



5

**IDEAS FOR
INCREASING
DONATIONS**

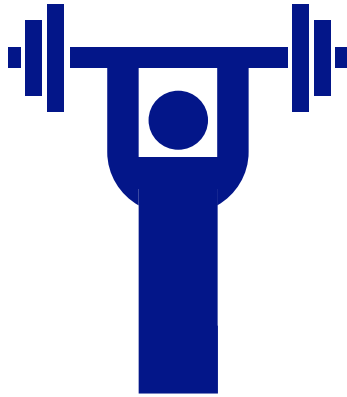


client focused solutions



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

- Hank Rosso



It's a challenge...

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 ideas to help increase your donations.



Wow them!

Grab their attention in your print and online marketing by highlighting a story written by someone or about someone who has benefited from your cause.

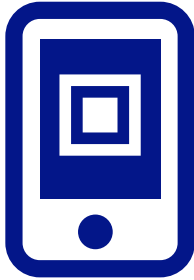




Personalize it!

Make your print and online marketing stand out by personalizing it with your logo, pictures and colors that will help donors recognize your organization.





Provide options!

You can always include a return envelope, but give your donors some different payment options. Provide a mobile compatible donation site and use a QR Code directing them there.

**Make it effortless to donate
to your cause!**



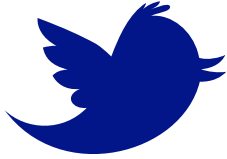


Show appreciation!

Everyone likes to be appreciated!

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

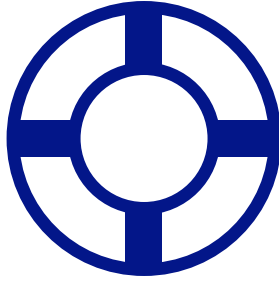




Stay connected!

Throughout the year keep donors informed about what's happening within your organization. Keep them up to date with newsletters, emails, social media, annual reports, annual meetings, special events and brochures.





Still need some help?

Partner with CFS.

We will help you succeed.



Scan the QR code to see how CFS helped Dana Farber at their annual Scooperbowl event.



Let's get started!

**Contact CFS at 800.466.9800
or cfsinc.com**



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