

Improving Response... Relationship Building

Every development professional knows that fundraising is all about relationships. But do we do enough to nurture these relationships on a regular basis? Most of us work in environments with limited resources in terms of both time and money. There's tremendous pressure to meet budget goals and we often focus on activities that have immediate monetary payoffs. For long-term success, we need to keep donor relations in mind. It's worth the investment!



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New technology allows a greater level of personalized communication. Donors/members feel important when they are recognized as individuals and in turn results have revealed they respond more often, giving more.

People have different interests and respond differently to various giving opportunities. Offer your donors giving choices such as annual fund, capital, special projects, giving clubs, etc.

Provide your donors with opportunities to become more involved in your organization in a non-monetary capacity. Encouraging donors to volunteer, becoming active in an organization builds strong relationships.

Thank donors early and often. Acknowledgements should be timely, warm, and sincere. Let the donor know exactly how their gift will be used.

Conduct a donor/member survey. As you get to know your donors create a history about each. Include interests, motivations, other involvements and any personal notes that will help in future appeals.

Your direct mail program will greatly benefit from these efforts.



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