


3 Proven Strategies to Raise the Funds You Need for Maximum Impact

Stay in Touch Without the Ask

Why it Works: Regular, meaningful communication with donors keeps them engaged and invested in your mission—without the pressure of a donation request. When supporters feel informed and valued, they're more likely to contribute when you do make the ask.


How to Do It: Email updates on your impact, send handwritten notes, and pick up the phone. Keep it personal and conversational—think of it as relationship-building, not fundraising.

 **Action Step:** Identify key donors and prospects, create a simple outreach plan (e.g., monthly emails, handwritten notes, or quarterly calls), and start the conversation today.

Hold a Signature Annual Event

Why it Works: A recurring event builds tradition and provides a consistent, fun, and low-stress way to raise money every year. Supporters look forward to it, and it strengthens community connections.


How to Do It: Consider an annual birthday party, summer BBQ, or a themed event unique to your area (think crawfish boil in Louisiana or clam bake in Rhode Island). Secure local sponsors and sell tickets/accept contributions at the door.

 **Action Step:** Pick a date, book a venue, create a sponsorship “sell sheet”, and reach out to potential sponsors.

Turn Supporters into Sustainers

Why it Works: Small, recurring donations create a steady funding stream, reducing the need for last-minute fundraising pushes.

How to Do It: Add a “Support the Work” section at the bottom of your monthly email newsletter with a link to your donation page where supporters can choose a recurring donation amount.

 **Action Step:** Add a donation link to your next email with a simple message: “If you believe in the work I’m doing, please support my campaign with a small monthly donation.” Better still, feature an actual donor sharing why *they* support your work.