



Digital fundraising strategy for your nonprofit

Lesson Four: Personalize your fundraising “asks”

Personalized outreach

The audience

Think about the different groups that make up your community - one-time donors, recurring donors, email subscribers, volunteers, etc.

Where do they live? What are their demographics? What are their interest areas, etc?

What are two different groups you want to reach out to for your digital campaign?

FOR EXAMPLE: ONE TIME DONORS UNDER THE AGE OF 35 OR LOS ANGELES BASED EMAIL SUBSCRIBERS WHO HAVEN'T DONATED BEFORE.

The medium

Which outreach mediums would be most helpful to target each of the groups you selected above?

FOR EXAMPLE: LOS ANGELES BASED EMAIL SUBSCRIBERS WHO HAVEN'T DONATED BEFORE; SEND AN EMAIL ASKING THEM TO ATTEND A SMALL DOLLAR EVENT IN LOS ANGELES.

The message

How will you engage each of your target groups? What things will you mention in your message to tailor it to their experience?

FOR EXAMPLE: SEND AN EMAIL TO LOS ANGELES BASED EMAIL SUBSCRIBERS WHO HAVEN'T DONATED BEFORE; "WE ARE HOLDING AN EVENT IN YOUR AREA AND WOULD LOVE FOR YOU TO JOIN US..."

Mixing mediums

When might outreach via text be preferable to email? When might social media be preferable to text?

FOR EXAMPLE: SOCIAL MEDIA MAY BE PREFERABLE TO EMAIL WHEN WORKING WITH YOUNGER DONORS OR WITH PEOPLE WHO HAVEN'T OPENED EMAILS, BUT ARE ACTIVE ON SOCIAL MEDIA.