOUR DONOR

Meet Their Needs and Build Relationships

Spice it UP
Make it FUN



APPEAL TO DONORS

NEEDS IN

A CREATIVE WAY

Fun Fact

Social Media Donations

2010 \$38 2012 \$59
2011 \$55

Source: Waggener Ed Strom

Promote Giving at All Events, Not Just Fundraisers

INTERMIX



SMALL AND LARGE FUNDRAISERS

Be Cautious of Donor Fatigue



Use Photos and Videos



TELL A COMPELLING STORY

Show Real Lives Changed

Don't Be Afraid to Try New Things

Fun Fact

56% of donors say a compelling story influenced their donation

Source: Waggener Ed Strom

Utilize Social Media



COMMUNICATE REGULARLY WITH DONORS

Vary Forms of Communications

Be Organized and Confident



Fun Fact

You can collect donations on sign ups with **SignUpGenius**

Source: Waggener Ed Strom

Know Who Gave and What Average Gift Was



TRACK FUNDRAISING RESULTS

Evaluate What Worked and What Didn't

Give Donors Personal THANK YOUS



PROVIDE DONORS MORE THAN THEY EXPECT

Provide Updates on Impact of Donations

ITS ALL ABOUT RELATIONSHIPS

Provide Volunteer Recognition

Try New and Different Ideas

LET CHANGE BE YOUR ONLY CONSTANT



Keep Up to Date on New Trends



Fun Fact
\$24 billion was donated online to US charities in 2012 (Source: 2013 Blackbaud Charitable Giving Report)

Source: Waggener Ed Strom