Fundraising is all about relationship building and communication is at the heart of all great relationships...
Below are some tips for engaging with donors using social media, email, in-person meetings, events and video.
Social Media

- **Respond to your supporter's comments.** Social media is a conversation, and you should respond as you would in any other situation. If someone has a question, answer it. If someone shares your post, be sure to thank them.

- Has one of your supporters been honored for something or reached a major milestone? **Celebrate with them!** Call them directly to congratulate them or send them a card or small gift. Social media gives nonprofits a look inside their donors' lives, and organizations can strengthen relationships by connecting with them during these important moments.

- **Are any social media trends or news stories relevant to your organization?** Social media gives nonprofits the opportunity to relate their mission to major events happening in real-time. This gives nonprofit supporters a real-life example of why the organization is needed.

- **Do any of your supporters have a popular YouTube channel, TikTok, or Instagram account?** With a bit of research, you may be surprised by what you find. Connect with these individuals and ask them to use their online influence to help the organization. Help them create their own Peer-to-Peer campaigns to fundraise for the organization. Offer success stories and infographics they can use during their campaign.
Is your location something to see? Do you serve people or animals in your offices? **Facility tours are one of the easiest ways to educate people about an organization and thank donors for their gifts.** If your organization offers services that don’t require privacy, invite your members, donors, and corporate sponsors to see the nonprofit in action. Donors want to feel special and important. Offering a facility tour to specific donor groups can help them feel both. This is especially true if your organization does not typically invite outsiders.

A unique way to bring a new audience to your organization is with informational seminars. **Nonprofits can develop seminars that focus on the organization’s services.** An example of this is a therapy office offering workshops to help parents deal with behavioral issues. Another type of seminar can inform donors of new ways they can support the organization. Nonprofits can ask financial or legal experts to share their advice for Planned Giving and provide donors with information on how to do it themselves. Since planned giving is complicated, your donors will appreciate the free advice.

**Nonprofits can strengthen relationships with donors with a simple phone call.** After an annual fundraiser, have your board members or committee volunteers call event donors to thank them for their gift. Do not use these calls to solicit more gifts. Most donors won’t answer, but some will be so pleased by the action that they’ll donate even more.
Everyone appreciates being asked for their opinion. Donors are no exception. **Nonprofits should regularly send email surveys to gain donor feedback on events, special projects, ongoing programs, and more.** Reaching out to gain donors' insight will let them know they're more than just a check. It's also beneficial to get outside perspectives to shape the direction of the organization.

Nonprofits may send emails for holiday campaigns, event invitations, and program updates, but they are only useful if the donor cares. **Use your donor management system to segment donors based on their demographics and personal interests.** This segmentation makes it easy to send targeted emails to donors and get the best response rates.

The average open rate for nonprofit emails is 25.2%. **Personalize the subject line of your email to increase your open rate.** Nonprofits can do this by using the donor's name, keeping messages relevant to the donor, and sending personal birthday and anniversary messages. For an additional boost, add a personalized call to action in the body of the message.
Use livestream to connect with supporters worldwide. Virtually all social media platforms allow for livestream and are proving to be very popular. Nonprofits can use livestream to provide access to virtual events, facility tours, or even speaker seminars.

Send personal videos to invite donors to an event or participate in a campaign. It’s almost as good as face-to-face. Board members, staff members, and volunteers can all help create these video invites.

Personalized acknowledgments are powerful. Send your supporters a quick, informal, yet personalized video acknowledgment expressing your gratitude. You can deliver the video by text message or from your personal email account.

Success stories are a vital part of nonprofit fundraising. Most nonprofits share written success stories to inspire donor action, but sharing these stories directly from the beneficiary can significantly impact your donors. In your next fundraising campaign, ask those most affected by your organization to record a video and tell their tale. Nonprofits can also record donor testimonials to build trust for the organization and gain more donations.