

**Child Client Company Name:** Haines Direct  
**Page Title:** Best Ways to Follow-Up with Your Donors  
**Target Publish Date:** 02/6/17

Your latest fundraising campaign was a success, but now is no time to sit back and relax. Now is the time to shift your focus to donor retention.

If you can maintain and foster relationships with the new donors you discovered during your fundraising campaign, today's hard work will turn into tomorrow's successes.

Here are four ways to keep your donors interested for years to come:

### **Keep Communicating**

People will stop donating to a cause if they forget you exist. A regular, cheerful check-in with your donor base is all you need to stay on their minds.

These communications don't need flowery language, only sincere gratitude. Just be sure every communication you send goes back to one central theme: *Thank You for Your Past Donation.*

### **Bring Good News**

Sharing positive news with your donors can make them feel more connected to your mission. A newsletter filled with pictures, client testimonials, or staff interviews is a good place to start.

Be sure to also post good news on your organization's Twitter, Facebook, Instagram, and other social media accounts. That way you can encourage your supporters to share and highlight your nonprofit's good news.

### **Impacts Matter**

Heartwarming stories from your nonprofit deserve to be shared, but so do the numbers. Whether it's the number of beds provided by your homeless shelter or the number of acres saved by your environmental protection organization, data will help your donors see the big picture.

You can share charts or infographics about the impacts you've made, then remind your readers that this was made possible by their donations.

### **The Second Ask**

If you're ready to ask a first time donor to make a second gift, be sure you've given them some space. You never want to send a second ask immediately after a first donation.

The rule of thumb for most nonprofits is to wait three months. That way you are still on the donor's mind, but you aren't being overbearing. Put a little bit of space between asks, and the next round of donation requests will go smoothly.