

Friend-raising Tips

Deepen connections to increase your base of support

Whether you are fundraising, organizing an event, or trying to build awareness around your organization's work, are you engaging with your personal *and* professional friends as much and as effectively as possible? Here are some tips to help you build deeper connections with friends, colleagues, and your board to generate more financial support.

Tip #1: Connect with personal and professional social media pages. People “like” an organization's social media page because they want others to know that they support it. Ask your friends, members, and board to “like” your page and your friends' friends will see your organizations' work. If you have 150 personal Facebook friends and just half of those friends “like” and share your posts and their friends' friends do the same, you've just added orders of magnitude of eyes—and potential donors—to your organization.

Tip #2: Connect your network to your events. Take pictures at events and post them on your social media pages to present your organization as a group of people in action, add a fun element to what your organization is and does, and put a personal face on your work. Pictures evoke emotions, which can deepen connections and drive donations.

Tip#3: Listen to your donors. Why do your members and board support your organization? Gather personal stories, regularly write brief blog posts (with photos if possible) sharing donor's stories, tag them in social media, and tell the world how special your supporters are.

Tip #4: Talk to your donors. Really listen and invite others into the conversation. When a chat involves someone from development, programming, and the donor, suddenly you're working as a community on a shared project. Balance the conversation between business and personal topics and focus your discussion of the organization on their interests.

Tip #5: Connect an activity to giving. Why was the ice bucket challenge so successful? Partially because it was a fun act (of silliness!) that was more interesting than clicking a “Donate” button. Activities that happen year after year deepen relationships because they build memories, create connections, and demonstrate a history of success.

Tip#6: Create different membership experiences based on donors' various interests. If interest groups or clubs meet with some frequency the members will expand their social networks while learning about subjects that interest them.

Tip #7: Say thank you! Create a checkbox on your donation form to ask donors if you can tag them and say “Thank you!” on social media. Not only does this public recognition make the donor feel appreciated; it can stimulate a culture of giving on your social profiles.

Need a hand connecting with your donors? WE CAN HELP!

Nonprofit resource courtesy of

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