HIGH-IMPACT DONOR ENGAGEMENT TACTICS

These tactics may be implemented on an organization-wide or individual level to help engage and retain donors. Review the tactics and complete 1-3 below:

1. In the **Fully**, **Somewhat** or **Not Yet** column, put a check mark (✓) in the column that best represents the degree to which your organization is currently using the tactic.
2. Put a check mark (✓) next to each of the tactics you are not yet using, which must be implemented on an organization-wide level, which you believe will be important for future success and which you believe are likely to require additional financial investment and/or staff expertise.
3. Put a star (✶) next to the five (5) that you, as an organizational leader, would be willing to commit to completing for up to 9 donors.

	Fully	Some what	Not Yet
1. Prompt, Personalized Thank Yous • Send a sincere thank-you within 48 hours of receiving the gift. Use the donor's name and reference the specific gift amount and impact.			
2. Handwritten Notes for First-Time or Repeat Donors • Especially for small organizations, a handwritten thank-you or quick Post-It note goes a long way.			
3. Birthday or Anniversary Recognition • Send birthday messages or "giving anniversary" notes. (It shows donors they're remembered as people.)			
4. Social Media Shoutouts or Tags • With permission, thank donors publicly on social media. (Low-cost, high- engagement tactic.)			
5. Donor Recognition Lists • Include low-level donors (with permission) in your annual report, newsletter, or digital wall of thanks.			
6. Thank-a-Thon Calls • Organize volunteers or staff to call and thank donors—no ask, just thanks.			
7. Special Mailers or Holiday Cards • Send a simple card during the holidays or on Giving Tuesday to show appreciation.			
8. Personalization in Communications • Use the donor's name, giving history, and interests to tailor messages. Avoid "Dear Supporter/Friend."			
9. Storytelling with Real People • Share consistent, short narratives about the people or causes your donors are helping.			
10. Low-Dollar Impact Stories • Show how even small gifts make a real difference. Develop and send messages such as "Your $25 helped…, Your $50 helped..."			

	Fully	Some what	Not Yet
11. Donor-Focused Email Updates • Send short, regular email updates (monthly) focusing on outcomes, stories, and photos rather than asking for additional gifts.			
12. "Behind the Scenes" Content • Offer access to insider content like a day in the life of a staff member or program participant/beneficiary.			
13. Add Value with Non-Fundraising Content • Offer resources, tips, or content related to your cause that helps the donor personally.			
14. Consistent Brand and Messaging • Ensure all touchpoints (emails, letters, social media) feel cohesive, are emotionally aligned with your mission, and feel/look like they come from the same organization.			
15. First-Time Donor Welcome Series • Send a short sequence of emails introducing the organization such as your mission, leadership, and programs. (Make donors feel part of a community.)			
16. Surveys for Feedback • Ask donors for their opinions via short surveys. This builds engagement and signals that their voice matters.			
17. Donor-Only Webinars or Town Halls • Invite donors to join virtual events that show impact and allow for Q&A.			
18. Volunteer Opportunities • Invite donors to participate in hands-on or virtual volunteering. (Engagement breeds loyalty!)			
19. Donor Journey Mapping • Track where donors are in their journey and tailor communication accordingly (first-time vs. second-year, etc.).			
20. Monthly Giving Options • Encourage small donors to convert to monthly giving. (This increases retention dramatically and gives predictable income.)			
21. Matching Gift Opportunities • Donors at all levels respond to match challenges. Highlight how their $25 becomes $50.			
22. Make the Ask Light and Positive • When re-soliciting, focus on progress made and the joy of giving—*not guilt or desperation.*			
23. Lapsed Donor "We Miss You" Campaigns • Use friendly re-engagement emails or postcards to invite lapsed low-level donors back without pressure.			
24. Easy-to-Use Donation Page • Ensure your donation form is mobile-friendly, quick and pre-fills repeat donor data.			
25. Donor Retargeting Ads • Use Facebook or Instagram ads to re-engage website visitors & lapsed donors.			