

Donor Relationships Lead to Fundraising Success

Recurring donors are integral to every nonprofit organization's success. That's why it's important to know what keeps donors happy and makes them continuously want to donate to your nonprofit. Below are some helpful tips to keep in mind that will help you grow your donor base and retain them for years to come.

Say Thank You

List donor names on your website, in your annual report, or even in your social media posts. Donors love to see the recognition.

Share Your Mission

Donors want to know they are giving to a nonprofit they believe in, so frequently share about what you do and why you do it.

Support the Cause

Donors want to know where their money goes. Show them examples of how you are advancing the cause your organization supports.

Ask for Help

Volunteering helps people build a deeper connection to a nonprofit, and makes them more likely to donate. Ask your supporters to help.

Make a Difference

Donors love to help those in need. Show them what new services you could offer or how many more people you could serve if you had more funds.

Tell a Story

If possible, share personal stories about the individuals your nonprofit helps. Donors love to feel connected to the people their donation is helping.

Donors

