**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.