

Fundraising Strategy Tips From the Experts

Non-profit organizations need a budget to organize rescue missions, hire staff, and help communities and that budget is only possible through perfect fundraising strategies. Some people might think of a fundraising strategy as simply asking for money from wealthy people; however, that's not true.

To successfully set a fundraising strategy, you need to develop multiple outreach plans and recognize all the contributions to your organization. Confusing? No problem! Check out the following tips, and you will find yourself ready to take the next step in your fundraising plan.

Picture 1 of Fundraising Strategy Tips From the Experts

1. Set Yourself a Target

You might have always been an active volunteer as a student participating in more than one cause and one field. That is cool for an individual; however, for an organization, you need to recognize only one cause that you truly believe in and set your targets for it. Of course, you can always help other organizations; however, keep your message and cause clear to target the right audience.

2. Host Events

You can't ask donors for money without showing them the results of their donations and your efforts through events. Organize events for your cause and think outside the box for what could be counted as both useful and social. Maybe you could host a marathon or a spelling bee competition. Whatever fits your target is perfect!

3. Think Digital

Events are one way to showcase your efforts and advertise your cause; however, they are not the only way. Research shows that nowadays, almost 50% of the donors of most causes prefer to donate online, which means you have a high chance of gathering many donations if you focus a bit of your budget on digital marketing. Think of the best way to personalize your cause and share it on social media or via email marketing. Your website should also showcase your efforts and help convert donors, so optimize it to the best of your ability.

4. Launch Donor Recognition Programs

Donors supporting your goals probably have their reasons for doing so. Some might strongly believe in your cause, while others might simply wish to feel good about themselves. Regardless, most donors enjoy being recognized for their philanthropic effort in supporting a humane cause. Use strategies like digital signs and personalized emails to raise money creatively, as your donors are bound to donate again if they feel appreciated.

Remember, a thank you note goes a long way!

5. Write a Clear Case for Support

Although many people hate this comparison, fundraising is a bit similar to sales. First, you have to elegantly but surely deliver a clear case to your donors, answering all their questions, including the following:

1. What are you doing with the donations now?
2. What do you intend to do with their donations and your future plans?
3. What are the events they can attend to see the results of their donations?

Use images and statistics to support your case and always ensure your 'Ask' is clear. Simply stating what you have done and a couple of goals doesn't guarantee conversion, a clear call to action is needed to ensure people are aware of what you need from them. Don't be one of the people who feel like asking is similar to begging. Remember, you are not collecting money for yourself.

6. Share to the Public

While many organizations depend mainly on businessmen and rich donors from events and seminars, some organizations also require public funds. Hospitals and shelters are a couple of these organizations. Using TV ads is one of the most popular ways to target the general public. If you know your organization will require constant funds, invest in a TV ad and cut down on other expenses.

7. Form Strong Partnerships

As we mentioned before, supporting other causes is a good thing for any non-profit organization as long as the principles of your organization don't clash with the other organization's principles. So, for example, if your organization supports vegan eating, you probably won't like supporting the butcher's rights organization and so on. Choose partners you know are strong in their field and create ties that can help you later on with your business. NGOs love supporting each other, so the more involved you are in the community, the better you are at getting more donors.

Picture 2 of Fundraising Strategy Tips From the Experts

Finally, don't forget to think about your staff and reward them for their efforts. Unfortunately, many NGOs seem to believe staff doesn't need monetary rewards as they work in a field they believe in. However, research has proven that incentives are one way to encourage staff to be creative and bring more funds.

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