

# 9 QUICK FUNDRAISING TIPS FOR 2021

1

**This is a long game - lay the groundwork now for future fundraising campaigns.**

2

**Cultivate your donors using personal notes, phone calls, emails, and invitations... but don't bombard them with too much information.**

3

**Choose your board wisely. Make sure every board member is a donor. If they don't give, why would someone else?**

4

**Alliances are critical. Join community and nonprofit groups where you can showcase your program,**

5

**Local government, family foundations, community foundations, and regional/national foundations are still making grants so apply.**

6

**Continually work on increasing your visibility. Local media, local bloggers, video, and social media should all be part of your public education plan.**

7

**Community events can still work, even though you need to hold them virtually.**

8

**Use surveys (quantitative and qualitative) to measure success and the impact of your programs. Results of these surveys can be turned into impact stories.**

9

**Tell your story through a well-crafted case statement. Include why you are uniquely qualified to solve this problem and fulfill this need. Answer the question, what will happen when you're successful? Remember that people connect with stories, so be sure to include compelling stories that illustrate the need and your successes.**