


FOCUS ACTION WEEK
Building better relations
with your donors

Day 6
Engage with a (potential) 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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06 Engage with a (potential) donor


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06

Engage with a (potential) 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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new or potential donors...


Find & Follow - Focus to learn about

- their dreams, interests, priorities, strategies
- their style
- their activities, opinions, etc.
- their updates (& deadlines)

Engage with them in their 'domain'

Find 'hooks' to engage with them outside their 'domain' to build relations.


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what to do

- ✓ Send one message to a current donor / post on your social media profile (see DAY 4)
- ✓ Pick one of the donors you found on DAY 5
- ✓ Find and follow them online
- ✓ Pick one of their social media profiles and read what they posted in the past 7 days


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what to do

- ✓ Note any issues of interest.
- ✓ Choose one post to share, and/or like & respond to (& do that).
- ✓ Choose one piece of information to use for a future communication with them & identify how you might use that in a conversation or message. Plan your next step.


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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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