FUNDRAISING FROM THE GROUND UP

DONOR JOURNEY



Inspire

- The "awareness building" step
- Sharing what you do and WHY, who you help, what you're trying to achieve
- Speaking to a wide audience but with a specific person in mind (your donor)
- Ex. Digital campaigns, event tables, media stories, speaking opportunities





Connect

- Tools to gather contact information (names, emails, addresses, phone numbers)
- Find ways to organize, store and segment
- Provide value in exchange for contact information
- Ex. Newsletter sign-ups, events (live or virtual), volunteer sign-ups, gated downloads





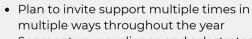
Build

- Building trust, building a relationship
- Share stories, ask for input
- Provide opportunities to get involved, learn more & have conversations
- Volunteer opportunities, high-value digital content, events, in-kind donation drives, learning opportunities (talks, articles)





Ask



- Segment your audience and ask strategically
- Review your data to see what is working/what needs work





Nurture

- Donation follow-up (thanks & tax receipt) ASAP
- Personalize donor communications as much as possible
- Share impact throughout the year; transparency is key

cedarfundraising.ca

Continue to "Build"









