



Success Series Week 3: Engaging Your Donors

Setting Your Goals

What are your organization's goals for Centre Gives 2018?

Examples:

- Increase number of (new) donors by ____
- Increase total amount raised by ____
- Win a power hour prize
- Host a physical event
- Increase Facebook followers or email subscribers by ____
- Create a Centre Gives committee with ____ members

Our organization's 2018 Centre Gives goal(s):

-
-
-
-
-
-

Identifying New Donors

Consider *your* social circles (friends, college buddies, family, co-workers, church members, board members, clubs and sports, PTA members, etc.). Identify 5 prospective donors:

1. First & Last Name:
 - a. Email:
 - b. Address (type):
 - c. Phone (type):
 - d. Employer/Occupation:
 - e. Ask: \$

2. First & Last Name:
 - a. Email:
 - b. Address (type):
 - c. Phone (type):
 - d. Employer/Occupation:
 - e. Ask: \$

3. First & Last Name:
 - a. Email:
 - b. Address (type):
 - c. Phone (type):
 - d. Employer/Occupation:
 - e. Ask: \$

4. First & Last Name:
 - a. Email:
 - b. Address (type):
 - c. Phone (type):
 - d. Employer/Occupation:
 - e. Ask: \$

5. First & Last Name:
 - a. Email:
 - b. Address (type):
 - c. Phone (type):
 - d. Employer/Occupation:
 - e. Ask: \$



Assembling Your Centre Gives Ad-Hoc Committee/Team

Who will help make Centre Gives a success for your organization? Your team members can identify prospective donors from *their* social circles and fill a variety of campaign roles (social media, marketing, partnerships, phone banking, physical mailing, thanking donors, etc.).

Identify staff, board members, or current donors and volunteers who can help you achieve your Centre Gives goals. What social circles do they occupy? What strengths do they bring to your organization? Which roles can they fulfil?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



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Providing Tools for Your Team

Draft an e-mail template to get your Centre Gives 2018 Ad-Hoc Committee/Team members started on (short & sweet) emails of their own.

Remember:

- Personal, passionate connection (This is a story about...)
- Fun fact, hook, the why
- Organization name
- The ASK (suggested amount)
- Optional: hyperlink CentreGives.org or your organization's unique URL

Thank you,
