

TEN WAYS TO YES

If you work in the nonprofit sector, fundraising comes with the territory. Your donors want to support your cause, but it can feel like the opposite when you're asking for money. Follow these tips to reduce the stress (and get to the "yes")!

1 **SHOW OFF SUCCESSES**

The first step to making a donation drive work is to showcase your successes to potential donors. Highlighting the problem is important (more on that in a moment), but keep things positive and focused on action and results. Show donors how and where their dollars make a difference while demonstrating you're a good steward of funds.

2 **TUG ON THE HEARTSTRING**

It's been said, "Facts move minds, but emotions drive action." Some of the most effective commercials have the perfect combination of inspirational music, touching video, and strong engaging stories to bring many to tears. There's a lesson here: Donors are more likely to engage with organizations that appeal to their emotions (joy, injustice, hope ... they're all good).

3 **MAKE THEM FEEL IMPORTANT**

People with titles like Director and CEO are often quite busy, but they need to make time for donors if they want to land the big checks. Make sure your leadership is available to prospective and past donors so they know their voice is heard and valued. Making your donors feel important is integral to building a long-term relationship.

4 **KEEP THE MESSAGE SIMPLE**

Keep the industry jargon for staff meetings, not donor calls and marketing materials. Complex terminology or confusing content may make readers feel alienated from the cause. Messaging to donors and potential donors should be simple, straightforward, and easy to understand. Keeping it simple helps keep it inclusive.

5 **MAKE IT PERSONAL**

Encourage repeat donations by interacting with donors at the individual level. While it's tempting to try to scale all your communications, don't forget that people want to feel recognized and valued. Find ways to acknowledge every member of your community to maximize your fundraising ROI.

6 **OFFER PROOF THAT YOUR ORGANIZATION IS FULFILLING ITS MISSION**

Building trust with community members is one of the keys to turning them into donors. Show proof of your nonprofit's success with numbers of subscribers, donors, and other metrics that highlights your organization's success. Potential donors want to know that they are contributing to an organization that's making a difference.

7 **MAKE MOBILE DONATIONS EASY**

Over half of web traffic is now mobile, according to Statista.¹ With our cell phones taking up full-time residence in our lives, it is important to make mobile donations easy as well. Consider taking donations through popular apps like PayPal and Venmo. Also, make it possible to donate through your website or app.

8 **TAKE MONEY HOWEVER THEY WANT TO GIVE IT**

Some donors will only want to pay via a credit card to get reward points. Sure, credit cards may take a couple percentage points of your donation, but it's better to get \$98 out of \$100 than nothing at all! Check, cash, card, automated withdrawal — make it easy and give detailed receipts.

9 **SHOW YOU VALUE EVERYONE, NOT JUST DONORS**

If you only focus on current donors, you may neglect someone passionate about your cause. They may be a great volunteer or even a future donor if you can build a strong relationship. Show everyone interested in your organization that you value them, even if they don't open up their checkbook right away.

10 **SAY THANK YOU LIKE YOU MEAN IT**

It is often easier to get a donor to become a repeat donor than converting a prospect into a donor. Say thank you quickly, genuinely, and in a way that your donors value. Heartfelt gratitude can pay dividends for years to come.

Source:

¹<https://www.statista.com/statistics/241462/global-mobile-phone-website-traffic-share/>

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