



dp donorperfect + EQUATION

Your Guided Growth Plan

Steps & Acquisition Strategies
for Finding New Donors



Intro



The DonorPerfect team partnered with digital fundraising expert **Dana Snyder** to meet you where you are on your fundraising journey - whether you're just beginning to develop a donor acquisition strategy or looking to fine-tune the one you already have.

In Your Guided Growth Plan, you'll find beginner, intermediate, and advanced steps to help you find (and keep!) new donors who are passionate about your mission and its projects.



Table of Contents

Beginning stage 2

4 Steps to Start Your Donor Acquisition Strategy

Intermediate stage 8

4 Steps to Strengthen Your Donor Acquisition Strategy

Advanced and beyond 14

4 Steps to Refine Your Donor Acquisition Strategy

Hello, Changemaker! ✨ ✨ ✨

Your personalized growth plan

4 Steps to Start Your Donor Acquisition Strategy

When you're in the beginning stages of developing a donor acquisition plan for your nonprofit, it's a great time to start thinking about how you can showcase your mission through storytelling, amplify your fundraising goals on social media, and create a stress-free workflow for welcoming your new donors.



STEP 1

Develop your library of creative content



STEP 2

Act like an ambassador to your new donors



STEP 3

Develop your social media presence to spread the word

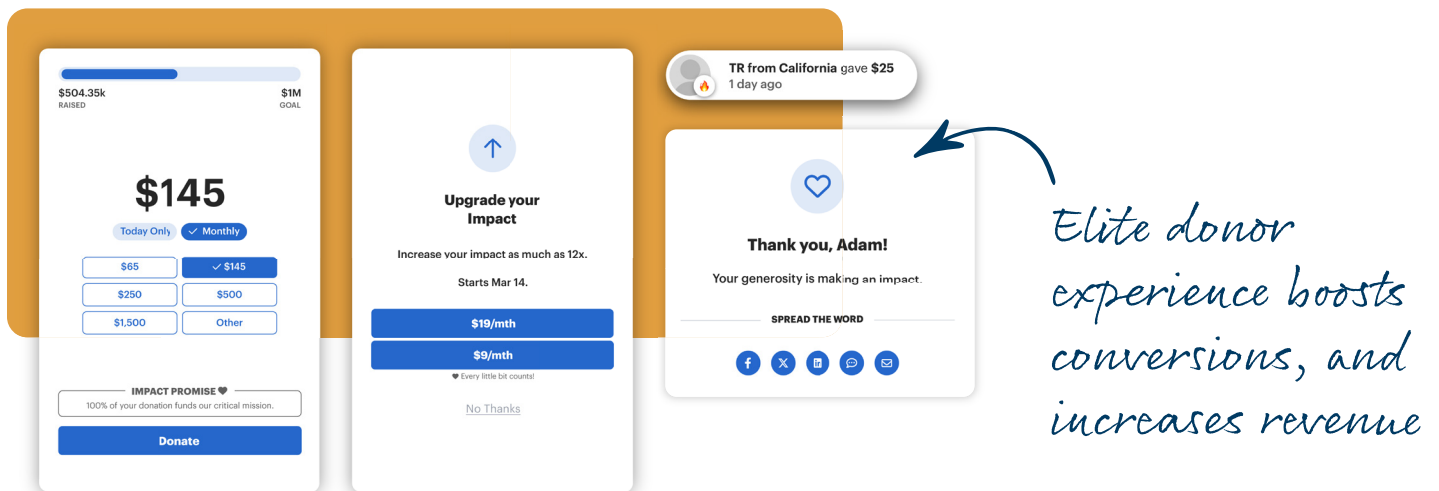


STEP 4

Use social media to start building your email list

But first, a quick win!

The first step to gaining more support for your mission only takes a few minutes! All you have to do is [put yourself in your new donors' shoes](#).



Go through your donation process as a first-time donor to develop your ideal strategy:

- How long does it take to fill out your form? Are you thanked? Do you feel appreciated? Was it easy to make your donation, and would you do it again soon?
- Do you have volunteers? Count them as part of your community of supporters. Ask them to help you [brainstorm new ideas](#) or connect you with their donor networks. You can even have them go door-to-door – equip them with a hand-out that introduces who you are and what you do, and include a [QR code that links to your donation page](#) for easy access.

Learn more about online donation forms at donorperfect.com/online-forms.

STEP 1: Develop your library of creative content

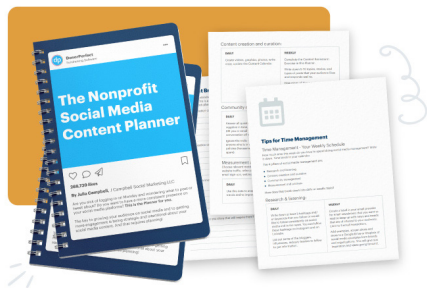
▶ Watch How Storytelling Can Up Your Fundraising



Learn how to tell a concise and compelling story that inspires people to participate in your mission. Nonprofit executive coach and sought-after strategic advisor, Joan Garry, recently shared her expertise with DonorPerfect in **How Storytelling Can Up Your Fundraising**.

Watch the webinar at donorperfect.com/webinar-storytelling.

Read the Social Media Content Planner



Ready to take action, but need a brainstorming buddy? Nonprofit social media expert Julia Campbell worked with DonorPerfect to create a **Social Media Content Planner**, where you'll find tips for creating your posts and developing your strategy.

Download your copy at donorperfect.com/pdf-social-planner.



People give to people they know and trust, so it's important to give your mission a friendly face and a warm voice. You don't need anything fancy or professional to do this – you don't even need a tripod – you can simply record a voice or video message while holding your mobile phone in your hand! Just letting people know that you care and are going to take actionable steps toward change is all that matters.

STEP 2: Act like an ambassador to your new donors

Read Retaining Donors With A New Donor Email Welcome Series



If a welcome series is a new concept for you, no need to worry! This DonorPerfect blog is for you: **Retain Donors With a New Donor Email Welcome Series**. You'll quickly learn what they are, what they do, and how they help your nonprofit acquire and keep new donors.

Read this blog post at donorperfect.com/blog-welcome-series.

🔊 Read the New Donor Welcome Series



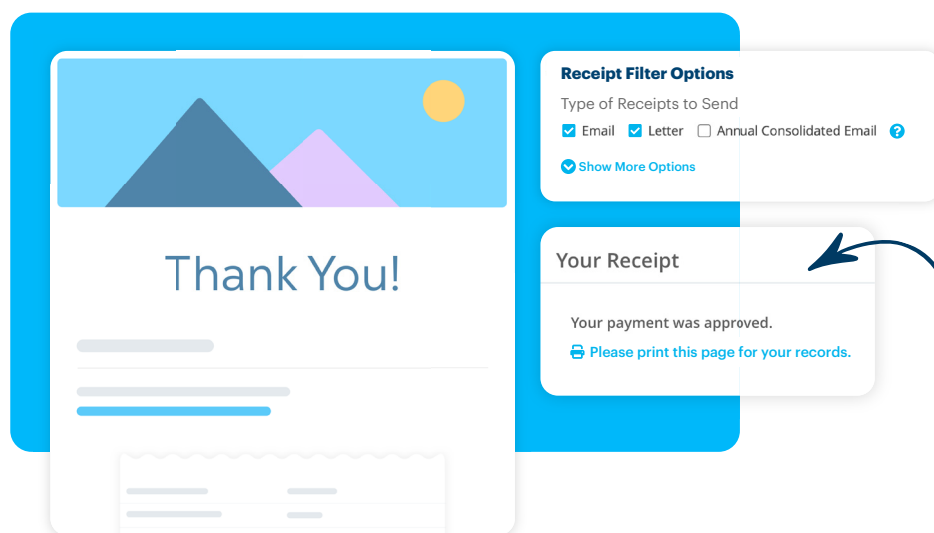
Setting up an email, or a series of emails, to welcome your new donors is an invaluable step in growing your relationships – and you don't have to write or send them manually! If you're working solo, or as part of a small fundraising team, using email templates will standardize and speed up your process for welcoming new donors. Build stronger bonds with the **New Donor Welcome Series**, an email template kit!

Download your copy at donorperfect.com/pdf-new-donors.

! Learn about email and letter personalization

Research shows that donors who are thanked within 48 hours of their gift are 4x more likely to give again, and automating your thank-you process ensures you don't miss this opportunity window. DonorPerfect users who take advantage of **automatic, personalized gift acknowledgments** have seen their retention rate increase by 56%.

Get started at donorperfect.com/factsheet-email-letter.



Create personalized emails and letters with the click of a button!

STEP 3: **Develop your social media presence to spread the word**

▶ *Watch Building Brand Authority and Connections Online*



Not sure where to start when it comes to creating a social media strategy? Listen as two digital marketing mavens, Dana Snyder and Brynne Krispin, discuss how to use social media to grow awareness and raise funds for your cause in their recent podcast episode, **Building Brand Authority and Connections Online: Brynne Krispin and Dana Snyder Share Organic Social Media Strategies.**

Watch the episode now at donorperfect.com/npe-episode-12.



Again, people give to people they know and trust. The people who care about your mission are already on social media, and they would love to see you there, too. Not sure that this will work for your nonprofit, or if it will bring the return you're hoping for? Beyond your posts, there are several tricks you can use to ensure you're building relationships on social media.

🎧 *Listen to Missions Movements Episode 116*



Draw inspiration from this **social media case study** with Chelsea Edwards, Director of Peer-to-Peer Giving for the Colorectal Cancer Alliance. In less than 30 minutes, her organization was able to raise thousands on Facebook – without spending anything!

Listen to the episode at donorperfect.com/podcast-cedwards.

STEP 4: Use social media to start building your email list

▶ Watch 100 New Email Subscribers in 7 Days



Learn how to gain hundreds of new email subscribers

Dana Snyder
CEO & Founder of Positive Equation,
Podcast Host, and digital strategist

Struggling to grow your email list? What if we told you that you can attract new potential supporters every single day? I've taught my lead generation strategy to hundreds of nonprofits with incredible results... like 100+ new email subscribers in 7 days kind of results! Check out my recorded webinar – aptly named **100 New Email Subscribers in 7 Days** – hosted by DonorPerfect.

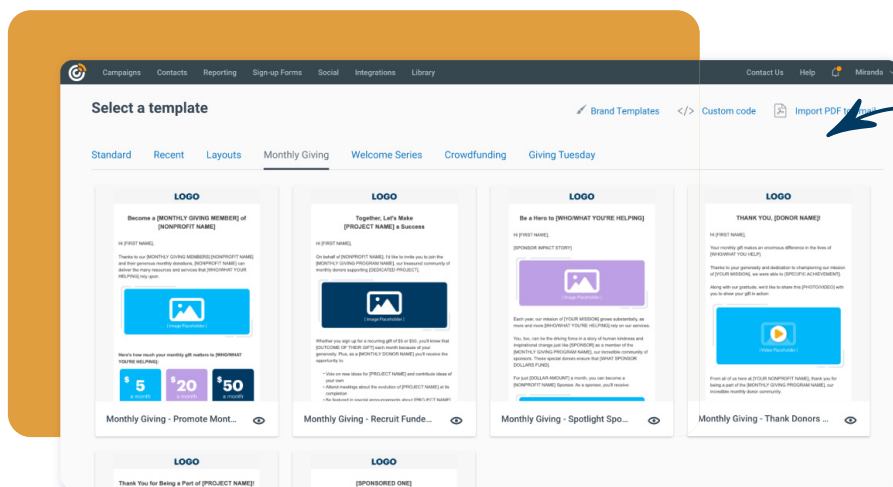
See webinar at donorperfect.com/webinar-100-subscribers-7-days.

! Learn about DonorPerfect Email Templates

P.S. Even if you start slow, you can still build your list super effectively!

Did you know that every DonorPerfect system comes with your very own **Constant Contact** account built right in? Yes, you can take advantage of **30+ exclusive email templates** – created for you by professional fundraisers and communicators – and top-rated email marketing features that do the work for you!

Read more at donorperfect.com/blog-constantcontact.



All you need to do is plug in your own information, decide who and when to send it, and click send

Hello, Emerging Leader! ✨

Your personalized donor acquisition plan

4 Steps to Strengthen Your Donor Acquisition Strategy

Since you already have a donor acquisition plan in the works, let's try slowly ramping up your digital marketing efforts to generate more revenue without creating more work – like leaning on AI to write more social media content, making new connections through multichannel outreach, and setting your nonprofit apart with heartfelt video messages.



STEP 1

Increase your social media presence to drive donations



STEP 2

Automate your new donor acknowledgments



STEP 3

Analyze engagement to inspire multichannel donors



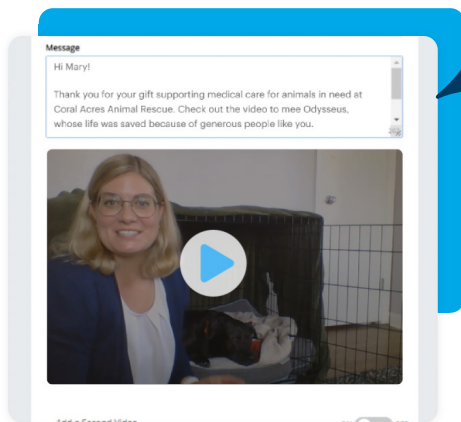
STEP 4

Grow your subscriber list with social ads

But first, a quick win!

Video messages go a long way in establishing connections and demonstrating impact:

You don't need to invest in any new equipment – there are tools out there that allow you to create and send video messages via email. You can even use information from your donor records to make it feel more personal. [Inspire new donors in your community](#) by simply showing your face and speaking in your own words – without spending a bunch of money or time.



Did you know that 57% of people who watch fundraising videos will donate to that cause?

For example, DP Video allows fundraisers to create and send videos via email directly from DonorPerfect. Donors receive an animated GIF of you, and once they click on it, they can watch your video on a web page that's specially designed to reflect your organization's brand and campaign theme.

They can take action immediately by clicking the optional button you add below your video – Donate, Volunteer, Learn More – however you'd like them to engage!

Learn more about DPVideo at donorperfect.com/integration-dpvideo.

STEP 1: Increase your social media presence to drive donations

▶ Watch *Building Brand Authority and Connections Online*



You have a good handle on your social media strategy, but could it be better, and how? How can it help drive more donations, and where can you create new efficiencies? Listen as two digital marketing mavens, Dana Snyder and Brynne Krispin, discuss how to use social media to grow awareness and raise funds for your cause in their recent podcast episode, **Building Brand Authority and Connections Online: Brynne Krispin and Dana Snyder Share Organic Social Media Strategies**.

Watch the episode at donorperfect.com/npe-episode-12.

📖 Read *AI for Nonprofits: A Comprehensive Guide to Enhancing Your Fundraising Communications*



Can AI expedite your social media content creation? How does it work? It's a groundbreaking tool that empowers fundraisers to learn new efficiencies while being super productive at the same time. You can ask AI for new social media copy, the ideal posting times for each platform, or even a rewrite of last year's appeal. Start brainstorming with **AI for Nonprofits: A Comprehensive Guide to Enhancing Your Fundraising Communications**, researched for you by the DonorPerfect team.

Get your copy at donorperfect.com/pdf-ai-guide.

! Try the DonorPerfect Fundraiser Bot

While you're at it, check out this brand-new AI tool! **The DonorPerfect Fundraiser Bot** allows you to instantly generate personalized campaign content that speaks to your specific mission, purpose, audience, communication method, and more. Just enter your details and voila!

For example, you can generate a celebratory email telling event attendees what their participation made possible, and ask them to increase their monthly gift amount to reach a specific goal. Use it as much or as little as you need to – it's always free!

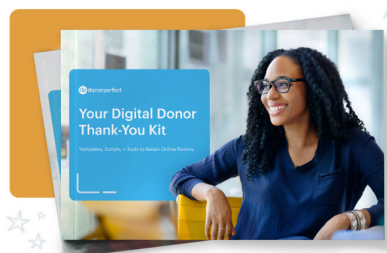
Try it for yourself at donorperfect.com/bot.

The screenshot shows the 'DonorPerfect Fundraiser Bot' interface. It has a header with the bot's name and logo. Below the header, there are three sections: 'Your Delivery:' with a 'Length' dropdown set to 'Social Post', a 'Purpose' dropdown set to 'Join Us', and a 'Tone' dropdown set to 'Clever, Witty'. To the right of these is a 'Your Message:' section with a large text area labeled 'Message here...' and a 'REGENERATE' button. At the bottom, there is a '← PREVIOUS' button, a progress bar with three dots (the first two are filled), and a 'COPY MESSAGE' button. A blue arrow points from the 'REGENERATE' button to the handwritten text on the right.

Let us write your emails, social posts, and more!

STEP 2: Automate your new donor acknowledgments

🔊 Read Your Digital Donor Thank-you Kit



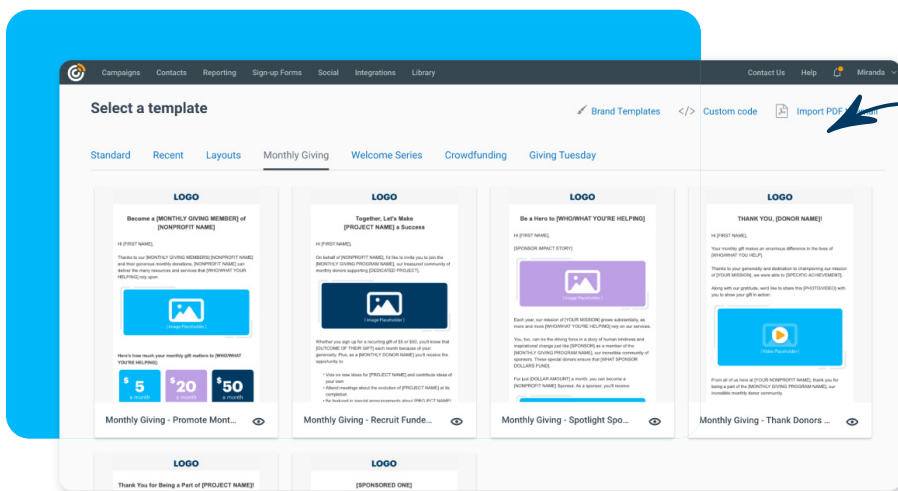
Just like AI content generators, email templates and thank-you video scripts will help your team save time and prioritize more important tasks – BUT they also give donors a personal touch so they can get to know you and your mission better. If you're a fan of templates and scripts that you can make your own, check out our **Digital Donor Thank-You Kit** for help stewarding your new donors effectively.

Download now at donorperfect.com/pdf-digital-thank-you.

! Learn about DonorPerfect Email Templates

Did you know that every DonorPerfect system comes with your own **Constant Contact** account? That means you can take advantage of [30+ exclusive email templates](#) and top-rated email marketing features – including analytics and segmentation – using the information you've carefully collected and stored in your donor records.

Read more at donorperfect.com/blog-constantcontact.



All you need to do is plug in your own information, decide who and when to send it, and click send

STEP 3: **Analyze engagement to inspire multichannel donors**

🔊 *Read 4 Strategies to Build Multichannel Donor Relationships*



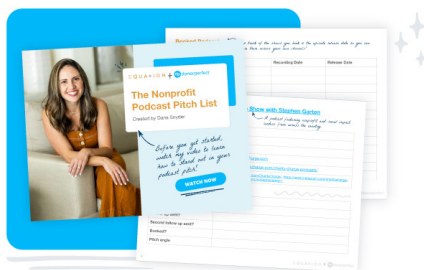
Did you know that multichannel donors contribute more than monthly donors, online-only donors, AND offline-only donors?

Donors who engage with your mission through two or more avenues (including social media, email, direct mail, phone calls, and events) tend to help you fundraise by spreading the word. It's worth it for your organization to track which communication channels are resonating with which donor groups, so you can increase their engagement with your nonprofit.

How can you better understand your donors, and what data do you need to make that possible? Start with this DonorPerfect guide: **4 Strategies to Build Multichannel Donor Relationships!**

Get your copy at donorperfect.com/pdf-multichannel-donors.

🔊 *Work with the Podcast Pitch List*



Once you're engaging with different donor groups through a mix of communication channels, you're well-poised to explore new ones – like podcasts! Make it easy to learn about giving opportunities by sharing stories and promoting your programs in a recorded conversation that new donors can listen to on their mobile devices. Check out my **Podcast Pitch List** for 30+ podcast recommendations.

Get the slide deck at donorperfect.com/podcast-pitchlist-slides.

Get the PDF at donorperfect.com/podcast-pitchlist-pdf.

STEP 4: Grow your subscriber list with social ads

▶ Watch 100 New Email Subscribers in 7 Days



Even if your email list is growing, it might feel sporadic and unpredictable. With social media ads, you can consistently attract potential supporters on a daily basis! I've taught my tried-and-true lead generation strategy to hundreds of nonprofits with incredible results... 100 emails in 7 days kind of results! Check out my recorded webinar – aptly named **100 New Email Subscribers in 7 Days** – hosted by DonorPerfect on May 9th, 2024. Please register to receive your free recording!

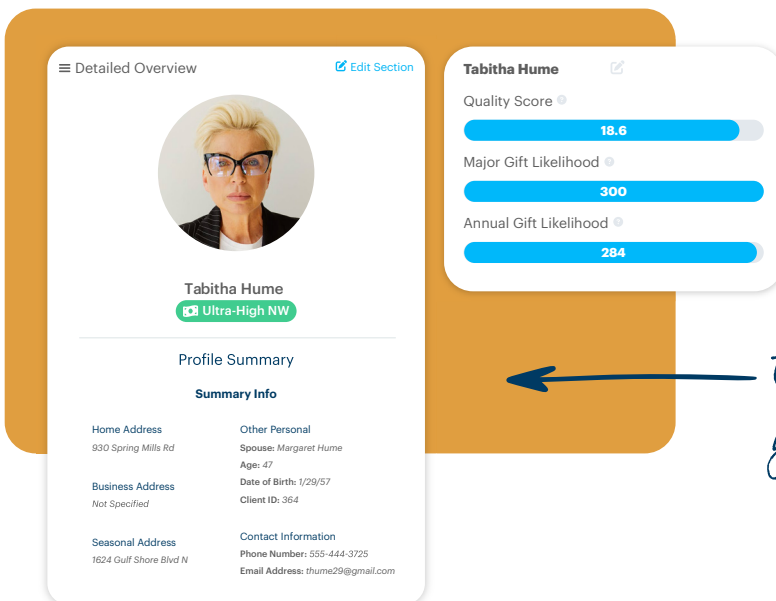
See webinar at donorperfect.com/webinar-100-subscribers-7-days.

! Learn about Prospect Research

P.S. Curious about prospect research? Ready to get your feet wet?

Prospect research tools made for nonprofits, like **DonorSearch**, make it easy to learn more about an individual's capacity and inclination to give to your mission in just a few seconds. DonorSearch integrates with DonorPerfect so you can instantly add philanthropic activity, nonprofit affiliations, and more to your donor records with the touch of a button.

Learn more at donorperfect.com/factsheet-donorsearch.



Enrich donor profiles with giving capacity and history.

Hello, Worldchanger! ✨

Your personalized growth plan

4 Steps to Refine Your Donor Acquisition Strategy

You engage with donors and prospects using a multichannel communication strategy, and you're comfortable using social media to make new connections – now let's make sure you're able to grow your prospective donor pipeline more consistently.



STEP 1

Leverage prospect research and wealth data



STEP 2

Unlock the power of LinkedIn for Nonprofits



STEP 3

Build recognition with Instagram Reels

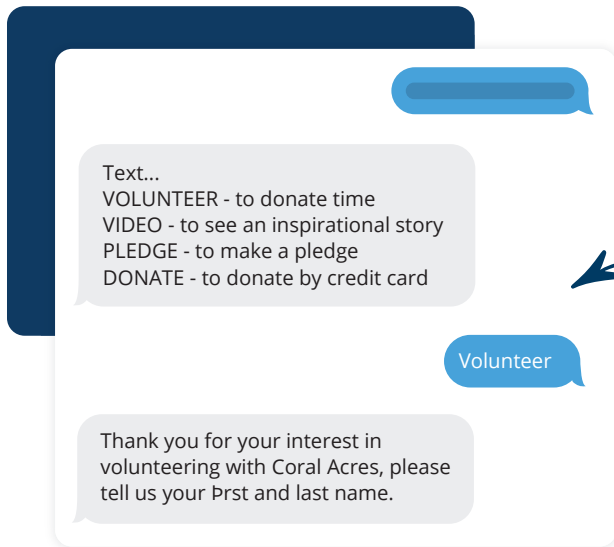


STEP 4

Track the performance of your paid marketing

But first, a quick win!

What better way to reach a prospective donor than a quick message delivered straight to their pocket? Whether you're introducing a campaign or providing directions to a local fundraising event, fundraising text messages keep your mission top of mind.



Recruit volunteers, send event invites, hold contests, and more!

Send fundraising text messages to fuel engagement in a minute or less:

- Nonprofit text messaging solutions make it easy to recruit donors and volunteers because you can accept donations, pledges, signups, and registrations via mobile.
- With a tool like DP Text, you can create segmented prospect lists and use custom keywords to inspire your target audience (ex. Text "CHANGE" to 555-555-5555). And with in-depth reports on all text activity, you can play around with your text appeals until you find what works best for your nonprofit.

Learn more about DPText at donorperfect.com/integration-dptext*

**Already a DonorPerfect customer? Click for savings on DP Text!*

STEP 1: Leverage prospect research and wealth data

Read Your Data-Driven Donor Persona Checklist



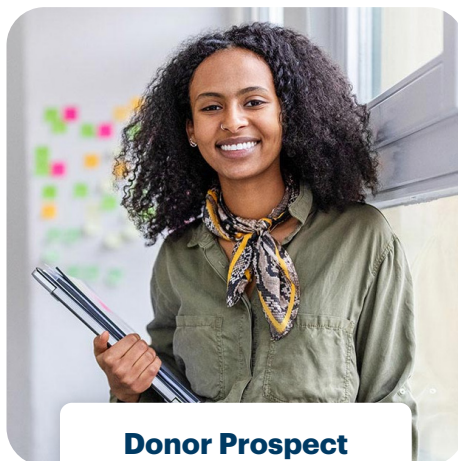
Understanding what motivates your prospective donors can help you inspire closer connections with your organization. One way to achieve this is by creating personas to represent your donor community, based on their demographics and giving activities. This guide, **Your Data-Driven Donor Persona Checklist**, will help you do just that.

Download the e-book at donorperfect.com/pdf-persona-checklist.



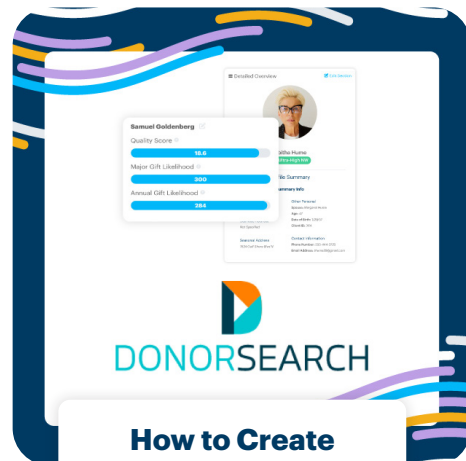
Before we dive in, I'll provide some resources about donor prospect research that will help you understand what it is and what it can do for you.

Here are some resources to get you started with prospect research:



Donor Prospect Research for Better Targeting

[READ NOW »](#)



How to Create Radical Connection with Nonprofit AI Prospect Research

[READ NOW »](#)

Read How to Discover Major Donors in Your Database Today



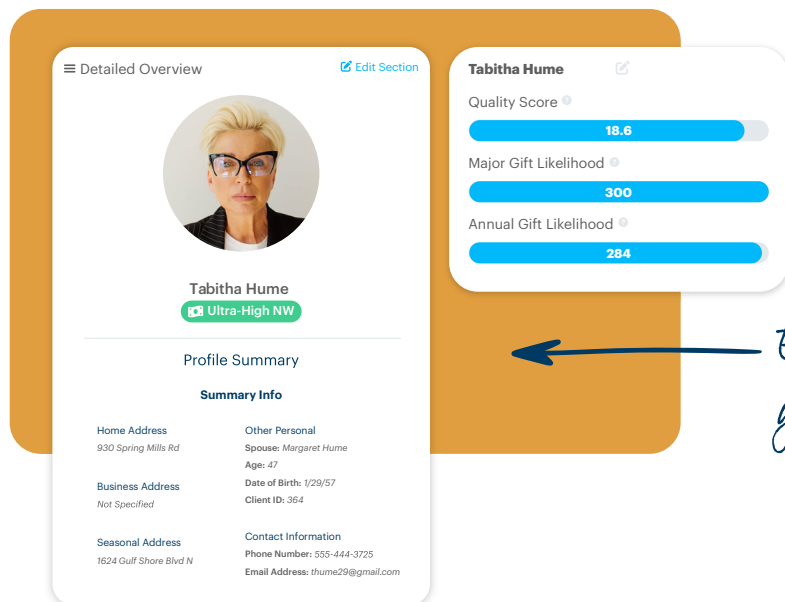
While finding a new major donor is wonderful, it's only part of the work needed to fund your next big project. DonorPerfect has your back in this e-book, **How to Discover Major Donors in Your Database Today**, where you will learn how to set your major gift baseline, consistently find major donors using your nonprofit CRM, and steward them appropriately so that they feel as special as they are.

Get the e-book at donorperfect.com/pdf-major-donors.

! Learn about Prospect Research

Did you know that you can have wealth data delivered straight to your donor records? **DonorSearch** offers the most comprehensive prospect and wealth screenings on the market to reveal individuals' giving capacity, giving history, and more. It also integrates with DonorPerfect so you can run reports to segment your donors based on giving capacity. Easily gauge the appropriate ask amount, target your solicitations to the right constituents, and identify major donors in your network.

Learn more at donorperfect.com/factsheet-donorsearch.



Enrich donor profiles with giving capacity and history.

STEP 2: Unlock the power of LinkedIn for Nonprofits

🎧 Listen to Unlocking the Power of LinkedIn for Your Nonprofit



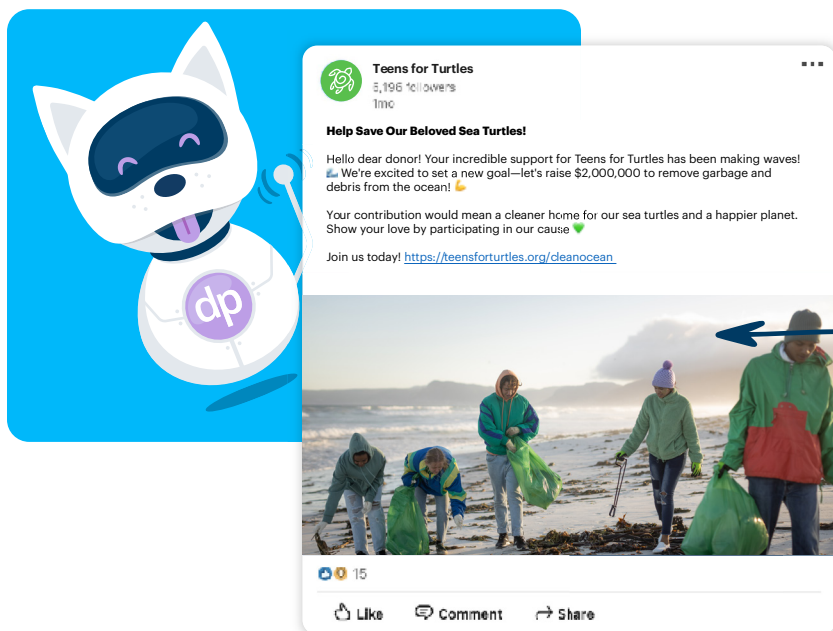
People trust people they know. You have a dedicated team of employees driven by your mission each and every day. What are their stories? Are they telling them? How can you unlock the power of LinkedIn to grow your organization and empower your employees to develop their own personal brands? Listen to my Missions to Movements podcast episode, **Unlocking the Power of LinkedIn for Your Nonprofit**, with Head of LinkedIn for Nonprofits Ariana Younai.

Listen to the episode at donorperfect.com/podcast-ayounai.

! Try the DonorPerfect Fundraiser Bot

You don't have to come up with LinkedIn content all by your lonesome. Check out this brand-new AI bot! **The DonorPerfect Fundraiser Bot** allows you to instantly generate personalized campaign content that speaks to your specific mission, purpose, audience, communication method, and more.

Give it a try at donorperfect.com/bot.



Delegate post captions to the bot!

STEP 3: Build recognition with Instagram Reels

▶ Watch The Reel Deal: Strategic Storytelling for Nonprofits to Engage Ideal Donors

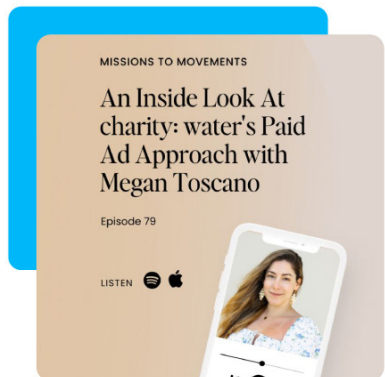


Your social media audience knows you, but depending on the algorithms, they might not see your content all the time, so how do we invite them to join your email list? Attracting new subscribers to your email list is a great way to build a “Know, Like, Trust” relationship with future donors. Learn how Jordan Gill has used Instagram Reels to generate thousands of new email subscribers in **The Reel Deal: Strategic Storytelling for Nonprofits (on Instagram and IRL) to Engage Ideal Donors**.

Watch the webinar at donorperfect.com/webinar-the-reel-deal.

STEP 4: Track the performance of your paid marketing

🎧 *Listen to An Inside Look at charity:water's Paid Ad Approach*



Your marketing team might be A/B testing different social advertising campaigns to see what performs best, but drawing inspiration from organizations you admire can be just as telling and valuable. Where is a fellow peer like [charity:water](#) seeing success? Take a listen to my conversation with their Director of Growth, Megan Toscano on their approach to paid marketing: **An Inside Look at charity:water's Paid Ad Approach.**

Listen to the episode at donorperfect.com/podcast-mtoscano.

! *Try the DonorPerfect Fundraiser Bot*

P.S. Not a marketer, but need to refine your multichannel engagement approach?

You can test different target audiences, tones, and nonprofit personas against each other with the **DonorPerfect Fundraiser Bot**! You can even regenerate the same content for different use cases and communication channels (like emails, social media posts, blogs, video scripts, text messages, and more). Simply enter your organization's details and make your selections from the drop-down menus – that's it!

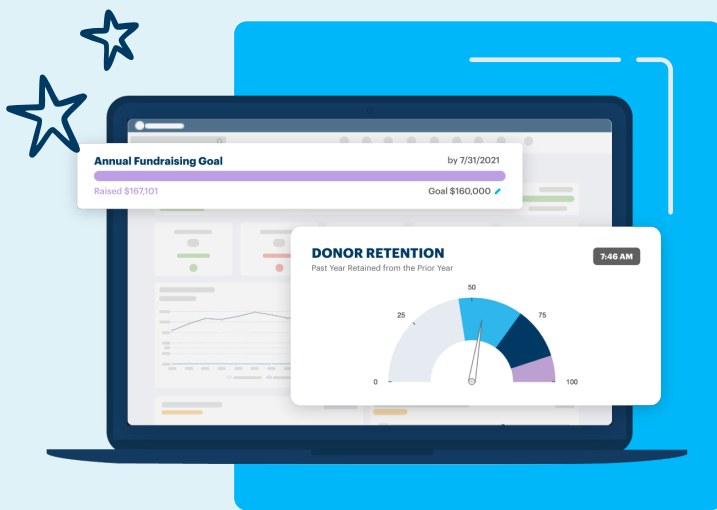
Give it a try at donorperfect.com/bot.

Let us write your emails, social posts, and more!

That's all, folks

We truly enjoyed curating these steps and resources for you, and we hope you take away valuable insights tailored to meet you at every stage of your fundraising journey. With these strategies in hand, your nonprofit is primed to cultivate lasting relationships, drive sustainable growth, and make an enduring impact in the communities you serve.

Is there anything else we can help with?



Explore DonorPerfect features like email automation tricks and digital wallet capabilities, and learn about powerful integrations like DP Video, DP Text, DonorSearch, and more!

Get a demo at donorperfect.com/demo.

Ask our lovely training specialists for help putting these steps into action, or lean with our in-depth training resources that cater to all different learning styles!

Resources at donorperfect.com/learning-center.

≡ Q U A + I O N

You might feel a bit uncomfortable trying something new – but as we all know, **growth doesn't happen in comfort zones.**

Let's get growing!

Dana Snyder

Dana Snyder, Digital Strategist
CEO & Founder of [Positive Equation](https://PositiveEquation.com)

