



## Get More Donations Online This Holiday

### 1. Create a Compelling Reason to Give

This year, get innovative in how you show the potential impact of your donors' gifts. If they donate \$50, what will happen? Will a needy New Orleans family get a holiday meal? Will a Chilean child get school books? Tie donations to results that have a human face. You can also set a campaign dollar goal and communicate it to your donors so they can also see the collective impact at stake. As the campaign comes to a close, send the message that you're "almost there" so donors who haven't given see they can put your organization over the top.

### 2. Ask in Many Ways

Beyond having an attractive website, you need to drive people there and convince them to support your organization. Electronic communications provide a cost-effective way to reach donors and often generate a greater response rate than traditional outreach methods. Send out email appeals, newsletters and other promotions with a clear, immediate "ask" placed front and center.

### 3. Make It Easy to Give

Whenever you communicate with your donors electronically, place a prominent, impossible-to-miss "Donate Now" button in front of them. Put your button all over your web site, in every email, and in

every newsletter. It makes giving easy and – if the button is big and just begging to be clicked - irresistible.

### 4. Ask for Monthly Gifts

Ask donors to sign up for monthly giving, with automatic credit card payments every month. This will lead to higher total gifts and ensures your charity a stream of resources in the year to come.

### 5. Be Brief

The holidays are a busy time, and donors don't want massive amounts of information on every nuance of your program. Less is more! Ask them for their support simply and succinctly. Nothing tells a story faster than a compelling image.

### 6. Help Them Help You

The number one reason people donate to charity is someone they know asked. Turn your supporters into your most powerful fundraisers. Encourage them to "tell a friend" about your organization by forwarding emails, newsletters or eCards to their family, friends and colleagues.

### 7. Remember: It's Not About You

Make sure your messages are focused on the donor's priorities, not the content that's interesting to staff only! Thank donors profusely for the difference that they – and their gifts – make to others.

**The holidays are on us!**



**Sign up for online donation tools through Network for Good and we'll cover the monthly fee through the end of 2006!**

[www.networkforgood.org/npo](http://www.networkforgood.org/npo)

Enter the Discount Code OnUs2006 when signing up.

\* Applicable to new customers only. Sorry, not to be combined with other offers.