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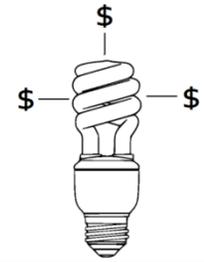
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No Cost Ways to Improve Your Appeal to Donors

Bright Ideas (a few easy-to-implement programs)

Reduce Expenses	Increase Visibility	Raise Money	Attract Donors
Evaluate all administrative costs Use email instead of US mail Ask for donations of materials from businesses serving the same clientele in exchange for recognition	Ensure your web site is an effective marketing tool and highly ranked on search engines Use social networking sites Collaborate with other not-for-profits and businesses serving the same clientele	Enable online giving Register for programs that give donations for online shopping	Write a thoughtful mission statement and concise strategic plan Make financial records and budgets available Measure performance Send progress reports

From small or large NPO?

There are not many unworthy causes.

Recognize that most donors do not have to give anything, especially in today's economic environment.

May have interest in other causes.

May give to similar causes.

Know who the competition is and what they do well.

Think customer service. Make everything as easy as possible (to join email list, to donate, to volunteer)

State your case why your organization is the **best use** of their funds:

1. Doing something worthwhile
2. Doing it effectively
3. Doing it efficiently
4. Producing results

Save Money

1. Start with largest administrative expenses first (programmable thermostats; better electricity prices; extra phone lines; internet access; office supplies)
2. Send request for email addresses with next mailing. Have a designated email address to subscribe and/or easy to find sign-up on homepage. Measure results. Are the regulars staying regular? Did you attract any new volunteers/donors. If you have multiple types of mailings, give them options for emails vs. snail mail.
3. Solicit donations and think outside the box. Who are your clientele? What do they need/enjoy?

Increase visibility

1. Google yourself often. Adding and getting links helps. Register directly with every search engine and dmoz.org. Create sitemaps. Get reviewed on CitySearch, etc.

2. Use MySpace, Facebook, Twitter, Plaxo, LinkedIn. Get your board, management and volunteers writing about your organization.
3. Talk to like-minded non-profits and businesses that serve the same customers. They may give you free publicity or donate goods and services to your organization or its clientele.

Raise Money

1. If you don't' have credit card processing, register with NetworkforGood.com ($200 set up; $30/mo; 3% that can be added on). Has training available online. Search "online giving options"
2. iGive.com has over 700 online merchants each with a different %. Set up your own store, associates program or a wish list at Amazon.com.

Attract Donors

1. Mission statement and strategic plan—show them you know what you're doing!
2. More and more donors want to know how their money is being spent. How much of the money you raise directly serves your clientele?
3. And that it produces results.

If an organization can attract and serve its clientele at the minimum cost, it will be able to serve a greater number, provide a broader range of services and/or reduce its funding requirements.