



Digital fundraising strategy for your nonprofit

Lesson Eight: Design your giving campaign

Step One: Set up your goal(s)

What are your goals for your digital giving campaign?

How much do you want to raise?

How do you want to engage your community?

What long term benefits do you want to derive from the campaign?

Step Two: Tell your story

What story do you want to tell?

How will your story inspire empathy?

Step Three: Outline your people resources

What early influencers can you tap into?

Which other groups within your community do you want to reach out to first?

Step Three: Outline your people resources (continued)

Who is your overall target audience throughout the campaign and how will your early influencers help you reach them?

What data will you need use to help you target the groups mentioned above?

What will aggregating that data look like?

Step Four: Define your engagement ladder

What actions do you want your community to take for your digital campaign?

Step Four: Define your engagement ladder (continued)

Build a ladder (or ladders) of engagement for your giving campaign.

How will this campaign align with your other fundraising efforts and other actions your organization is taking (volunteer, outreach, etc...)?