

# How to Raise a Lot More Money Now\*

50 Great Ideas from 11 Top Experts

A free eBook  
from your friends at  
[Network for Good](#)

Network  for Nonprofits  
for Good.

*\*How much more? \$49,995 is the number we have in mind at Network for Good. That happens to be 100 times the cost of our DonateNow service for a year. Our **average** customer is already raising 25 times that cost – with the ideas from these gurus, imagine what is possible!*

# ABOUT NETWORK FOR GOOD

*The Home of Easy & Affordable Online Fundraising*

At [Network for Good](#), we don't just give you a donate button – we help you make sure people click on it. And we don't just give you an email tool – we help you run a great campaign. We help you become an online fundraising and marketing superhero without superhuman effort or a big budget.

Here are a few of the ways how we can help nonprofits succeed online:

1. Easy, affordable fundraising solutions: Get donations on your website with [DonateNow](#)
2. Email campaign and newsletter tools: [EmailNow](#) powered by Emma for sending and tracking mass emails and telling you which messages work best
3. Free weekly fundraising and marketing tips: [Sign up here](#) for great advice in your inbox each week
4. [Fundraising123.org](#): Our free online learning center is filled with ideas and best practices on what it takes to be an online fundraising superhero

We're biased, but we think there are many good reasons to work with us:

- ✓ Kinship. We understand you because we're a nonprofit too
- ✓ Value. We handle the tough parts of fundraising for you
- ✓ ROI. Our customers raise \$25 for every dollar they spend
- ✓ Support. We provide lots of training and support via phone, email and chat

# IDEAS 1-5: Jeff Brooks

1. Don't ask your donors to solve huge problems; ask them to solve solvable problems.
2. Replace at least one sentence that's about you with one that's about your donor.
3. Ignore your brand guidelines. They are all about you, not about your donors, and that will hurt your fundraising.
4. Overdo it. Be too dramatic. Too emotional. Too strong. It's a lot easier to tone it down than it is to pump up weak and underdone copy.
5. The best fundraisers are also donors; giving isn't theoretical to them – they know how good it feels to give.



**Jeff Brooks**, creative director at [TrueSense Marketing](#), has been serving the nonprofit community for more than 20 years and [blogging](#) about it since 2005. He considers fundraising the most noble of pursuits and hopes you'll join him in that opinion.

## IDEAS 6-10: Jocelyn Harmon

6. Don't confuse the container with the content. Stop worrying about *where* to fundraise. Instead, worry about *what* you're "selling."
7. If you want my money, touch my heart. Learn what I struggle with and what makes me move. Walk a mile in my shoes.
8. Don't crowd your e-mail with content. Send one email with one "ask."
9. Think like a Girl Scout and start selling cookies. Give me different options for how to invest with your organization.
10. Start selling e-cards!



**Jocelyn Harmon** is passionate about helping charitable organizations and causes succeed online so that they can change the world. She is Director of Nonprofit Services at [Care2](#), where her job is to connect progressive nonprofits with the great members of Care2 so that together they can build a better world. In 2009, she was recognized as one of the "Women in Nonprofit Technology Who Rock" by *Fast Company*. Her personal blog, [Marketing for Nonprofits](#), is top-ranked on Alltop. She also writes a bi-monthly column for *Fundraising Success* magazine.

## IDEAS 11-15: Mark Rovner

11. Organize a volunteer online thank you corps. Donors get a simple training and are then assigned new donors to personally thank on behalf of the cause.
12. Launch a kids' match. Children post messages about why they love a cause and make a family gift. Donors choose a specific kid to match.
13. Hold a "silent pledge drive" tied to November fundraising. For every x thousand dollars raised in December, your organization will send one fewer appeal in 2011!
14. Organize a crowd-sourced appeal. Invite donors to participate in drafting the "perfect fundraising appeal."
15. Track lifetime giving and recognize donors who reach various thresholds, in terms of money and time. Someone who gives \$1,000 over 5 years is still a \$1,000 donor in my book.



**Mark Rovner** is a principal at [Sea Change Strategies](#). An online fundraising pioneer, Mark has been working with some of the nation's largest non-profits since 1999. A former meditation instructor, Mark preaches a more passionate, fundamental approach to fundraising. Known for his contrarian and sometimes controversial views, Mark is highlighted in Seth Godin's book [Tribes](#) as a "fundraising heretic." He recently received a certificate in feature film screenwriting from UCLA Extension and is deeply humbled by great storytelling.

## IDEAS 16-20: Nancy Schwartz


16. Cash Match/Sponsor a Volunteer Program: Show off – and recognize – your best volunteers. Show them they are valued. Those who can't volunteer but would like to support the organization can donate the dollar value of the volunteered services. Offer different giving levels. Featured volunteers keep photo-filled blogs so donors really can “get to know them.”



getting  
**attention**!

17. Recipe for Success: Host a monthly giving drive offering various packages, each presented as a recipe to fund some component of overall operations or a specific program. Present each package in recipe format.

18. Best of Breed Competition (for animal-focused orgs): Donate to enter your pet in the competition. Submit photo (online) of your pet to enter competition. Every pet entered gets his or her own “webpage of honor.”

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19. Long-Form Online Fundraising: Take your most effective long-form direct mail fundraising package and put it online. Many marketers and fundraisers think all online content has to be short. As long as you punctuate a long-form letter/landing page with give buttons or links throughout, it can work well for your organization.
  
  20. 7 Reasons Why: Craft seven reasons why prospects should support your organization – give each one a headline with two to three sentences expanding the point – and build a mini campaign around it. Put a link on your home page, add to your navigation, feature in your e-news, and more... Human nature craves lists like this.

**Nancy E. Schwartz** helps nonprofits succeed through effective marketing and communications as the publisher of the [Getting Attention blog](#) and e-newsletter, founder of the annual [Nonprofit Tagline Awards](#) and as President of New York City-based [Nancy Schwartz & Company](#) (NS&C). Nancy and her team at NS&C provide communications planning and implementation services to organizations as varied as the Corporation for Supportive Housing, Robert Wood Johnson Foundation, Environmental Health Coalition, United Jewish Federation of Tidewater and the National Center for Biking and Walking. Nancy is a board member of NTEN and on the marketing committees of her synagogue, high school, and local PTA.

## IDEAS 21-25: Kivi Leroux Miller

21. What can your supporters do in just 30 days to change the world for the better? Build a campaign around that.

22. Create a two-minute video with "Adventure" as the theme. Then ask your supporters to join you on the adventure. For inspiration, check out the [Darius Goes West](#) videos.



23. Take pictures of your clients holding signs that say Thank You and share them with your supporters on your website, in email, and via social media.

24. Commit to embarrassing yourself - sort of. Set a goal and agree to do something funny or silly when you reach it. Better yet, let your supporters vote on what that funny or silly thing is, like [Holly Ross at NTEN did](#).

25. Take a very long walk. You're more likely to solve lingering problems with creative solutions if you give your brain a break. Really. Try it.

**Kivi Leroux Miller** is president of [NonprofitMarketingGuide.com](#) and [EcoScribe Communications](#), and the author of the new book, *The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause*. She helps small nonprofits and communications departments of one make a big impression with smart, savvy marketing and communications. She teaches a [weekly webinar series](#) and writes a [leading blog on nonprofit communications](#) at Nonprofit Marketing Guide.com.



## IDEAS 26-30: Sarah Durham


26. Take a month to engage existing supporters in conversations about why they give to you. Use their responses to develop messages you can use with prospects – they're more likely to speak the donor's language than your organization's jargon.



27. Brainstorm a list of adjectives that defines your organization's personality. Are you *aggressive*, *creative* and *smart* as an organization? Or perhaps *credible*, *reflective*, and *academic*? Use those adjectives to inspire the design and copy of any new materials you create.

28. Don't create a special logo for your event or anniversary year. Instead, invest the time or budget that project would have required into trying out something you've never done before. For instance, try a text-to-give campaign or a Facebook challenge.

29. For your year-end appeal, get your brightest folks to brainstorm one theme or big idea to weave through your direct mail, email, social media, and website. Use the same headlines, design elements, and ask components at each point of contact.



30. Make a list of the organizations you consider either peers or competitors. Get all the people you usually need buy-in from together, then surf the organizations' websites together. Ask the question, how would a donor experience this? Talk about what they're doing that you can learn from, and what you're doing that outshines them – both will help you grow, change, or stay the same more strategically.

**Sarah Durham** is founder of [Big Duck](#) – a leading communications firm that works exclusively with nonprofits. Their clients include local, regional, national, and international organizations such as The Leukemia & Lymphoma Society, American Jewish World Service, and the New York City Charter School Center. She is also author of the new book, [Brandraising](#). Sarah is a total nonprofit communications nerd. She was named a "Top Fundraiser Under 40" by *Fundraising Success* magazine in 2006 and is a regular speaker at Association of Fundraising Professionals and Nonprofit Technology Network conferences. Sarah teaches aspiring nonprofit communications nerds at NYU's Wagner School and at the Athena Center for Women's Leadership at Barnard College. Sarah Tweets [@BigDuckSarah](#).

## IDEAS 31-35: Chris Forbes

31. Raise money with dress down days. Businesses or private schools let their employees or students dress down for the day if they make a certain donation amount to your organization online.




*Photo Courtesy of Joshua Ulmer*

32. If you're with an animal welfare organization, have an ugly (or cute) dog contest. Get people to post pictures of their dog (you can use [flickr](#)) and "charge" donations on your site to vote for the ugliest (or cutest) dog.

33. Appoint allies. Don't be a fundraising Lone Ranger. Name your board members or greatest volunteers ambassadors and give them dollar goals to achieve. *(It's a good idea to only appoint ambassadors who support the organization personally.)*

34. Don't forget to focus on current supporters in your fundraising. It cost five times as much to raise a donation from a new donor than from an existing one. Write them an extra thank-you and update on their impact this month. Keep communicating with them so when it's time to give, it will be easy for you to ask.



35. If donors have stopped giving, reach out and present yourself as being new to your job as a fundraiser. Thank them for what they have done in the past and invite them back. You know how to reassure your most involved donors. Show up for your lapsed donors, too.

These ideas come from the new book co-authored by **Chris Forbes**, [\*Guerrilla Marketing for Nonprofits: 250 Tactics to Promote, Recruit, Motivate and Raise More Money\*](#). Chris is a certified Guerrilla Marketing coach specializing in nonprofit marketing. He frequently consults within the Southern Baptist Convention with 16+ million members.


## IDEAS 36-40: Beth Kanter & Allison Fine

36. Embrace free agents – the people working outside of your organization to organize, mobilize, raise funds, and communicate about your cause. They are not amateurs. They're assets. Don't ignore them. Get to know them. Let them advocate freely without forcing them to conform to your agenda. Listen to their great ideas and leverage them – just as LIVESTRONG did with [www.blamedrewscancer.com](http://www.blamedrewscancer.com).



37. Create a dashboard of your fundraising results and post it online. Get inspired by the [Indianapolis Museum of Art](#), which shows a [dashboard](#) with everything from the numbers of visitors (and their hometowns) to monthly membership rates, energy efficiency, and how many works of art are on exhibit. Donors like social proof, transparency and accountability!

38. Simplify your message for social media calls to action. If you can't say it in 140 characters on Twitter, you're not saying it well. Look to charity: water's [Twitter feed](#) for inspiration.

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39. Turn your online friends into funders through relationship building, not pan-handling. (*Note: this takes plenty of time and patience.*) Engaging through online and offline channels, treat supporters as partners, and share stories that motivate. Provide platforms for individuals to tell their own stories without editing them. Encourage individuals to act as their own creative directors and mash up different media to tell their story.
40. Thank more than you ask – it makes donors want to give more. List donors on your blogs and websites. Send them personal emails. Use Facebook and Twitter to broadcast your gratitude. And remember the old-fashioned stuff is powerful: pick up the phone or hand-write a note to tell your donors how much you love them.

These ideas are from Beth and Allison's new book, [\*The Networked Nonprofit: Connecting with Social Media to Drive Change\*](#), published by J. Wiley in 2010. **Beth Kanter** is the author of [Beth's Blog](#), one of the [longest running](#) and most popular blogs for nonprofits. Beth is the CEO of [Zoetica](#), a company that serves nonprofits and socially conscious companies with top-tier, online marketing services. In 2009, she was named by *Fast Company* as [one of the most influential women in technology](#) and one of *BusinessWeek's* "[Voices of Innovation for Social Media](#)." She is currently the Visiting Scholar for Social Media and Nonprofits for the Packard Foundation. **Allison Fine** is author of the award-winning book, [Momentum: Igniting Social Change in the Connected Age](#) and a senior fellow on the democracy team at Demos: A Network of Change and Action in New York. She is the host of the monthly podcast, Social Good, for the *Chronicle of Philanthropy*.

## IDEAS 41-45: Alia McKee Scott


41. Go for specifics... at first. Create a restricted giving fund around one of your most prominent issues. Send a restricted appeal to those long-term non-donors letting them know that 100% of their gift will be used for that issue.



42. ...then go general. Once they come in with a restricted gift, thank them profusely. Then, target them with a campaign aimed at streamlining them into unrestricted giving.

43. Don't treat your donors like online ATM machines. Make stewardship and cultivation a core part of your online strategy. A primary measure of your program's success is dollars in the door. But are you also measuring your donors' satisfaction? Establish metrics – such as the [Net Promoter Score](#) – for measuring satisfaction to help you benchmark your stewardship effectiveness.

44. Create a beneficiary thank-you corps. Beneficiaries of your work are assigned new donors to personally thank on behalf of the cause.



45. Use targeted premiums. Instead of sending your donor swag, use an on-brand targeted premium for impact. For every \$50 gift, we'll deliver a lump of coal to BP headquarters for the holidays. For every \$25 gift, we'll deliver a timer to the FDA telling them to approve Plan B for over the counter use.

**Alia McKee Scott** is a principal at [Sea Change Strategies](#). She is an online communications and fundraising strategist with over ten years proven experience developing brand-perfect and successful integrated marketing, fundraising and advocacy campaigns. Currently she works with the Monterey Bay Aquarium, Environmental Defense Fund, the International Rescue Committee, and Conservation International among others. Alia holds a master's degree in public policy and communications from the LBJ School at the University of Texas at Austin.




## IDEAS 46-50: Katya Andresen

46. Offer birthday favor kits. Kids are increasingly choosing to raise money for a favorite cause for their birthday rather than getting more stuff. (*Parents are big fans of this trend.*) Use your website to promote “birthday favors” for kids who fundraise for your cause, with thank you notes for each child attending the party and fun gifts or photos. My seven-year-old’s most prized gift ever was a photo of a zoo leopard with a new ring to play with – paid for by her birthday party attendees.



47. When donors give online, ask them for an optional few words on why they gave (you can do this with Network for Good’s online [DonateNow](#) service). Fill your home page with their answers.

48. If you’re having a creative block on the fundraising front, ask your child (or a family friend’s child) what your organization does. You will get a refreshing perspective that may inspire your next ask. There’s no better way to get out of the metaphorical weeds than to ask advice of someone who is only a few feet high.

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49. Post an online slideshow or video featuring people who have benefitted from your work – or donors who have supported your work – saying what gifts meant to them personally. It’s guaranteed to be an emotional hit and highly motivating beyond anything you as a fundraiser could say. Email links to the video messages to all your supporters and prospects.
50. Name a campaign after one of your most interesting volunteers or beneficiaries and use their personal story as the fundraising pitch. For example, “Kate’s campaign: Send 10 children to school in Rwanda” would feature the story of why Kate is a big supporter of your organization and her ties to a particular school far away.

*Katya and everyone at Network for Good hope you’re inspired by this eBook and are successful beyond your wildest fundraising dreams this year.*

**Katya Andresen** is COO of [Network for Good](#), author of [Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes](#), a columnist for *Fundraising Success*, a contributor to *People to People Fundraising: Social Networking and Web 2.0 for Charities* and a blogger at [www.nonprofitmarketingblog.com](http://www.nonprofitmarketingblog.com). She is privileged and inspired to collaborate with all of the very smart friends you find in this eBook. They keep her on her toes.