

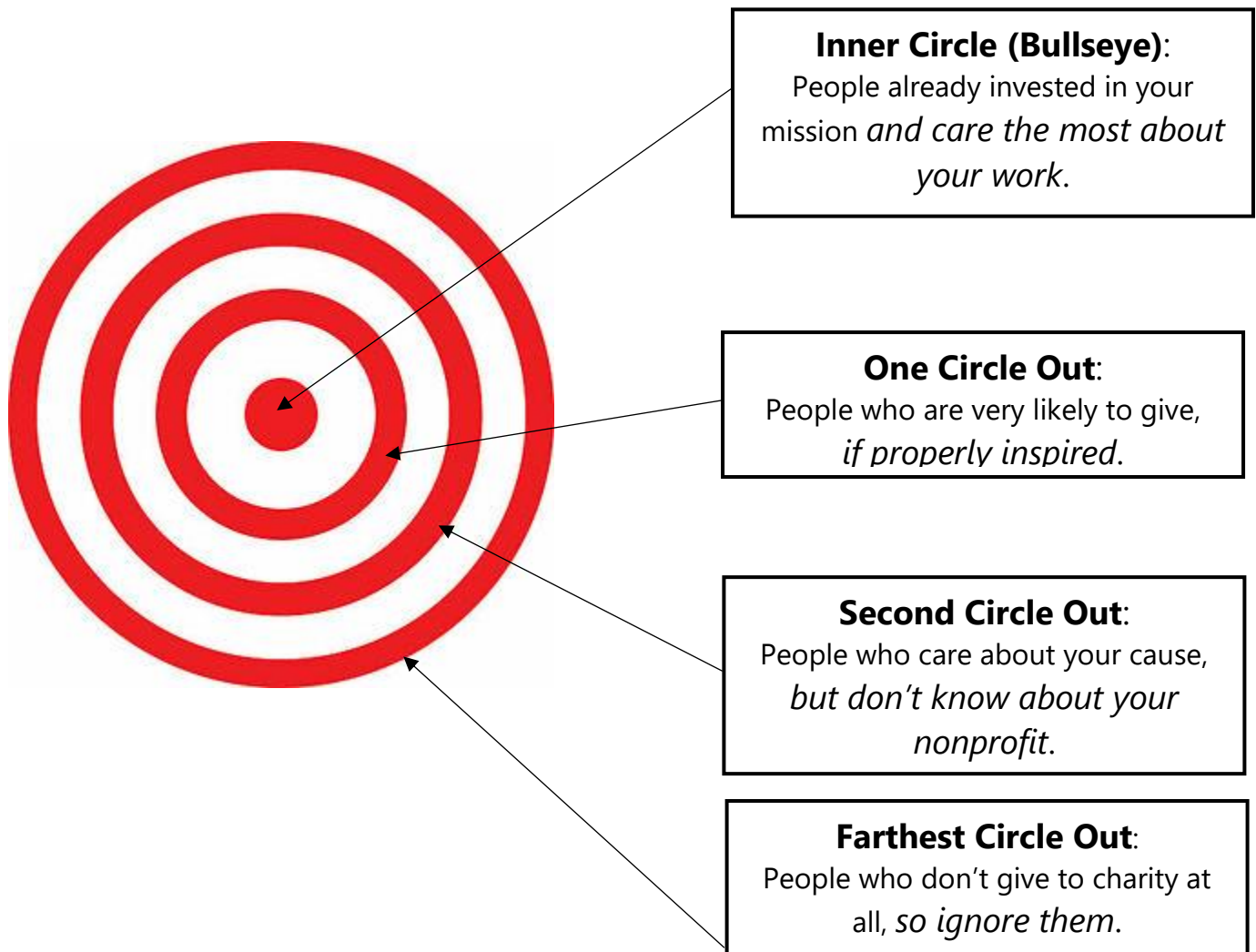
THE DONOR MAGNET:

ULTIMATE STRATEGIES FOR ATTRACTING YOUR NEXT 100 DONORS

Who's already around you?

When you start looking for new donors, look for people with a connection to your mission, not people with a lot of money. **Connection is the most important motivator for giving** and that connection could be their relationship with you personally or with someone who is part of your organization, like a Board member, volunteer, or program participant. The connection could be that they once used your programs or know someone who has. Or the connection could be that they care deeply about your cause.

To start finding donors, think of your organization as a bullseye. Start in the middle and work your way out.



START WITH YOUR CIRCLES

Inner Circle

- Board
- Volunteers
- Staff
- Program Participants
- Friends & Family

One Circle Out

- Peer-to-Peer
- House Parties
- Tours
- Events

You'll need:

- Video
- Stories

Second Circle Out

- Cause-related events and fundraisers
- Vertical partners
- Speaking gigs
- Targeted ads

IDEAL DONOR PROFILE

By figuring out your nonprofit's Ideal Donor Profile, you'll identify the top psychographic and demographic characteristics of your typical donor so that you can go find more people just like them. Use the steps below to help you determine your nonprofit's Ideal Donor Profile.

Step 1: Think about your best donors.

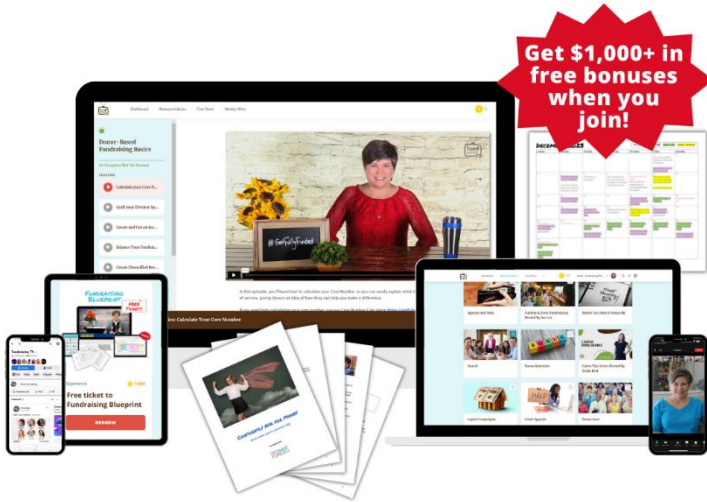
Step 2: Jot down their names and make a few notes about what you know about them.

Donor Name	What I Know About Them

Step 3: Now, circle what they have in common. These are the characteristics you're looking for in a new donor prospect!

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