What We’ll Cover

- Completing your profile
- Setting goals
- Engaging volunteers
- Outreach – who and how
- Donor stewardship
Completing your profile
Setting goals
Goals

• Dollars
• Donors
• Fundraisers (Peer to Peer)
Inspiring techniques to reach goals

• Peer to Peer fundraisers
• Matches
• Challenges
Peer to Peer Fundraisers

• Individuals, teams, classes, sections......
• Incentives at thresholds
• Prize for most raised
Matches

- Dollar for dollar
- Regular donor/sponsor
- Board member(s)
- Time sensitive or full campaign duration
Challenges

• Regular donors/sponsors/Board members
• Kicks in when you reach a threshold
Engaging volunteers
Power in Numbers

- Board members
- Parents
- Teens
- Clients
- Staff
Outreach
Develop your mailing list

- Participants
- Vendors
- Neighbors
- Board members lists
Develop a plan

- What platform(s)
- How often
- Create urgency
- Use the right link
Donor Stewardship
Thank promptly

- Write tax receipt in dashboard
- Send second email, call, Board call
- Social media shout out
Thank often

- Stewardship is year-round
- Invite to events, “insider access”
- Send newsletters
- Let them know how money is spent
- Let them know impact of THEIR gift
Questions?
Wrap Up

- Profile Updates
- Set Goals
- Engage Volunteers
- Plan Outreach strategy
- Say thank you all year