**New Donor Acquisition Checklist**

*Use this quick checklist as you look for new ways to connect with prospective donors.*

* + - * Be prepared: Update your website, social media accounts, and charity watchdog platforms (like Charity Navigator and Guidestar).
			* Ask your board to collect 50 emails each.
			* Send a message to your LinkedIn contacts.
			* Ask your volunteers to invite their friends.
			* Use email signatures to highlight opportunities to support your cause.
			* Host a ‘non-ask’ event to tell people about your mission.
			* Create an e-newsletter and subscription form on your website.
			* Create a list of former colleagues and constituents to reach out to.
			* Pitch a story to the press (locally or to journalists who write about issues relevant to your cause).
			* Create a petition to capture interest on sites like change.org, care2.com, and ipetitions.com.
			* Find organizations that align with your nonprofit to partner with in building an audience together.
			* Get social. Build a following and share other people’s content.
			* Join offline communities too.
			* Optimize your website to be mobile ready.
			* Make sharing easy in every newsletter, email, and donation page.
			* Launch a peer-to-peer campaign to encourage your board, volunteers, donors, and program participants to fundraise on your behalf.