

Talk to your Donors

By Sharon Danosky

What really good fundraisers know – is how to stay close to their donors. Organizations that raise considerable money put their time and resources toward that purpose.

While people are sheltering at home and hungry for human interaction, it is an opportunity for you to allocate your time to building relationships with those who care about your organization.

We often refer to our donors as members of “our family.” This is the time that families are connecting; making sure everyone is okay. Taking time to re-connect.

Use this time to get closer to your donors. Call them on the phone and have a conversation. Call a few donors every single day. First thing in the morning; right after lunch; mid-afternoon; last thing in the day.

When you call them – first ask how they are doing. Then share how you are doing. Let them know what is happening with people who work at your organization and how your organization. How is everyone faring? What is happening with your programs? What are your organization’s immediate plans? Be reassuring. Be authentic. Show empathy. And ask them if they would mind if you checked in again in a few weeks.

If they aren’t there leave a message. A nice one; that is kind and caring. Not business like – but as you would a friend or a member of your family.

You will develop relationships with your donors in a way that you never have before, while significantly increasing future philanthropic support for your organization.

