

How to Build Your Repeat Donations to 50%

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Relationships

Building donations is all about building relationships. Focus on growing the donor relationship by embedding them into your organization.

A \$10,000 donation
should reflect a \$10,000 relationship.

A \$100,000 donation
should reflect a \$100,000 relationship



Assets

Deploy your organization's assets
frequently and regularly.

- Newsletter
- Blogs
- Engage Database
- Impact Reports
- Referral/Loyalty Programs

If you don't have these assets, message me!



Board & Committees

Invite high-level donors to join your board or committees. This greatly deepens the relationship and creates a vested interest.

Inviting a donor to Chair a committee is a great touch. Especially if its an event committee and they're a sponsor.

Opportunity for decision-making is powerful in exchange for large or recurring donations.



Programs

Invite your high-level donors to participate in or help oversee your programs.

Again, we **create a vested interest**. We also enhance transparency and shared experience.

A recipe for strong relationships.



Recap

Build your repeat donations by:

- Building the donor relationship
- Deploy your assets regularly
- Invite donors to your board/committee
- Invite donors to your programs



The background is a dark blue to purple gradient with numerous out-of-focus light circles (bokeh) in shades of blue and white. On the right side, there are faint, semi-transparent circular patterns resembling radar or target interfaces, with concentric circles and radial lines. The text is centered and reads:

If this was helpful
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Wanna know more?
Message Me!