



# Digital fundraising strategy for your nonprofit

## Lesson Two: Organizing principles that change the game

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### Organizing principles in action

#### Principle #1: Put people at the center

*TAILORING YOUR OUTREACH BASED ON SUPPORTERS' INTERESTS, LOCATION, AND PAST ENGAGEMENT.*

Think about your community of supporters, donors, volunteers, etc. What do you know about them (geography, past engagement, interests, etc.)? How are you personalizing your outreach?

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Supporters		
Donors		
Volunteers		

## **Principle #2: Building relationships that build impact**

*CRAFTING ASKS TO INCREASE SUPPORTER ENGAGEMENT OVER TIME*

How is your organization currently building relationships with supporters over time? For example, when someone makes a donation, what is the next thing you ask them to do?

## **Principle #3: Identify and develop more leaders**

*FACILITATING SUPPORTERS' OUTREACH TO THEIR NETWORKS AND ADVOCATING FOR YOUR ORGANIZATION*

Who in your community is influential on social media and highly engaged in the work your doing? How can you encourage them to make asks on your behalf?