

# 5 TIPS

to turn fundraising requests into a must-tell story

## Simple Strategies for Real Growth with Real Impact

Potential non-profit supporters are asked for a share of their time and money every day. How do you rise above the chatter and deliver a request for donations that is compelling, on-target and grounded in emotion?

Let us help you with some tips!

### 1 KNOW YOUR PROSPECTS

This sounds simple enough, but digging into the details of your potential donors can take time—lots of it. Instead of painstakingly researching news, archive or industry sources, one source at a time, use resource solutions that aggregate multiple, trusted content sources to paint a 360-degree picture. Get beyond knowing professions, assets and education to gaining insight into passions, pastimes and associated organizations. It will help you to craft a story that is steeped in what matters to your audience.

### 2 PUMP UP THE PASSION

What do your prospective donors care about? How are social movements shaping who they give to and in what amount? By researching and understanding the current climate, you can gain insight on how to best support and promote your cause. Organizations that focus on issues that are stoking emotion will be at the forefront of discourse now more than ever.

Tap into this emotion carefully. It can be challenging if you don't have a strong plan in place that is backed up with solid research on relevant content and trends. Both local context and global visibility can help you understand the full impact of the issues that matter to the world and cross-sect with your cause. By leveraging what is shaping public opinion, you can develop tangible ways for integrating that emotion into the fabric of your solicitation.

Making emotional connections with donors can help inspire donations, which will be more important than ever, given the economic challenges arising from the COVID-19 pandemic.

Take the #BlackLivesMatter movement. Established in 2013, the movement slowly gained momentum for several years. But video capturing the death of George Floyd in police custody renewed attention to systemic racism and excessive use of force by police. The protests also sparked support for Black Lives Matter. In just two weeks, the movement received donations nearly equal to the past two years' support.<sup>1</sup>

What's more, people are putting money behind the marches. For example, Higher Heights, an organization focused on strengthening the political power of black women saw 10 times the normal donations in a two week time period.<sup>2</sup>

#BLM

### 3 HARNESS THE POWER OF CURRENT EVENTS.

Set up alerts, so you can be confident you have up-to-date details on the people, companies, trends and events that matter to your organization and your donors. You can change the discussion from facts only to facts supported with timely anecdotes, events and insights.

### 4 SPEAK THEIR LANGUAGE

If you're targeting certain companies, deep research can help connect you to the critical details that matter. Did the company just launch a Corporate Social Responsibility strategy that would be relevant to your efforts? Are they actively participating in environmental initiatives? Did leadership recently speak at industry or community events? By learning what the C-Suite executive is discussing, you can speak their language and focus on timely issues important to their organization. Ongoing access to company intel ensures you're talking about what shapes their strategy for giving.



**Are you confident  
you have the most  
current understanding  
on what's happening  
in your community or  
around the world?**

## The “yes” is just the beginning of the story!

### 5 KEEP THE STORY GOING

Don't just stop with the donation. For the most effective relationships over time, focus on how to turn that moment of success into an ongoing story about how and why donor support plays an active role in the success of the cause. Look for ways to continually research and update what you know about your donors, and turn that insight into repeated engagement.

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1. <https://www.nytimes.com/interactive/2020/06/10/upshot/black-lives-matter-attitudes.html>

2. <https://www.nytimes.com/2020/06/14/us/politics/black-lives-matter-racism-donations.html>