
Steps To Building Life-Long Donor Retention & Advocates

Strategies You Can Use To Grow Your Charity Or Non-Profit Following With Long-Term Contributors





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Introduction

Beginning your journey to creatively and actively growing a presence and encouraging long-term passion for your cause is like nursing a child through school. Education, communications and love are key to inspiring a generation to follow what you do,



participate and proactively inspire others on your behalf. Advocates and evangelists require something tangible and something which are not tangible to be inspired from day one. So why should you start someone on the journey of a life-long quest of your causes principles and beliefs? You shock and awe them.

Studies have shown that the most devoted followers and advocates of any movement have to be so purely dedicated, that they will even give up their own possessions and put everything they have on the line for a cause they believe in. Which would be too extreme.

Over history, we have seen these types of events occur, and why? People always want to feel a connection to something deeper rooted which ties to them emotionally, physically and even spiritually. For example, if a loved one died of cancer this person would be very sensitive and open to advocate to cancer charities.

If a pet owner's dog ran away and the animal rescue brought them back, wouldn't that person donate more so to an animal rescue foundation? The answer is yes, they most likely would. Modern day people need something which is easy to comprehend, has a personal connection to them and can communicate the value openly and easily.

In this white paper, you will learn how to engage with your donor's, connect with them and send them on a journey of life-long growth and advocacy.

Engaging Donor's Through Digital Channels

This is where research and audience targeting really comes in handy! For example, say you are targeting women who would be interested in donating to children in there mid 20's to late 40's. They women are digitally engaged, like to share experiences and contribute to social communities to create awareness and gain support with for there interests. So where might be a good place to connect this audience digitally? One place for example would be on Pinterest, which is a major female audience who shares their interests, hobbies and passions socially.

So for example, create a group pin board on Pinterest and share your content often and encourage sharing and engagement which will help their social recognition and look good to their peers and followers. This is only one way in which you could connect to your audience. The point is to post thoughtful and inspiring content where they are located digitally and keep in consistent.



Next, you should create a content calendar and plan to post content from your website and charity or non-profit functions often. Dedicate your time or an employee's time every week to post frequently.

This digitally advanced age has everyone connecting socially and through various channels, this can greatly help your cause. So how and where should you start to connect and engage with donor's which would have specific interests in your cause?

Building a specific group audience for your cause will help you to promote, strengthen and build your life-long donors for the future.

Using Fundraising Campaigns To Identify Potential Advocates

Developing a supporter base for long-term contribution starts with a simple



methodology and strategy. Locate, identify and harness the power of passionate and like-minded people. Networking and connecting with high-value contributors may be easy to locate for example if there is a donor who has previous experience and has contributed largely to other causes. You can start by reaching out to them directly and learning about their interest and passion for giving,

and simply ask for their help with your cause.

High-value non-profit donors will have large networks and influence, so it's great to start with a list of these people and target them for your cause and invest in them. You may run a peer-to-peer fundraising campaign to gain the interest of these people and collect the information on the top performers. Identify them early, connect and utilize their network and passion for additional events and fundraising campaigns as well to spread the word out.

Social Networking may also be a great way to get the word out for your cause and develop great advocates online or socially. This another great way to target important influencers. Start on social media and make a list of non-profit evangelists who have a large impact or network you can utilize. If you're just starting out with your non-profit this a great way to grow your cause or foundation by connecting with real people.

Building a relationship through social media, local events and networking is a great way to locate and find top talent and potential advocates.