

New Donor Acquisition Checklist

- Ask your board to collect 50 or 100 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.
- 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.