

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.