www.abcfundraising.com

10

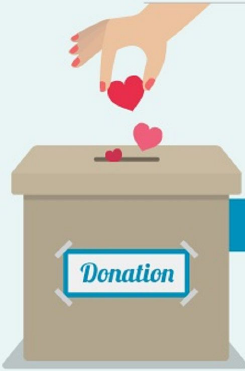
Insanely Actionable Fundraising Tips

That Work

No. 1

Have a Purpose and a Goal

Decide why are you doing it



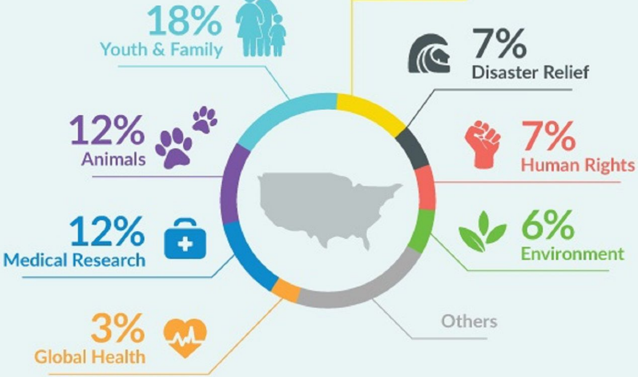
People are more likely to give money for a clearly defined cause.

Campaigns with a target can **raise 46% more.**

Here are some ideas!

Campaigns Americans have said that are **important to them:**

11%
Education



No. 2

Ask the Right People

Target the Right Audience

Your choice for
the audience will affect
many other things

**Men between
the ages of 18 & 34**
are more likely to make a charitable
donation than any other group

60% **$481**

millennials donate an average to non-profits **each year**

No. 3

Choose the Right Medium

But Never Forget the Email

SOCIAL MEDIA

$481 **Dollars raised by Millennials**

Come from Facebook

EMAIL

Email has the highest ROI of any channel

$40 **For every $1 spent!**

No. 4

Time it Right

12%

All giving happens on the **last 3 days of the year**

46%

Americans check their smart phones as soon as they wake up. First thing they look at is **emails & social media**

31%

The annual giving occurs in **December**

No. 5

Tell Your Story

Make your story personal

Make the donor a

SUPERHERO

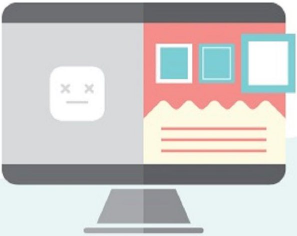
No. 6

Have a Site that Looks Good

Make your story personal

75%

Young donors are turned off by **out-of-date websites**



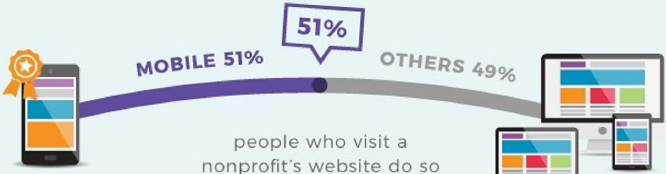
34%

Donors are more likely to give on **responsive websites**

No. 7

Think Mobile

Mobile is conquering the world



people who visit a nonprofit's website do so **on a mobile device.**

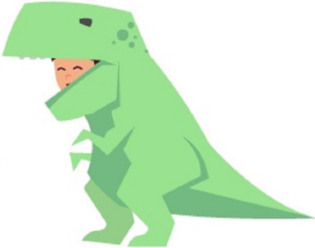
idea idea idea
¥

No. 8

Be Creative

Emotions rule fundraising. Use them!

> “If I reach $1500, I will wear a dinosaur costume for the event!”



No. 9

Push It till the End of the “End”

Follow up with everyone

Up to

Follow up with everyone even after the event came to the end

Event Ended

34%

donations can come after the event is over

No. 10

Thank Everyone

Giving back is beautiful

Thank everybody for being a part of your event

Sources

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