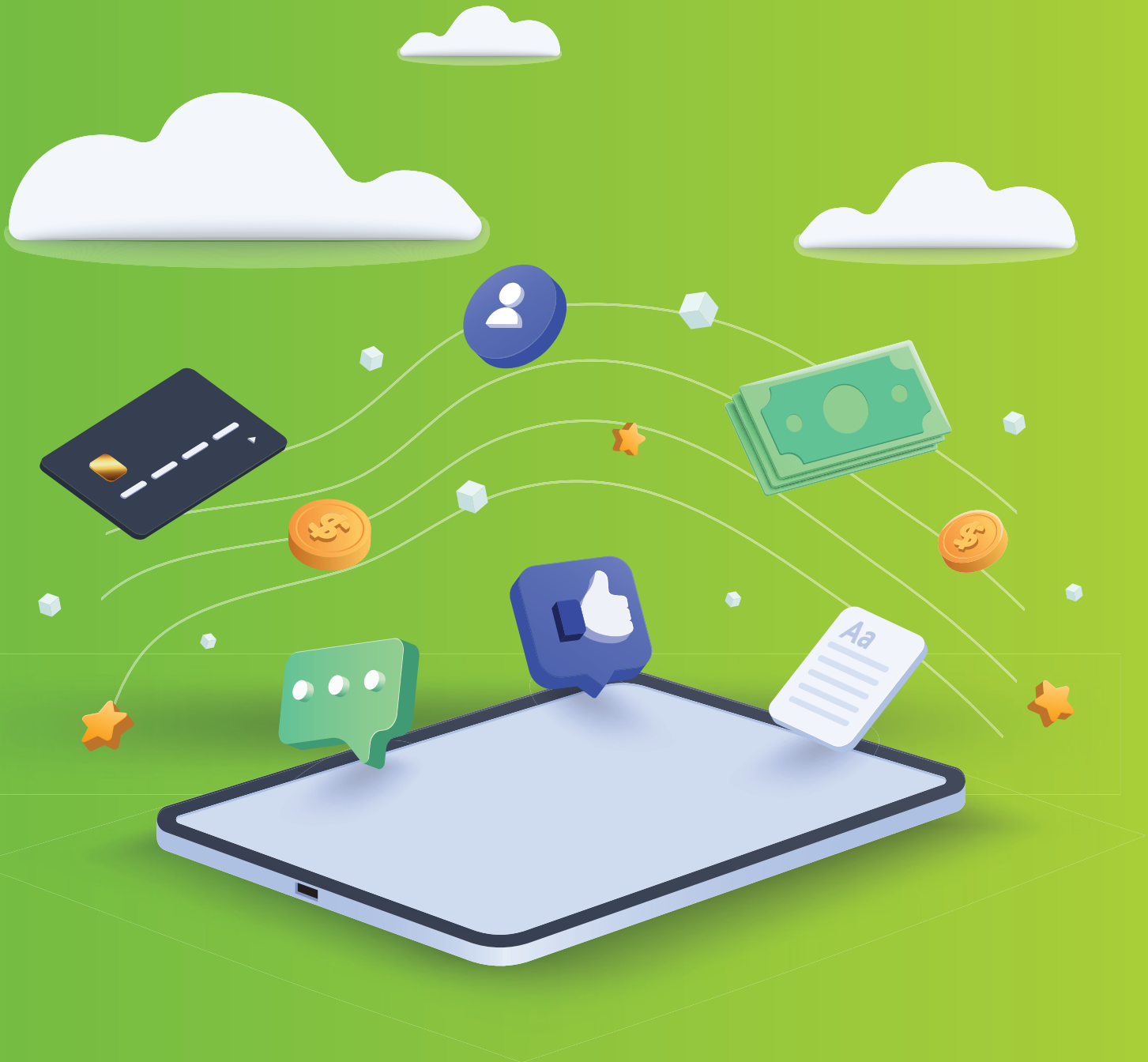


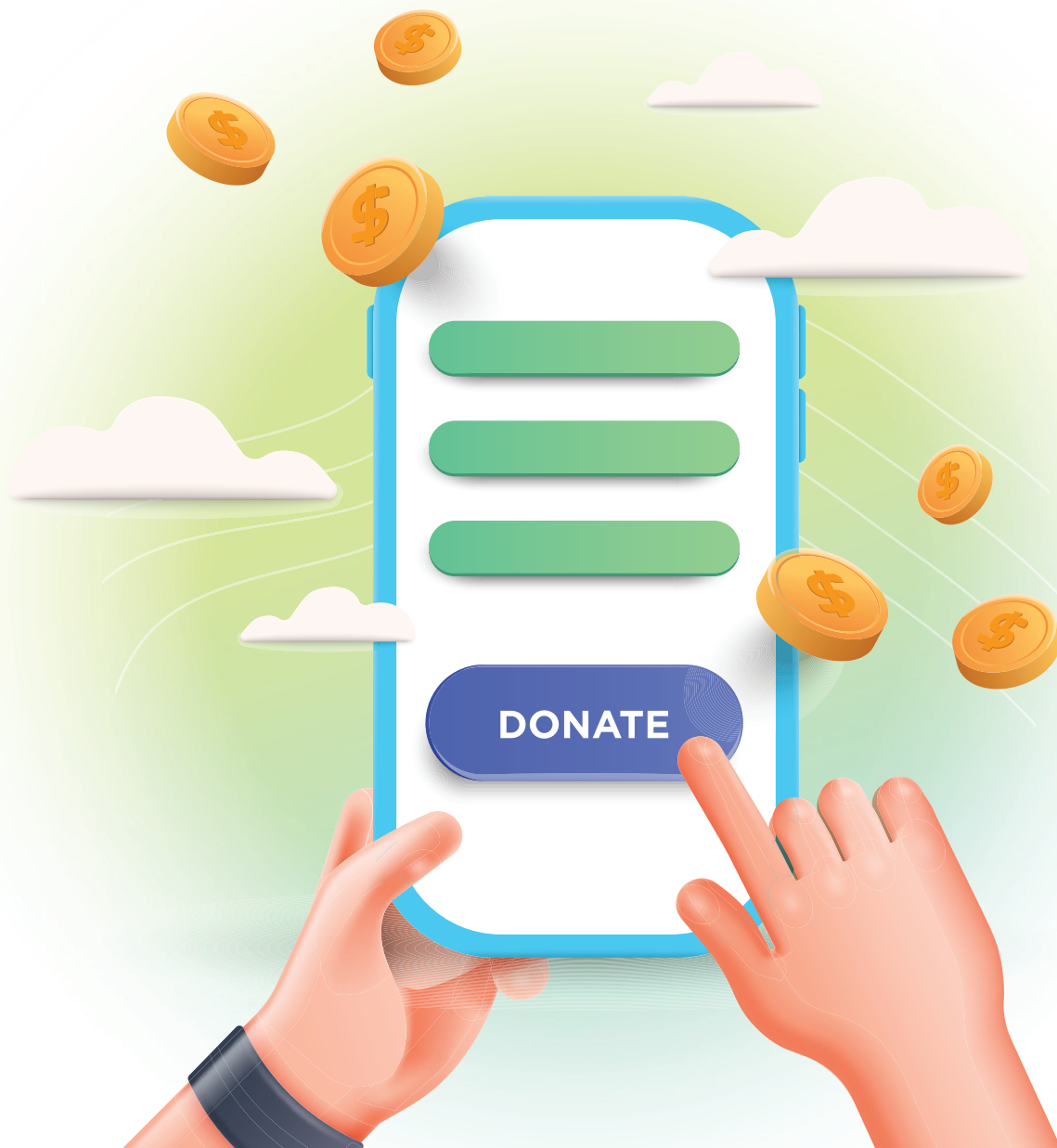


# More Money for Your Mission: A Fundraising Toolkit



## Donations are crucial for furthering your organization's mission.

This toolkit helps you talk about your mission to current and potential new donors. In 2020, charitable giving went up 5.1 percent, a surprising increase despite the economic downturn. From basic tools of the trade to sample messaging, let this be your guide to accepting more.







## Tools of the Trade

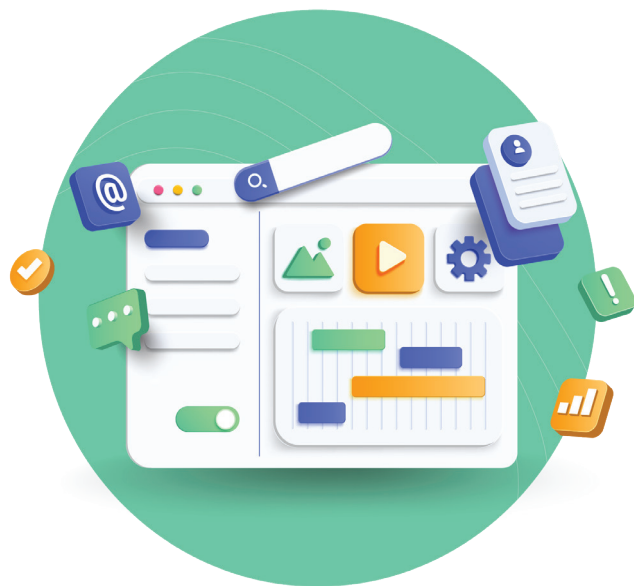
Put your fundraising efforts into practice with these modern tactics.



## Website & Landing Pages

In 2020, [80.5 percent of donors ranked](#) donating online as their favorite giving method, which shows there is value in offering payments on your website. Ask people to give throughout your site, not just on your primary donation page. Any content on your site can inspire support! Look for all the places it makes sense to put that “Donate Now” call to action in front of visitors (AKA potential donors). Don’t forget to consider the header and footer of each page.

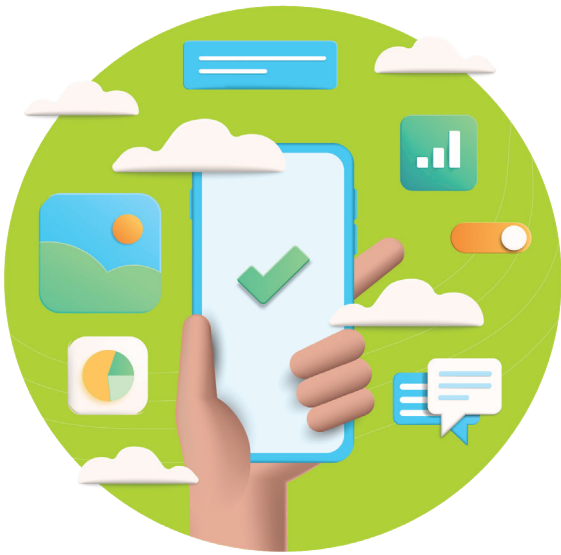
With Nelnet Payment Services, it’s easy to add payments to your existing site. Our “Donate Now” widget allows you to build a button and form in minutes. Answer a few questions and watch the form appear as you go. Once you like what you see, simply copy the code to your site to begin accepting payments.



## Campaign Landing Pages

Have a large fundraising effort coming soon or campaigning year-round? Consider dedicating a full page to your specific effort. We have tools available that allow you to add a funds collected tracker along with other features that help you better engage donors.





## Mobile-First Solutions

Smartphones have become the norm across all demographics with [1 in 4 donors](#) using mobile devices to discover organizations they were previously unaware of. In the last year, [mobile giving donations](#) have increased by 205 percent. Adding another touch with QR codes and text-to-give tools can boost fundraising efforts and allows for easy hands-off donating. Another bonus of mobile-first outreach is knowing your subscribers are highly engaged with your organization.

## Crowdfunding

Crowdfunding campaigns can attract different donors than traditional campaigns as it encourages the public to donate to your organization via online platforms. This is a common donation method used by younger donors as around 46 percent of Millennials and Gen Xers donate to crowdfunding campaigns. Crowdfunding combines the power of social networks and the internet to give your cause the ability to raise funds.

## Social Media

When it comes to connecting with your active donors or attracting new ones, now and then, put a reminder on your social channels (such as Facebook, Twitter, LinkedIn, Instagram, and TikTok) about the options for donating. Data has shown that a [younger donor's first engagement](#) with an organization is liking a social post or sharing a message. Consider highlighting recurring donations in your post as this small gesture can keep the conversation going and can lead to continued donations. Meanwhile, focus on telling your story through photos and videos. Highlight the people you're helping as well as the people who are helping you—by highlighting donors, you're giving them the public appreciation they deserve for their generosity. Getting in front of different audiences through various social platforms can bring attention to your cause and inspire donations.



## Newsletters

Whether you're sending out a printed or e-newsletter, sharing the impact of donations make donors feel more invested in your organization. This tactic can inspire repeat donations and potentially help you gain new donors. Write a blurb that links to your donation page in your email newsletter, or write up a case study that shows how the funds benefit your cause. Request additional donations at the conclusion of your case study.

## Emails, Letters, and Direct Mail Pieces

While you don't want to overdo it with requests for donations, mixing in an occasional campaign to raise money is a necessary part of fundraising. Based on the constituency of your donors, a mix of emails, letters and/or direct mail pieces a few times a year may be ideal. Younger donors prefer text messages and social media, whereas older donors may prefer emails, voice mail, and direct mail pieces. Include as much personalization as possible using variable data. Details like donor name, company, and past donation amounts will help donors see that you value them as more than just a means to an end. Incorporating a PURL (that's a personalized URL) on printed pieces increases response rate—meaning more recipients will visit your giving page online.



## Email Signature Line/Footer

A subtle link within your email signature is a handy way to keep access to your donation process easy to find.

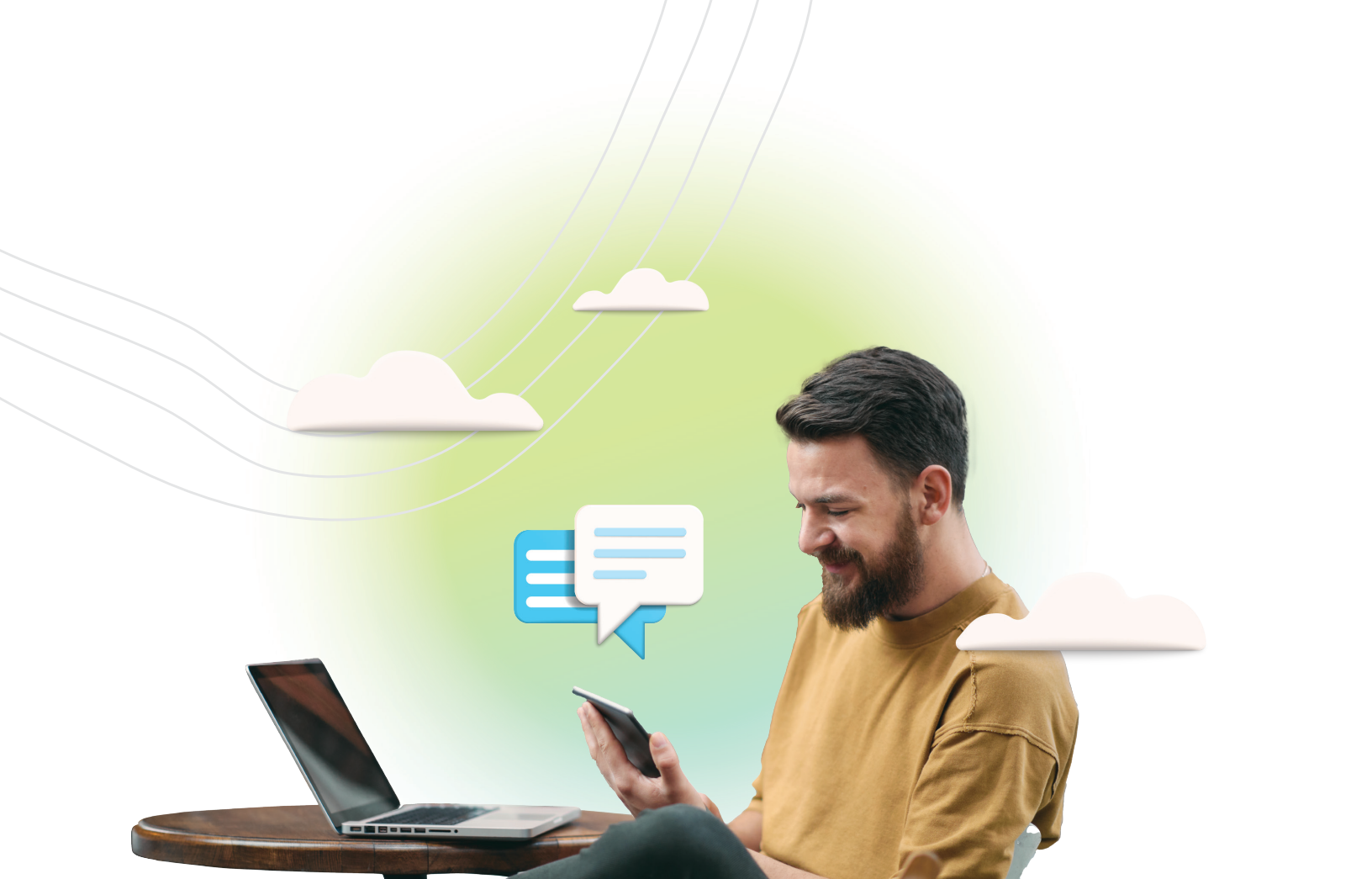




## Crafting an Impactful Message







Your message will vary depending on where and with whom you are communicating. Sometimes you'll need to keep it short with a message as direct as "Donate Now." Other times you can—and should—remind your supporters of the great things you can do with a few extra dollars.

#### When requesting donations, be sure to:

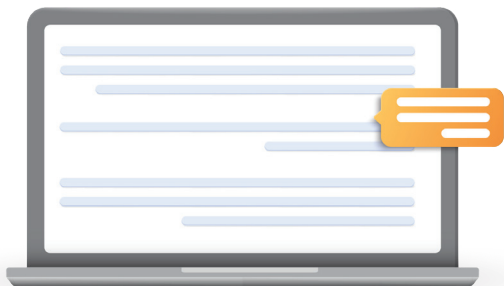
- ✓ Focus on what problems or issues their donations will help solve—better known as the "why."
- ✓ Mention if you offer recurring donations.
- ✓ Assure your audience the payment portal is easy to navigate, and their information is kept secure.
- ✓ Let them know exactly how to donate.

#### Avoid:

- ✗ Using clichés or too much jargon.
- ✗ Sugarcoating your challenges.
- ✗ Making it all about you—donors give to your mission, not your organization.



Below, find some examples of donation appeals to help you get started. Keep in mind this is just a jumping off point; your ask will be more appealing the more you customize it to your organization, both in detail and in voice.



### Example: **Website Message**

[“Give Now” link throughout site]

Make A Donation TODAY!

Supporting [organization name] is easy. Use the [form/link] below to securely donate using credit, debit, or your bank account. Make a one-time donation or a sustained contribution.

To learn more about how donations are used, visit [link to applicable content on your site].



### Example: **Website Article**

Supporting Our Community Starts With You

Our team at [organization] is doing great things for [mission]. None of this is possible without the support of our donors.

[include details about recent initiatives, projects, or an inspiring story]

Donating is easy, secure, and tax deductible. To donate, simply visit [website] and enter your payment information. If you’d like to contribute monthly or annually, select the “Recurring Donation” option. This allows you to automatically sustain your support.

## Example: Online Giving Notification Message

Make Your Donations Online



[Organization] wants you to know we've made giving easier than ever: You can now manage your giving online. It's simple, secure, and allows you to set up continuous recurring donations. You can also view your giving history online, which comes in handy when tax time comes around.

Getting started is easy:

- 1) Visit our website at [website].
- 2) Click on the "Online Donation" button.
- 3) Use the form to complete your donation.

## Example: Donation Request Letter

Dear [name],

[Tell of a recent successful program or inspiring story.]

Action like this doesn't happen without the support of donors like you. Our goal is to [goal]. We achieve this goal through [process].

To donate, simply visit [website] and enter your payment information. Donating is easy, secure, and tax deductible. If you'd like to contribute monthly or annually, select the "Recurring Donation" option.

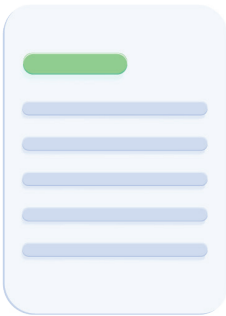
Thank you for your support. If you have any questions, please feel free to contact us.

Sincerely,

[Name]

[Organization]

[Phone and email]





## Example: Donation Request Email

Subject: We Need Your Help

[Name],

Our team is doing great things here at [organization].

[Examples of recent initiatives or an inspiring story.]

None of this is possible without the support of donors like you.

To donate, simply visit [website] and enter your payment information. Donating is easy, secure, and tax deductible. If you'd like to contribute monthly or annually, select the "Recurring Donation" option. This allows you to sustain your support automatically at the frequency you select.

Thank you for your support!



## Example: Email Mobilizing Donors for Peer-to-Peer Requests

Subject: Success Starts with You

Hi [name],

An important part of our donation campaign is reaching out to those willing to support our cause. This is where you come in.

We are asking each of our supporters to reach out to their friends, family, and community contacts to request donations for [cause or specific campaign].

We have attached an email template to make it easy for you, and we've created an online donation page to make it easy for your donors.

Your donors will simply visit [website] and enter their payment information. All the information they need about our cause is included right on the site.

To make things interesting, we're challenging every supporter to raise [amount], and those with the most donations will [incentive].

Thank you for helping us reach our goal!



## Example: Text Messages

Initial Message:

Hello! The giving campaign starts now. Visit [website URL] to learn more, or start giving right away! Reply “Donate” to make your contribution.

Follow-up Message:

Congratulations! We are halfway there. Just [amount] more and we can [desired outcome]. Give now by replying “Donate” and include your donation amount.

Example: Members’ Email to Friends & Family

Subject: I’m looking for help doing great things.

Hello [name],

I’m a member of [organization], and I have a personal favor to ask. We’re raising funds for [cause], and I would love your help.

Here are the good things that will come from this effort:

[Details.]

Can I count on you for support?

To donate, simply visit [website] and enter your payment information.

Thank you for your help!

[Name]





## Tips for More Effective Fundraising

### ✔ Be Specific

Tell your donors exactly what you have planned for the funds. Later, you can show them the impact they had.

### ✔ Tell a Story

Use your website and social media channels to showcase stories of the good work you are doing. Use images and video, as both will better capture attention and are proven to increase donation rates.

### ✔ Go Mobile

Consider adding mobile acceptance to your donation arsenal. It adds an easy way to take payments quickly wherever you are. Use a mobile app, QR Code, and card swipe attachment to take in-person payments, and offer mobile donations through a custom app and/or text giving.

### ✔ Offer Recurring Donations

For members who want to support you in a sustained fashion, offer a recurring donation option. With one additional field on your donation form, you can allow members to support you regularly without having to lift a finger after that first donation.

### ✔ Keep Them on Your Site

50-70% of donors abandon an online donation form when they're redirected to another site. Use a payment provider (like Nelnet Payment Services) that won't take your donors to a third-party site.







## Need a Hand?

If you're feeling overwhelmed or simply don't have the resources to fundraise at the level you'd like to, we're here to help.

Visit us at [nelnetinc.com/businesses/nelnet-payment-services](https://nelnetinc.com/businesses/nelnet-payment-services) and see how you can get your message out and donations in.

