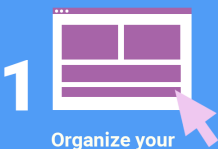


12 Effective Ways Nonprofits Can Drive Donations Online



1

Organize your donation page.

If it's difficult to give online, people won't do it. Make it easy by creating a clean, organized donation page that's easy to use.



2

Leverage social media.

Facebook, Twitter, Pinterest, and Instagram are all great ways to spread the word about your cause to supporters. Consider using promoted posts to engage new fans.



3

Perfect your email.

Email marketing produces substantial ROI for nonprofits. Use email to recruit volunteers, re-engage lapsed donors, drive attendance to your next event, and, of course, fundraise.



4

Optimize for mobile.

Make sure your website and emails are responsive on mobile to increase the likelihood of donations.

5

Embrace peer-to-peer fundraising.

Ask your loyal supporters to raise money on behalf of your organization.



6

Use high-quality, compelling images.

Use impactful images that focus on the people and places that are influenced by your work.

Use website pop-ups.

Pop-ups are an effective way of collecting a prospective donor's name, email address and other pertinent information. Collecting this data will help you personalize email campaigns down the line.



7

Share valuable content.

Establish your nonprofit as an expert in the field by creating and distributing valuable content like blogs, eBooks and other resources.



8



9

Follow trends.

To better engage subscribers, capitalize on current events and upcoming holidays. If there's a way that you can connect your nonprofit to a current event, do it online.

10

Create a recurring giving campaign.

Offer monthly, recurring donation opportunities to keep donors involved and engaged, while also ensuring a steady flow of income for your organization.



11

Recognize your supporters quickly and often.

Send a personal email or make a phone call to acknowledge donations. It will go a long way in showing your donors how much you appreciate them.



12

Update donors and prospects.

Keep donations coming in the door by communicating with donors and prospects, not just about the status of the campaign, but of the impact of their gifts.

