



FOCUS ACTION WEEK
Building better relations
with your donors

Day 5
Look for a new donor

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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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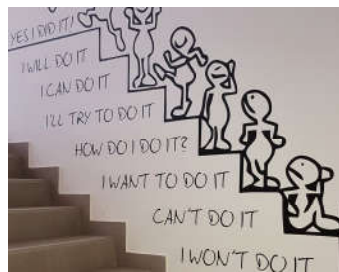
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Look for a new donor


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05



Look for a new donor


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retention...

- Keep current donors happy!
- Don't spend all your time looking for new donors, forgetting about the current ones.
- Happy donors may grow & help.
- Remember: relation building!


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OK then, new donors...

- Ask current donors for inspiration (and maybe help) to understand what kind of people would like to join & where to find them
- Ask the board/volunteers/team to help
- Go to the places (virtual or physical) where your potential donors are and ... listen more than you talk! (Remember: you're building relations!)

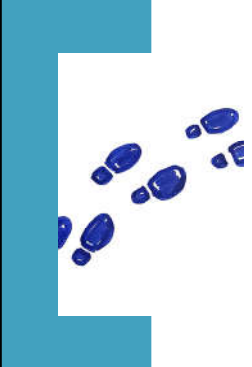
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looking for a grant?

- Ask!
- Look at annual reports and publications of other nonprofits – who are their donors?
- Check with embassies in your country.
- Google + set up an alert for your search
- Use a search service like Funds for NGOs, etc. (see worksheet)

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what to do

- ✓ Draft one message (see DAY 3)
- ✓ Choose what donor type to look for (individual or grantor)
- ✓ Look for a new donor following steps above (see worksheet)
- ✓ Plan next steps in the search process


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what to do

- ✓ Share in the Facebook group your steps taken, plan and any questions you may have

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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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