



5 STEPS TO CREATING A SUCCESSFUL STRATEGY FOR ARIZONA GIVES DAY 2017

For small nonprofits with limited resources, mapping out a smart, easy-to-follow strategy can lead to a big payoff

When it comes to raising money on Arizona Gives Day, it's not enough to just participate — even the smallest of nonprofits should have a strategy in place to maximize their efforts. Follow these five steps to make the most out of Arizona Gives Day this year.

1 Broaden your base.

Before launching any social media or email campaigns, make sure you're reaching as many people as possible. If your organization doesn't have a large Facebook following, start with a likes campaign by asking board members and employees to invite their friends like your Facebook page. For email, find ways to acquire new email addresses and make sure your database is clean.

2 Create a communication plan.

Reach out to past and prospective donors from various angles — email, social media and phone calls. The people who are already in your network and familiar with the work you do will be more likely to give.

3 Be specific.

Explain what your organization is raising funds for and how a donation will help your community. People are more likely to give if they know where their money is going.

4 Ask for help.

Have board members and volunteers take part in making phone calls the day before or on Arizona Gives Day. Also, consider having board members make lists of prospects that your organization can reach out to. Ask each one to reach out to three, five or even 10 different people to introduce your organization and explain why they're passionate about what you do. (Social media can make this easier to do, too.)

5 Share your stories.

When you're reaching out to potential donors, try to include some personal anecdotes about the people or places your organization has helped. With each story you tell, try to remind people of why you're raising money and how your work helps the community. A little tug at the heartstrings can go a long way in encouraging people to give.