

23 Ideas TO REENERGIZE YOUR FUNDRAISING IN 2023

TIPS, TRICKS,
& TEMPLATES



YEAR-ROUND FUNDRAISING STRATEGIES



Engage your donors every day, not just on event day! Here are our top year-round fundraising strategies to use in 2023:

- 1 Promote evergreen DIY fundraising opportunities
- 2 Create an awareness campaign
- 3 Plan interrelated fundraising efforts
- 4 Boost recurring giving with monthly donor perks

- 5 Focus on the giving experience
- 6 Utilize multichannel communication for event promotion
- 7 Emphasize continued engagement with virtual supporters
- 8 Gather auction items that will excite donors



EVENT FUNDRAISING STRATEGIES

Implementing events in your fundraising strategy is a tried-and-true way to connect donors to your mission. Leverage these tactics to have your events stand out!

PEER-TO-PEER STRATEGIES



Peer-to-Peer fundraising is a surefire way to leverage your supporters to grow your nonprofit's reach.

- 9 Unleash the power of social influence
- 10 Make it easy to get involved
- 11 Train and equip your participants
- 12 Gamify your campaign to make it fun

- 13 Create a compelling donation page
- 14 Reach donors on-the-go with Text2Give
- 15 Allow donors to select how their donation is used



ONLINE FUNDRAISING STRATEGIES

Meet your donors where they are and implement online fundraising to take your campaign to the next level!

ENGAGING FUNDRAISING STRATEGIES



Your fundraising campaign needs to not only reach donors but engage them. Here are ways to grab and keep a donor's attention:

- 16 Personalize your communication
- 17 Focus on storytelling
- 18 Leverage the connectivity of social media
- 19 Promote continued engagement with your cause

- 20 Keep your campaign mission-focused
- 21 Simplify the donation process
- 22 Take a donor centric approach to fundraising
- 23 Focus on donor retention by saying 'thank you' sincerely and often



FAVORITE FUNDRAISING STRATEGIES

Though there are many fundraising strategies to choose from, here are our favorites to generate campaign success in 2023!

READY *to* GET YOUR FUNDRAISING STARTED?

Powerful missions need powerful fundraising software! The OneCause Fundraising Platform makes giving modern, flexible, and seamless to drive deeper engagement and grow your fundraising.

REQUEST A CONSULT

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