DONOR RELATIONS:

Donors are important members of the nonprofit team. Building a relationship with them is crucial to the success of the organization.

Whether maintaining or soliciting new donors, remember you are looking for people who have the same passion or heart for your organization as you do. This passion and heart might take some time and education to cultivate, but ultimately you want donors giving because they are convinced the world is better with your organization in it. If someone has a passion for antique cars and your organization is all about vintage tube socks, celebrate their passion, invite them to receive a newsletter (i.e., educate them), and then move on.

The Executive Director and the Board play a role in making sure donors feel appreciated and well informed. Donors who are strategically wrapped into the life of your nonprofit will stay longer and contribute more. It is far easier to keep donors than to attract new donors. Both need to happen.

- You need to understand why your donors contribute and then speak to their “why.”
- Make it easy for donors to give monthly.
- Create an engagement strategy based on giving levels.
  - Everyone should receive regular written updates.
  - Some should receive an occasional handwritten note or phone call.
  - Others should also be invited to an occasional coffee or even dinner and perhaps personally informed before major decisions are announced.
  - Remember, a $100 monthly donor gives more annually (and most likely over a lifetime) than the one-time $1,000 donor. In fact, they may give more than the one-time $5,000 donor, over time.