

Fundraising Quick Tips

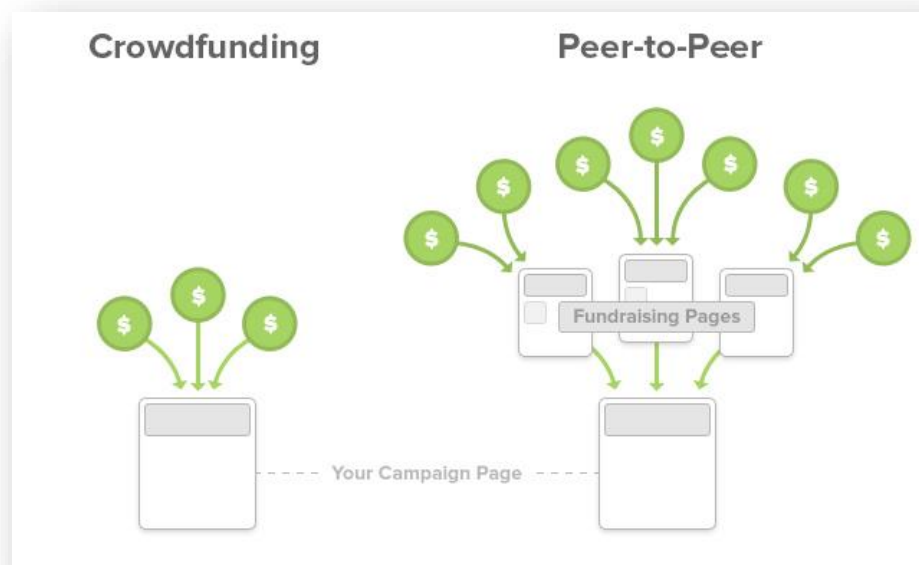
1. **Segment donor lists and target solicitations based on factors such as age, interests, and income.** Oftentimes fundraisers at smaller organizations don't have data on the particulars of their donors. Now is the time to start collecting and recording this information to build separate lists, as a successful fundraising appeal looks different based off of these and other factors. For example, younger donors of the Millennial and Gen Z generations may be better reached through a mobile-centric or a peer-to-peer/crowdfunding campaign.
2. **Treat your volunteers like potential donors.** While national statistics indicate that individual giving may be on the decline, studies show that volunteerism is on the rise, particularly among younger generations. Many nonprofits unintentionally miss potential financial support offered by volunteers, simply by separating them from donor solicitation lists, assuming that they are donating time instead of money. In reality, volunteers are more likely to give to organizations that they know, understand, and care about. In addition, today's young volunteers are likely to become tomorrow's larger dollar donors as their earning potential grows. Nonprofits should treat volunteers as a reliable segment of individual donors.
3. **Focus on the mission and the stories you tell.** Regardless of tax policy or new technologies and ways to reach people, the vast majority of people give to nonprofits that they feel a strong conviction to support, or a personal connection to their mission. Strengthening storytelling in 2020 should be a top priority.
4. **Social media live feed engagement is your friend.** live videos on Facebook generate an average of 6x as many interactions as regular videos. And when the power of fundraising on Facebook is paired with the most engaging and popular type of content on the site - Facebook Live - the possibilities are endless. Businesses and other organizations that have a verified Page on Facebook can add a donate button to their live video to help raise money for a nonprofit. This is a great way to rally supporters around a cause. Learn more about Facebook Live and fundraising with the link below.
 1. https://docs.google.com/document/d/1Y89RQDmeX-24pyNBEJJurhUTPibzRU8_h0uFnunQy3c/edit?usp=sharing

Crowdfunding

Crowdfunding harnesses the power of social networks and the internet to give people the means to raise funds, help others overcome hardship, and meet aspirational goals. With crowdfunding, you can help a friend or help an entire community. Online fundraising removes the traditional barriers that typically exist when asking for support, making it simple to overcome financial obstacles quickly or raise money for a worthy cause. Here are some of the main advantages of crowdfunding:

- There is no application process.
- There are no long wait periods to receive your funds.
- Free crowdfunding sites don't charge a sign-up fee and don't charge a platform fee, allowing you to keep more of what you raise.
- Crowdfunding takes the fear out of asking for financial help. It's simple to share your fundraiser with your network of friends and family members on social media.
- Crowdfunding makes it easy to reach people outside of your network.

Peer to Peer is a type of fundraising that uses your follower's interactions to garner donations.

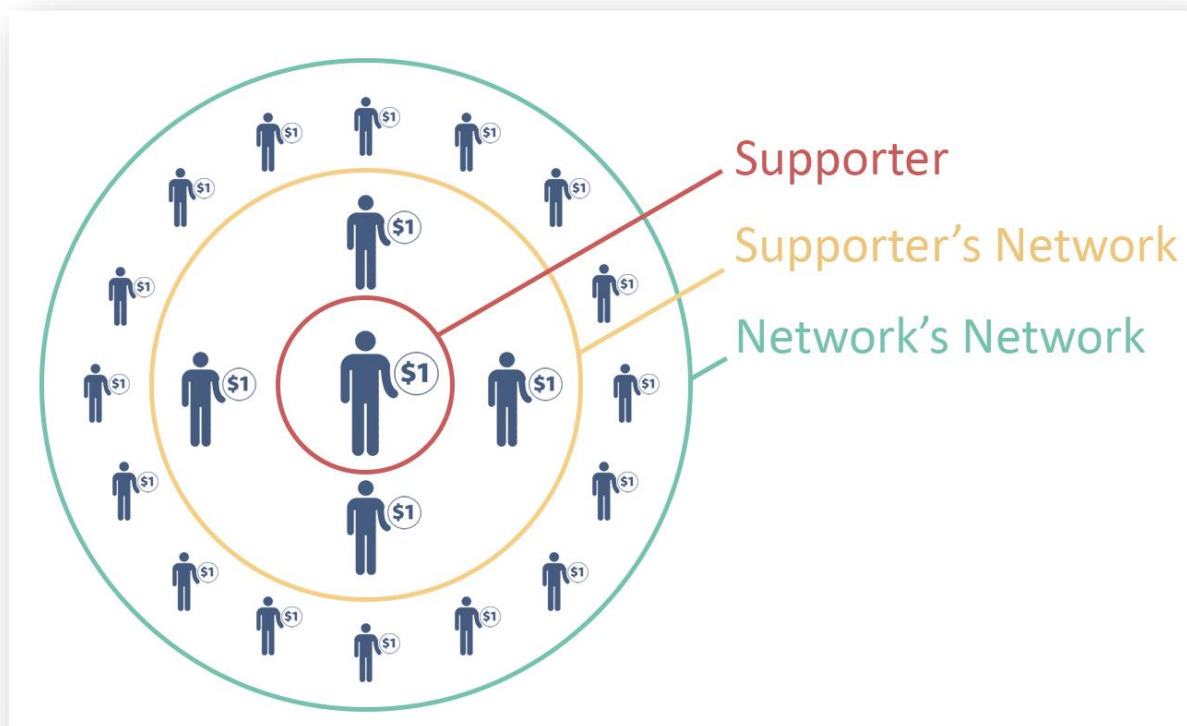


Peer-to-Peer Fundraising

Peer-to-peer fundraising is a great choice for many nonprofits because it's a low-cost, low-effort way to raise funds. It relies on your supporters' existing relationships and leverages them to help spread the word about your cause.

Peer-to-peer fundraising might be perfect for your organization if:

- You have a large group of donors who are very engaged and enthusiastic about supporting your cause
- You have a specific case for support that can be easily communicated and will resonate with the general public
- You're willing to provide your fundraisers with ready-to-use tools to help them solicit donations, such as a peer-to-peer fundraising platform, marketing materials and messaging
- You have a set time period to run the peer-to-peer fundraising campaign, such as a giving day or a period leading up to an event



Fundraising Surveys

Donor surveys are *amazing*. They do more than just collect data. Donor surveys can also help you with event planning, volunteer activities, donor recruitment, and so much more! Anything you want to know about donors, you just ask! The more you know about your audience, the more you can plan programs, giving campaigns, and fundraising events with personal impact.

- Want to know about your donors' age, zip code, preferences, or ideals? Ask your donors!
- Need feedback about a recent event? Ask your donors!
- Looking for ideas for your next volunteer opportunity? Ask your donors!

Donor surveys are valuable donor retention tools! If they're handled well, they'll help you keep your donors engaged by:

- Showing them their opinion is valuable
- Making them feel invested in your cause
- Connecting them more strongly to your organization
- Engaging them beyond monetary asks

Pre-donation donor surveys

We highly recommend that you ask donors to do a favor for you after they've made a gift. Why not ask them to fill out a donor survey?

This is a great place to ask your donors questions that will help you polish your marketing and awareness campaigns. Try asking donors how they found your page, what inspired them to give, and how they'd like future updates from your team.

Post-event donor surveys

There are two great ways to gauge your event's success. First, you look at the net amount raised (total amount raised minus expenses). Then, you look at the intangible benefits — that's where donor surveys come in!

A day or two after the event, ask attendees how they felt about the event. Did they have fun? Would they have changed anything? What feedback can they provide? That kind of feedback is invaluable, and it'll be useful as you plan upcoming events.

Year-end donor surveys

When it's time to evaluate your nonprofit's success at the end of the year, donor surveys are going to be your best friends. This is a fantastic time to send targeted surveys that will help you gauge your effectiveness in different areas! Ask donors questions like:

- Which campaigns did they like? Which fell flat?
- How did you do with your communication?
- Are donors happy with their current relationship with your organization?
- What would they like to see you continue doing in the next year?
- What would they like to see you do differently?

Peer-to-Peer Follow-Up Surveys

Peer-to-peer fundraising events require a ton of time, effort, and investment if they're going to be a success. Make sure you're using your resources efficiently by gauging your success after the event. You can send post-event surveys to donors, participants, and team captains alike. They'll give you valuable feedback about their experiences and how you can improve your event for next time.

**United Way of North
Central New Mexico**

Serving Bernalillo, Sandoval, Santa Fe, Torrance, and Valencia counties

