

# 8 TIPS FOR KEEPING NEW DONORS

Tips to support your fundraising program

Developed by Mosman Council to Support Local Community Groups

## Tell Your Story

1

Storytelling is a crucial part of modern marketing campaigns and an excellent tool to get donors to relate to you and your organisation.

- ✔ Using classic storytelling elements can be an effective way to pitch to donors. Ensure you're potential donor can relate to being the hero of the story, understands their support will help your organisation overcome adversity and knows what's at stake.
- ✔ Send new donors to your website where they can learn more about your group. Preferably to some compelling copy or video that tells the story of an individual or member.



## Have a 'Cool Factor'

2

First impressions are important when it comes to wooing potential donors & you need to be putting your best foot forward. Some tips to increase your attractiveness to donors include:

- ✔ Review Design Elements: look at your brand and the image you project. You may need to refresh your logo, website, color palette or typefaces to bring you into the 21st century!
- ✔ Establish a tone of voice (aka persona): think about your core values and develop a relevant and consistent persona for your brand.

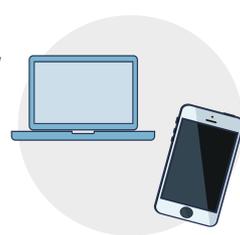


## Call Them Back

3

Once you've connected with a potential donor it's up to you to make the next move:

- ✔ Send them the best message they'll receive all day
- ✔ Don't be a pest or a stalker
- ✔ Be succinct & to the point
- ✔ Don't ask for another donation or gift immediately
- ✔ Keep them engaged: ask for feedback, offer experiences, welcome them to your organisation and invite them to an open day.
- ✔ Give them some breathing room after your follow up



## Make Them Feel Special

4

Impress your new donor with a prompt, personal and heartfelt thank you.

- ✔ Send a handwritten letter
- ✔ Call and thank them over the phone
- ✔ Make it public (if appropriate) and give them a shout-out or praise them on social media



## Be Available

5

Keep lines of communication between you and your donor open: make it easy for your donor to get back to you and learn more about you.

- ✔ Ensure your online platforms are a good resource for donors to find out about you. Your *About* section should inspire them and include a call to action
- ✔ Highlight staff on your website to humanise your organisation
- ✔ Be transparent about how contributions result in impact



## Be Social

6

Social media is the best way to stay engaged and connected with new contacts without extra effort on your part. Investment is low (as you're likely already engaging on social media - or should be!), and it's a great way to stay top-of-mind.

- ✔ Exchange social media information during your first encounter
- ✔ Promote your social platforms everywhere! Website, e-newsletters, blogs, email signatures, business cards - all should have links to your socials or your @-handle
- ✔ Maintain your presence online - If you've sent a new donor to your social platforms and you haven't posted in weeks or months, you're not sending a good message.



## Ask for a Second Date

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Even though you sent a warm post-date email, and shared other interesting parts of your story, they're still (hopefully) waiting for an invitation to engage.

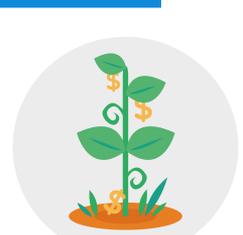
- ✔ Keep the flame alive by inviting new donors to future events & personalise an invitation to them
- ✔ Track your contact with donors by noting how & where you first met in your database & segment your appeals accordingly



## Go Steady

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A donor that renews their giving on a regular basis will provide your organisation with some security and a predictable source of revenue. Encourage new donors to sign up to monthly giving programs by showcasing the benefits to both donor and your organisation, and utilise these tips to develop a long-lasting relationship with them!



FOR MORE RESOURCES VISIT

[www.mosman.nsw.gov.au/community/mosman-connects](http://www.mosman.nsw.gov.au/community/mosman-connects)