

Top 5 Online Resources



www.afpnet.org – Use for education, ethics, and professional development



<http://sharpenet.com/> - Use for communications and gift planning



<https://www.gailperry.com/> - Use for major gifts strategy and general fundraising



<https://philanthropy.com/> - use for general philanthropy news, success stories, education

**Sandy Rees –
Get Fully Funded**

<http://getfullyfunded.com/> - Use for blog to follow, donor acquisition, speaker resource

Top 5 Tried-and-True Strategies for Acquisition

1. Hustle – Don't forget to actually go out and make the ask. Research and education only go so far. When in doubt, leave your desk and go meet some people!
2. Ask for Referrals from Current Supporters (and ask Supporters to Help you with Ask) – Ask your supporters to go on visits and make calls for you (and help with follow up). Peer pressure is powerful!
3. Prioritize Fundraising with the Board – Recruit board members who can and will help with #2.
4. Diversify Your Acquisition Strategies – Donors are everywhere; you need to be everywhere, too! The most successful strategies will stick out. Focus your efforts on those.
5. Have a Clear Plan for Acquired Donors – Make them feel special and make sure they get treated like an investor in your company (they are); see retention notes below.

Top 5 Tried-and-True Strategies for Retention

1. Be Flexible – You need a clear plan, per #5 above, and that plan needs to be flexible in terms of communication, cultivation, and recognition.
2. Be Timely – I don't know what is too often or too little communication. You do! See #5 below.
3. Be Conversational – Whatever communication method you choose, make it conversational. Make it something your donors want to call your office and talk about.
4. Be Genuine – Fundraising is about relationships. Whoever your donors are communicating with have to be genuine and bought into your mission. If not, your donors will smell that and walk away.
5. Be Relevant (a.k.a. Know Your Donors) – Focus on what is relevant to each donor. Don't just call or email because your cultivation plan says you have to (a.k.a. check-in). Make sure you talk about what is important to them, whether it is directly related to your organization or not.

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