



18 Ways to Find New Donors For the fundraiser who does it all

Innovative + Creative Strategies

- ☐ Add a Micro-Ask to Your Email Signature
"See the impact your gift can make → [link]" turns every email into a soft introduction to giving.
- ☐ Use LinkedIn Strategically
Search by location + interest (e.g., "education," "community," "innovation") to find new connections and community champions. Start by engaging with their posts.
- ☐ Host a "Mission & Mingle" Gathering
Invite 10 local influencers (like business owners or organizations) for a casual event where you tell your story. Ask them to bring someone new to you.
- ☐ Scan Your Vendor List for Allies
Your suppliers—graphic designers, printers, accountants—may be grateful partners who would consider a gift or sponsorship.
- ☐ Launch a Close Friends List on Instagram
Share insider stories and small wins with this private group to build loyalty and inspire giving.
- ☐ Create a Monthly "Try It" Event
Let people sample your programs: behind-the-scenes tours, hands-on experiences, or pop-ups. Great for new donor engagement.
- ☐ Neighborhood Drop-Offs
Leave a small thank-you and program card at donor homes—and their neighbors'. A friendly, physical reminder works wonders.
- ☐ Reconnect with Former Board, Staff & Volunteers
Invite them to share 3 names of people who should know about your work. Offer to draft the outreach email or invite.
- ☐ Run a 7-Day Kindness Challenge
Invite your community to participate and share. Pair it with peer-to-peer fundraising and storytelling for viral reach.
- ☐ Use Free Versions of Prospecting Tools
Tools like DonorSearch, Double the Donation, or even Foundation Directory Online's free tier can reveal hidden gems.
- ☐ Create a "Did You Know?" Social Media Series
Share bite-sized facts about your impact and services. Prompt readers to tag or share: "Who should know this?"

- ☐ Feature Transformation, Not Transaction
Instead of “Give \$25,” try “You can change a life for the cost of coffee this week.” Invite them into the outcome.
- ☐ Offer a Gifting Option on Your Website
Let people give in honor of birthdays, anniversaries, retirements, etc. Make it easy to share with a personalized e-card or certificate.
- ☐ Cross-Promote with Like-Minded Local Organizations
Create a joint campaign or program with a nonprofit whose audience doesn’t overlap. Share each other’s donor base creatively.

☒ **Tried and True Methods that Still Work**

- ☐ Ask Your Current Donors for Referrals
Simple and powerful. “Who else do you know that cares about [cause] like you do?”
- ☐ Pull a Lapsed Donor List
Anyone who gave once is a warm lead. A heartfelt “we miss you” message works better than a standard ask.
- ☐ Attend Local Networking Events
Rotary clubs, chamber breakfasts, industry meetups—show up, listen, and share your story when invited.
- ☐ Table at Local Events or Farmers Markets
Have a warm, welcoming display. Offer a free resource or giveaway in exchange for an email sign-up.