

5 TIPS DONOR CARE

Caring for your donors is one of the most important responsibilities of a CEO, board member and fundraiser.



Emphasize the RELATIONSHIP

Emphasize the importance of building and maintaining a relationship rather than managing the donation or fulfilling obligations.

Take an Inclusive Approach

Be committed to respecting donor needs, motivations and interests through acknowledgment, recognition, ongoing communication and engagement.



Focus on Impact

Show donors how their contributions have impact through stories and engaging them in the mission. This can strengthen their trust and satisfaction.

Make Engagement Proactive

Be committed to proactive engagement rather than a reactive approach. Anticipate donor needs by creating opportunities for more meaningful interactions.



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TRUSTED

A Core Value is building Trust

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