



5

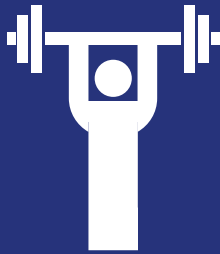
**TIPS FOR
INCREASING
DONATIONS**





Fundraising is the gentle art of teaching
the joy of giving.

- Hank Rosso



It's a challenge...

We know and with so many worthwhile charities and non-profit organizations vying for consideration, how do you get donors to pay attention to your fundraising efforts.

Here are 5 tips to help increase your donations.



Wow them!

Grab their attention by highlighting a story written by someone who has benefited from your cause.





Personalize it!

Have the pieces stand out by personalizing them. Include logos, pictures and colors that will help the donor recognize your organization.

Also, using a stamp on the outside envelope will help increase your open rate.





Providing options!

Along with mailing a return envelope, give your donor some options. You can provide a mobile compatible donation site, use a QR Code directing them to your site.

Make it effortless for them to donate to your cause!





Show appreciation!

Everyone likes to be appreciated!

Whether it's a simple thank you note or a small gift.
Be sure to reach out to all donors.





Stay connected!

Throughout the year keep donors informed about what's happening within your organization.

Keep them up to date with Newsletters, Social Media, Annual Reports, Annual Meetings, Special Events and Brochures.





Still need some help?

By partnering with CFS, we will design
and plan your campaign so you
can measure results and see success.

And the best part...



**All donations go directly
to your organization!**



Let's get started!



Contact CFS at 800.466.9800
or visit cfsinc.com

CONNECT WITH :     