



Nonprofit Founders Society Implementation Guide

December 2021 | Weekly Fundraising Routines to Add in The New Year

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Video Transcript

Hi and welcome to December's lesson: Weekly Fundraising Routines to Add in The New Year. This month we are learning what routines will help you in your fundraising efforts.

What are fundraising routines?

Fundraising routines are things we do every day, week, month, quarter, or year that helps us with our fundraising goals. Most fundraising activities are cumulative, meaning they build on each other.

Why do we need fundraising routines?

Doing little things will slowly build to larger things. There is an old adage- When is the best time to plant a tree? 20 years ago. When is the second-best time to plant a tree? Today. Fundraising is like that. Start planting the seeds today.

What/How

I have a checklist of 9 things you can add to your weekly list to help boost your fundraising efforts. You don't have to add all 9 things today. Pick 3 to start in January and add 3 each quarter. You will find the list in the Implementation Guide. Let's go through the list now.

- List your top 3 goals you want to achieve this week from your Fundraising Plan. Create a plan to get it done.
- List your top 10 donors (or top 10 donor prospects). How will you reach out to them this week? Contact 2 a day to accomplish this task in 10-20 minutes each day.
- What one social media post can you create that spotlights a donor, volunteer, or ambassador for your nonprofit? Post it.
- List top 10 corporate sponsors (or potential sponsors). How will you keep them up to date on your progress? Reach out to them this week and share.
- List 5 places your ideal donor hangs out. Spend 10 minutes each day where they are or planning how you will get in front of them.
- What video update can you give this week? Go Live and share it with your social media. Ask Board members to share it too.
- Create or update your wish list. Create a post for social media with those things.
- What is your nonprofit's purpose? What do you stand for? What are you against? Tell your social media followers in a post. Ask them to share it.
- List 5 people to send a thank you note to this week.

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That's all for this lesson! Download the Implementation Guide and pick three things to add in January. Revisit the Implementation Guide each quarter to add 3 more things.

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