

Top Tips for Year-Round Fundraising Success

Effective ways to ramp up your association's fundraising strategy



Fundraising can be a powerful part of your association's approach to generating non-dues revenue. Here are some top ways to drive more donations for your organization throughout the year:

Daily/Weekly



- ✔ Collect and track contact information, communications, engagement history, interests, and giving history for your donors and prospective donors.
- ✔ Manage and track your fundraising campaigns and activities.
- ✔ Set up (and keep an eye on) fundraising dashboards for a quick view of how well your donor communications and fundraising campaigns are performing so that you can make adjustments as needed.

TIP: NetForum association management software (AMS) by Community Brands allows you to manage a profile of each of your donors and prospective donors, manage targeted fundraising activities, and use quick-view dashboards to monitor the results of your fundraising activities.

Monthly

- ✔ Highlight your fundraising campaigns in your member newsletter and online member portal. Include updates about what your organization is able to do with the donations you receive.
- ✔ Measure donor engagement to determine how connected your donors and prospective donors are with your organization.
- ✔ Review fundraising reports and donor engagement data to uncover trends and find opportunities to move prospective donors to first-time donors and repeat donors to major donors.



TIP: With NetForum AMS, you can measure member and donor engagement levels as well as view any of hundreds of reports to help you improve fundraising campaigns and move donors and prospective donors to greater levels of giving.

Annually



- ✔ Revisit the Donate page and form on your organization's website to make sure they convey the impact of donations to your mission.
- ✔ Ask your donors for feedback about how your organization might improve the donor experience.
- ✔ Review your fundraising strategy and make adjustments based on donor feedback, data analytics, and your organization's current goals.

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Discover more ways to ramp up your organization's fundraising.

Read the guide, Take Your Association's Fundraising from Decline to Incline

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