



**FOCUS ACTION WEEK**  
Building better relations  
with your donors  
Day 3  
Develop different messages

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**Hi, I am Suzanne**

25+ years of experience in nonprofits  
In management & advisory roles  
Focus on organization management, finance  
management & administration, project design &  
fundraising

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**Building better relations  
with your donor**

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**Why?**

- › Work to be done to achieve your mission!
- › You need resources for your work.
- › Donors provide resources if they Know, Like and Trust you .
- › KLT takes time to build & maintain
- › Stability & flexibility require “many” and different donors = many & different relations

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**Focus Action Week?**

- › We all know relation building is important and requires constant attention, but ... (*you know*)
- › **Let's build a routine - together!**
- › 7 days, 15-30 minutes work per day
- › You will amaze yourself (and your team!)

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**What?**

- › Basis: donor mapping & communication platform audit
- › Message crafting, outreach & tracking
- › Looking for new donors & engaging with donors
- › Planning routine

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## How?

- › E-mail with a link to a video + worksheet for a concrete task & output (7 days)
- › Instructions for 15-30 minutes of work on the task & product
- › Closed Facebook group for sharing, questions

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## Limited availability

- › Focus Action Week is all about getting it done now, sharing with peers now and having access to my expertise, knowledge, skills and insights now
- › 7 days → **Sunday 4 July is final day**
- › **Wednesday 7 July** all materials will go offline
- › No exceptions

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→ Let's start!



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### What?

- › Basis: donor mapping & communication platform audit
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- › Planning routine

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## 03 Develop different messages

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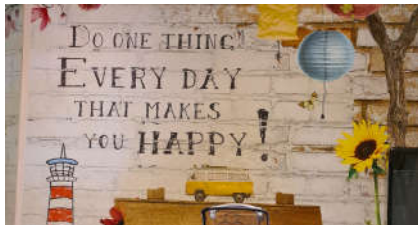
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## 03 Develop different messages

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## why?

- Building donor relations is all about ...  
building up a real connection
- Not every message suits every donor  
every time / at the same time

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## 'business' messages...

- Update / follow up
- News
- Story
- Tip
- Did you know ...
- Question
- Request

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## and personal messages

- This made me think of you ...
- I thought you might like this ...
- How is / how are ...
- Congratulations on ...

*Keep notes of specifics of your donors so you can be personal and attentive! See DAY 1!*

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## channel...

- Email?
- WhatsApp/Signal/Etc.
- Messenger?
- Paper?
- ..?

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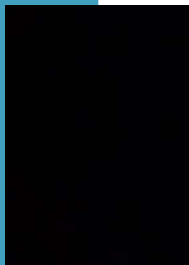
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## time...

- Regular business hours
- ...
- Keep in mind time zone if applicable

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## what to do

- ✓ Pick one donor from your list (DAY 1)
- ✓ Write a 'business' message (*not a request!*)
- ✓ Write a personal message
- ✓ Share in the group for feedback
- ✓ Give feedback to someone else in the Facebook group

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### **what to do**

If you do not have a donor yet:

- ✓ write a text for a social media post with a question
- ✓ write a text for a social media post with a story about your work
- ✓ Share in the group for feedback
- ✓ Give feedback to someone else in the Facebook group

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### **what to do**

- ✓ Check if the 'business' message can be used for other donors, too and mark this in your donor data sheet
- ✓ Reserve time in your calendar to write one message for one donor every day (or: 3 messages twice per week)

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### **Find your buddies in our Facebook group**

If you have any questions ...  
 If you want feedback ...  
 If you have a cool insight to share ...

***Come to the group and share it there!***

Suzanne

<https://www.facebook.com/groups/focusactionweekbuildingbetterdonorrelations>

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