

Fundraising Strategies to Consider

Some of the fundraising and marketing strategies your organization should take into consideration include the below. Click the links for additional information.

- [New donor acquisition and retention](#). The second donation a donor gives is the “golden donation” because most donors lapse after the first gift. After the “golden donation,” there’s about a [60% chance](#) they’ll give again.
- [Monthly giving](#). Recurring gifts are precious because they’re a consistent source of revenue. If someone sets up a recurring gift, you can probably count on that gift being given for an extended period and account for that in your future budget.
- [Major gift fundraising](#). Major gift fundraising likely makes up a large portion of your proceeds. If it doesn’t already, this is one area of your strategy you’ll want to emphasize improving.
- [Online fundraising](#). While more revenue might come from in-person conversations with major donors, most of your donors probably prefer to give online. It’s convenient so long as your fundraising page is well-optimized.
- [Donor-centric stewardship – responsive fundraising](#). Responsive donor stewardship leads to better retention rates and better fundraising results down the line. This ties in well with your marketing strategy and ensures you’re communicating regularly and effectively with donors.
- [Peer-to-peer fundraising](#). Peer-to-peer fundraising is a great strategy to attract new donors while raising additional funds from your committed supporters. Leverage the power of your social networks to raise funds using this avenue.
- **Direct mail fundraising campaigns**. Direct mail helps your non-profit reach a wider audience and expands your communication channels, creating additional touchpoints with supporters. Furthermore, direct mail puts physical reminders of your non-profit in your supporters’ hands, keeping your cause in the back of their minds.

- **In-person fundraising events.** In-person fundraising events offer several benefits:
 - **Personal Connection:** They allow for direct interaction with donors, fostering a sense of personal connection and trust, which can lead to increased donations.
 - **Powerful Appeal:** Events provide a platform to share compelling stories and showcase the impact of donations.
 - **Networking Opportunities:** Events bring together donors, volunteers, and supporters, creating opportunities for networking and building relationships that can lead to long-term support.
 - **Brand Visibility:** Events can increase the visibility of your organization and its cause, attracting new donors and supporters who may not have been aware of your work otherwise.
 - **Engagement & Education:** They offer a chance to engage donors more deeply with your mission and educate them about the issues you address, potentially leading to more informed and committed supporters.
 - **Diverse Revenue Streams:** In-person events can generate revenue through ticket sales, auctions, sponsorships, and other means, providing a diverse range of funding sources for your organization.
 - **Community Building:** They help build a sense of community among supporters, volunteers, and staff, creating a strong and loyal base of advocates for your cause.