Maximize Your Fundraising

Reach More Potential Donors

Utilize Online Fundraising
Lower Overhead Costs

Make Giving Simple
Know Your Donor
Meet Their Needs and Build Relationships

Spice it UP
Make it FUN

Appeal to Donors Needs in a Creative Way

Use Photos and Videos
Tell a Compelling Story
Show Real Lives Changed

Don’t Be Afraid to Try New Things

Intermix Small and Large Fundraisers

Be Cautious of Donor Fatigue

Utilize Social Media
Communicate Regularly with Donors

Be Organized and Confident

It's All About Relationships

Provide Donors More Than They Expect
Give Donors Personal THANK YOUS
Provide Updates on Impact of Donations

Provide Volunteer Recognition

Track Fundraising Results

Evaluate What Worked and What Didn’t

Try New and Different Ideas

Let Change Be Your Only Constant
Keep Up to Date on New Trends

Fun Fact: Average one time donation is $60
Source: Wagner Edelman

Fun Fact: Social Media Donations
2010 $38
2011 $55
2012 $59
Source: Wagner Edelman

Fun Fact: You can collect donations on sign ups with SignUpGenius
Source: Wagner Edelman

Fun Fact: $24 billion was donated online to US charities in 2012
Source: 2013 Blackbaud Charitable Giving Report
Source: Wagner Edelman

SignUpGenius