



7 Keys for Effective Fundraising for Nonprofits

Building Your Fundamentals



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Every nonprofit has incredible God-given passions, but sometimes raising the necessary funds to achieve those goals can feel daunting. The good news is that it is not impossible, and there are proven best practices that make it easier to receive donor support. Using our years of experience working with nonprofits, we have developed the following 7 practical steps to improve your fundraising.

1. Know Your Story

An important part of communicating your mission with potential supporters is sharing about who you are. Developing your nonprofit's story enriches your brand and improves your ability to reach passionate supporters to make an impact for your cause. Consider the following questions to develop your story:

- What brought you here?
- What was your journey like?
- Why is this cause important to you?
- What is your mission and vision?
- What biblical influences fuel your mission?
- What key challenges have you overcome?

2. Know Your Cause

As an advocate for your organization, you are responsible for knowing and sharing the details about the current state of the cause and why it is important to your supporters. Knowing your cause means you can concisely articulate who donors are helping, what services are provided, and how donors' actions will impact the mission. By identifying these core items, you more effectively share your passion, offer compelling accurate information, and draw in support. Use the following questions to assess your current status:

- Are you intentionally learning more about your cause/mission field?
- What are the problems that exist within your cause?
- What is the long-term goal you hope to achieve?
- How much support is necessary to solve these problems?
- What are the barriers that generally keep people from supporting this cause?



3. Identify and Reach Your Market

In order to fight for a cause, you need to find supporters who share your passion to reach these Kingdom objectives. This requires effective networking and messaging within your local and social community. The best methods to use vary by cause and location, but these general guidelines can start your brainstorming:

- Who else in the community cares about this cause? Other foundations, volunteer groups, community pages?
- Who can help you reach your objectives? Are there key leaders you should engage and learn from?
- What does a typical profile of your ideal supporter look like? Where can you find them? How do they prefer to be reached?
- How are you currently reaching your supporters? Is this approach working? If not, why and how can you improve?

4. Host Events

It can be powerful to gather your supporters together in one space to communicate your story, the needs of the cause, and how they can help. These gatherings allow you to have concentrated communication to celebrate, inspire, and engage. Find the type of event that best fits your organization and its supporters – options include community events, service projects, luncheons, conferences, and galas - just to name a few. Consider the following questions before you host an event:

- Which of your supporters would come to an event?
- What kind of events would your supporters be interested in? Consider making a poll or researching what similar organizations have had success with
- How often would you want to/be able to host an event?
- How will you tell your supporters about the event?
- What action should result from the event? What message needs to be conveyed?

5. Master “The Ask”

No matter what your cause is or how much support you need, in order to acquire donors, you need to ask your supporters to partner with you to solve the problem. This can be done in many ways: personal meetings, newsletters, events, social media platforms, etc. Remember, potential donors don't want to be overcrowded with information and fluff. To be effective, you need to keep your messaging simple, clear, and concise. Consider using the simple framework below to craft your proposal:

- Start with a **HEADLINE** to summarize the purpose of the proposal / mission
- State your **OBJECTIVE** - the purpose of your proposal/mission
- Offer **BACKGROUND** on the project (Who, What, When, Where, Why, How)
- Share the **FINANCIAL** need to fulfill the proposal / mission
- Provide the **STATUS** of project so far
- State the **ACTION** you're asking for to meet your objectives



6. Measure Results and Adjust

Once you have asked for support, you need a plan to measure how effective your ask was. Use online analytical tools to measure key performance indicators such as clicks, engagement, and conversions. Free tools like Google Analytics and Facebook Insights make it easier to understand who your users are and what content they care about. Once you identify which methods work best for your ministry, concentrate your messaging on those methods to improve your effectiveness and efficiency. Consider the following questions as you decide how to measure your messaging:

- Do you have messaging goals/objectives in place? What does success look like for you?
- Are you measuring and recording messaging results consistently using analytics tools?
- What messaging strategies have worked best?
- What are some messaging strategies that need to be improved?
- How often do you review your communication plan to optimize performance?

7. Share Your Impact

People invested in your cause want to know their efforts are making a difference. A key to sustainable fundraising is to report your impact so donors feel valued and engaged. Whether thank you notes, newsletters, or events, keep illustrating the impact your ministry has made. These success stories also make great content to inspire others to join you in your mission. Ask yourself these questions to ensure that you are sharing your impact with your audience:

- How can you share each story simply, concisely, and effectively?
- What stories resonate best with your supporting community? Are they looking for a certain style or form of communication?
- Are you including stories in thank you notes and newsletters for your donors?
- Are you sharing this content through your website and social media channels?
- Are you speaking about your impact at your events?

Your Next Steps

The beauty and the challenge of fundraising is there is no one fool proof method. Your organization's story and passion are unique. The problem is many people get stuck in a rut; they find status quo and stay there. Don't be afraid to push beyond what is traditional. The fundraising world is changing, and the ministries that will thrive are those who adapt now.

Through it all, remember that this is more than transactions, and it is good to remind your donors of this too. God invites us all to pursue Kingdom impact together, and your ministry is one of those open doors for donors to know and exemplify God better. Keep pressing forward!



About Us

The Signatry is a Christian foundation who partners with families, advisors, and ministries across the world to make an eternal difference through generosity. We equip families with practical wisdom to think through the legacy they want to leave and to find the generosity tools to support this vision. Established in 2000 and having facilitated over \$3 billion to ministries across the world, we are passionate advocates for the transformation experiencing the generosity of God brings.

Have more questions? Need some help getting started?

Connect with us at www.thesignatry.com | info@thesignatry.com | 913.310.0279

