



information



Donor Relationships

Nonprofits rely heavily on donations to fund their programs, further their missions, and increase their organization's community impact. Because of this, it is essential that we build strong donor relationships. Creating trust, maintaining good communication, and showing your appreciation are just a few of the ways to build strong donor relationships.



Resource

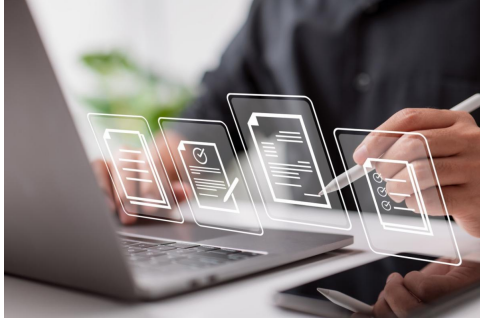
Donor relationships can be organizational, one-on-one, include staff and board, and should be throughout the year. Keeping up with your donors, can be overwhelming, but implementing one new idea each year can improve your donor portfolio and enrich your relationships with your supporters.

READ: Donor Relations Essentials

LISTEN: Donor Cultivation

READ: First-time Donor Welcome

WATCH: Funding Real Change



Use donor management software such as Bloomerang, Donation Tracker, and more to create and manage donor profiles. DMS offers marketing tools, online giving tools, volunteer management tools, and more.



Try having one on one donor meetings to approach the topic of increasing a donor's gift or making them a stakeholder. One on one meetings can help you build a stronger relationship with your donor, making them more likely to increase their contribution to your organization.



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