

**FOCUS ACTION WEEK**  
Building better relations  
with your donors  
Day 4  
Send your message  
into the world

1

---

---

---

---

---

---

---

---



**Hi, I am Suzanne**

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

2

---

---

---


---

---

---

---

---



**Building better relations  
with your donor**

3

---

---

---

---

---

---

---

---

### 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

4

---

---

---

---

---

---

---

---

### 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!)

5

---

---

---

---

---

---

---

---

### What?

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

6

---

---

---

---

---

---

---

---

## 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

7

---

---

---

---

---

---

---

---

## 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

8

---

---

---

---

---

---

---

---

→ Let's start!



9

---

---

---

---

---

---

---

---

**What?**

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

10

---

---

---

---

---

---

---

---

**04** Send your message into the world

11

---

---

---

---

---

---

---

---

**04**



Send your message into the world

12

---

---

---


---

---

---

---

---



### your message...

- Think about the impact you generate.
- Remember the desire of your donor. You are helping the donor reach their aims or realize their dreams → you are **not** begging but **helping!**
- This message is not an ask but a step in developing relations.
- If the donor is not interested (now) that does not mean your work is worthless and that nobody else will be interested.

13

---

---

---


---

---

---

---

---



### your message...

- You picked a donor and wrote a message
- You learned from looking at someone else's draft message
- You collected feedback
- Pick the right channel!
- Now you can finalize the message and send it out

14

---

---

---


---

---

---

---

---



### what to do

- ✓ Finalize your messages.
- ✓ Send the one you like best!
- ✓ Grab your donor data sheet of DAY 1.
- ✓ Add columns if needed and note the date of sending this message to this donor and the topic.
- ✓ Make sure to note any response, too!

15

---

---

---

---

---

---

---

---



**what to do**

- ✓ If applicable: post the other message on one of your social media profiles OR plan time in your calendar to send this 10 -14 days from today.
- ✓ If you post on social media: check, before you go home today, if anyone commented, like their comment and respond to them!
- ✓ If possible: share the post on your personal profile, too.

16

---

---

---


---

---

---

---

---



**what to do**

If you do not have a donor yet:

- ✓ Finalize your posts of DAY 3.
- ✓ Post one of your posts.
- ✓ Share the post also on your personal profile.
- ✓ Before you go home today, check if anyone commented, like their comment and respond to them!

17

---

---

---

---

---

---

---

---



**what to do**

- ✓ See if you can reserve time in your calendar for sending pre-written messages to your donors daily or at least twice per week. Find a good moment in the day for this and stick to this!

18

---

---

---

---

---

---

---

---



## 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>

19

---

---

---

---

---

---

---

---



Well done!

See you in our Facebook group!

20

---

---

---

---

---

---

---

---