

R.A.I.S.E. Up Your Nonprofit By Building Sustainable Funding Through Lasting Relationships

Use the framework below and the self-assessment worksheet on the back to develop your personalized plan

R - REFINE Your Story & Impact

Clarify your mission, message, and identity

- Develop strategic messaging that authentically communicates both your mission and goals
- Identify and articulate your unique value proposition to different donor segments
- Create compelling case statements that connect emotionally with supporters
- Audit current communications and fundraising tools for consistency and clarity

A - ATTRACT Your Ideal Supporters

Cultivate meaningful connections that foster trust and loyalty

- Develop targeted content and outreach strategies for individual, corporate, foundation, and major gift prospects
- Create an engagement strategy based on value-aligned content between you and your prospects
- Plan outreach campaigns that focus on storytelling and outcomes
- Strengthen community ties with consistent, mission-driven communications

I - INVITE Meaningful Engagement

Build a connection with supporters before asking for a donation

- Design donor journey touchpoints that nurture at every level of the donor lifecycle
- Implement systems for consistent donor tracking, communication, and stewardship
- Create opportunities for supporters to engage beyond just giving money
- Develop internal calendars and processes to manage year-round giving

S - STRENGTHEN Ongoing Relationships

Build deeper connections through personalized communication and involvement

- Design donor recognition and retention strategies
- Move supporters up the giving ladder by getting them deeply involved with your organization
- Build and nurture relationships with foundations and grantmakers before seeking a grant
- Develop trust with donors by sharing what donations are used for and how they help the community

E - EXPAND Your Impact Circle

Use compelling storytelling to turn satisfied donors into advocates and ambassadors

- Use storytelling and impact stories in all donor communications—from appeals to annual reports
- Develop referral systems and peer-to-peer fundraising opportunities
- Create annual and legacy giving programs that ensure long-term sustainability
- Report outcomes with transparency, credibility, and emotion

R.A.I.S.E. Self-Assessment Worksheet

Reflect on how your nonprofit builds sustainable funding through relationships

R – REFINE Your Story & Impact

How do we currently describe our mission to supporters? _____

What outcomes do we most want people to know about? _____

Where do we see inconsistencies in our messaging? _____

What makes our nonprofit's value unique to donors? _____

A – ATTRACT Your Ideal Supporters

Who are our top three donor or supporter groups? _____

What methods do we use now to reach each group? _____

What stories/messages resonate most with our community? _____

How do we show alignment between our mission and their values? _____

I – INVITE Meaningful Engagement

What ways (beyond giving money) can people get involved with us? _____

How do we keep track of supporter interactions? _____

What regular communications do we send out to stay connected? _____

Where could we create more touchpoints before asking for support? _____

S – STRENGTHEN Relationships

How do we thank and recognize donors/supporters right now? _____

What do we do to keep small donors engaged over time? _____

How do we move casual supporters toward deeper involvement? _____

How do we share how donations are used and their impact? _____

E – EXPAND Our Impact Circle

How do we encourage donors and supporters to share our story with others? _____

Do we offer opportunities for peer-to-peer or legacy giving? If so, what are they? _____

How do we collect and share impact stories that inspire action? _____

What systems do we have for reporting outcomes transparently? _____