



The Step-by-Step Guide to Running a Successful Digital Fundraiser

Learn How to Conduct a Successful Digital
Fundraiser in 2022 With 7 Simple Steps

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Introduction

Fundraising typically relied heavily on in-person events that allowed organizations to connect with donors and inspire giving. However, with the rise of virtual interactions and online activities, traditional fundraising strategies are no longer as successful as they once were. Donor behavior has changed, and it's on you as a leader within your organization to adapt.

Digital fundraising has seen substantial growth in the past two years, and its growth is likely to continue into the near and distant future. From the ease of giving to funds tracking, digital tactics are increasingly beneficial for fundraisers and donors alike.

If you're looking for the best ways to improve your digital fundraising strategies, this is the guide for you! Let's walk through seven easy steps to follow when organizing and running a digital fundraiser this year.





Step 1: Update All Digital Channels

The first step to running a successful digital fundraiser is to ensure your digital presence is in a position to succeed. No matter how well your fundraiser is organized, if people are unable to find it online, they will not be able to participate. There are a number of ways you can prioritize your digital presence:

Website — If your organization has a dedicated website, ensure that your fundraiser is accessible via clear calls-to-action throughout your site. When website visitors come to your site to check schedules or view important updates, this is a great opportunity to put your fundraiser on their radar.

Social Channels — Social media is one of the most effective ways to promote your fundraiser. From individual participants to team/organization profiles, your fundraiser should be easily accessible in profile bios.

Email Signatures — Linking to your fundraiser in your automated email signature is another tactic that can help drive awareness.

When your digital channels are aligned and updated, you are more likely to create trust with potential donors and increase awareness surrounding your efforts.





Step 2: Organize Your Technology

While managing the varied and disconnected logistics of traditional tactics can add stressful hours of work to everyone's day-to-day, digital fundraising simplifies the entire process for everyone—from administrators to participants to donors. However, if you don't have the right technology, you could be making more work for yourself and ultimately preventing donors from participating.

Technology, specifically a digital fundraising platform, empowers you to automate processes and reduce redundant administrative work so you can focus on leading and coaching. When beginning your evaluation of different solutions, keep an eye out for a few must-have technological features:

Paperless Ordering — Think about fundraisers of yesteryear when you had to manually keep track of paper order forms. From lost forms to illegible writing, the process required significant oversight from admins. Those worries are gone as paperless ordering

automatically organizes and tracks order forms while also making it easier to donate from anywhere.

Cashless Transactions — This goes hand-in-hand with the move away from paper. You want to make it simple for donors to participate, but if you're still relying solely on cash transactions, you're likely missing a huge opportunity. Cashless transactions allow donors to give through credit cards from a phone, tablet, or computer.

Live Reporting & Tracking — A central dashboard that is updated in real-time takes the guesswork out of progress reporting. You'll see how every participant is tracking against their goals every minute, cheer on top performers, and support those who are falling behind.

After selecting the right technology for your fundraiser, it's crucial that everyone on your team understands its operational ins and outs so they can further improve the process for donors.



Step 3: Increase Awareness

Your fundraiser is set up through an easy-to-use platform and your initial digital presence is established — now it's time to boost awareness in every way possible. While word of mouth is still a worthwhile way to spread your fundraiser, it can't be your only tactic. Instead, you have to meet people where they already are: online.

Social Media — In addition to updating profile bios, consider creative posts about your fundraiser. Team and organization accounts can act as the main post that players and other participants engage with and share to their individual accounts. Take it a step further to create and utilize a hashtag that is specific to your fundraiser to make your campaign even more visible.

Email — Strategically **share your campaign through email** to get the attention of past donors and key community members.

As you start to develop an online presence, monitor ways to optimize your messaging so you can further improve your campaign.





Step 4: Prioritize Donor Retention

If you've run a fundraiser in the past, your previous donors should be priority number one for a number of reasons:

- You already have their contact information.
- They are already invested in your organization to some extent.
- They can act as champions for your campaign and share it with others.

What's more, it's crucial to prioritize donor retention so you can build a mutually beneficial relationship with them today that will pay off in your next fundraiser. Nonprofits maintain less than **one in five donors year-over-year**, ultimately requiring them to spend more time and resources trying to attract donors. Make it a point to personally thank your donors for their contributions so they are more likely to continue participating in the future.

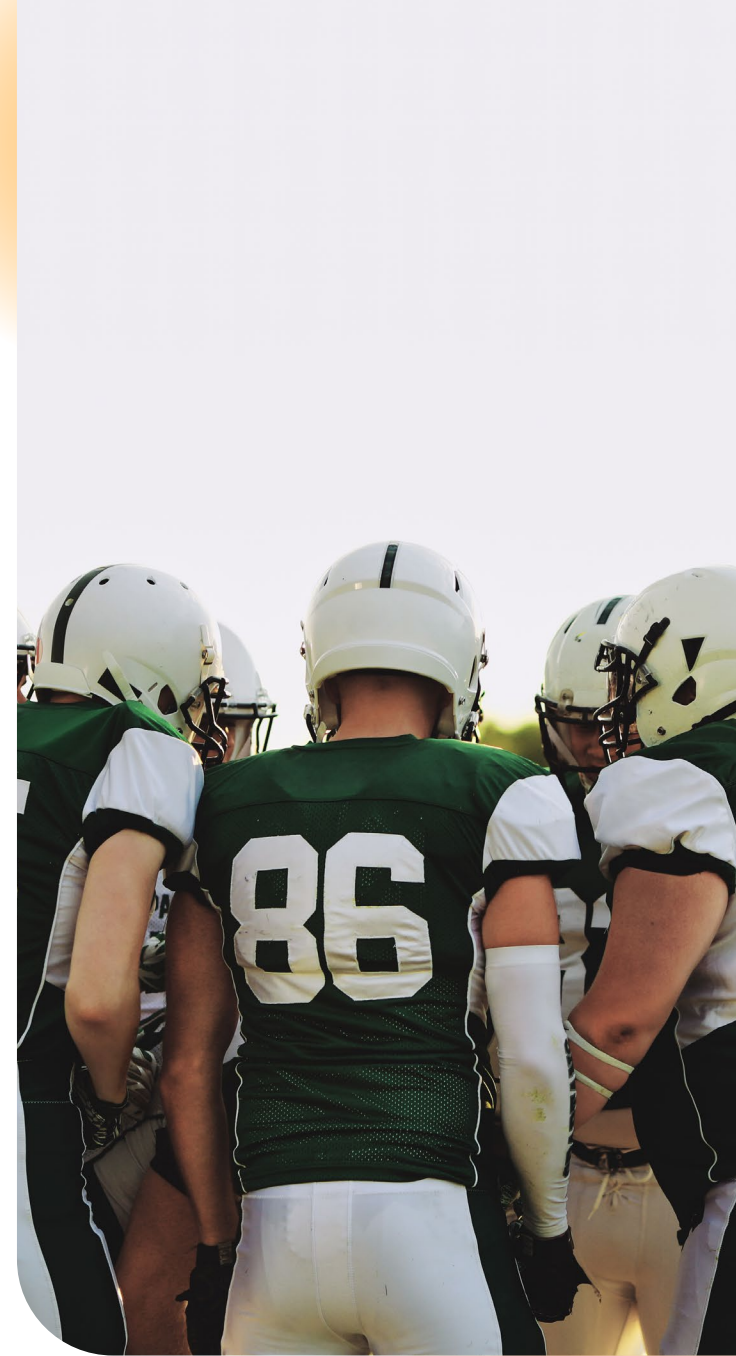




Step 5: Align Your Participants

One of the best ways to remove worry and stress among your participants is to ensure they are aligned on overall goals, messaging, and timeline. When they have a keen awareness of why they are participating in the fundraiser, they are more likely to take it seriously.

Take the time to create templated messages that your participants can use in their **call scripts**, emails, social posts, and face-to-face conversations. When they have these resources at their disposal, they can approach their fundraising efforts with confidence.





Step 6: Promote Competition From the Start

Everyone likes to win, and when you can add extra incentives for your participants early in the process, you're more likely to have an engaged team of fundraisers. The best way to promote competition is by using a platform with [live leaderboard tracking capabilities](#).

Begin your fundraiser by clearly communicating that you are able to track every participant's engagement, then incentivize participation in a way that makes sense for your organization. Throughout the process, communicate with your team to share who's winning and encourage other participants to move up the leaderboard.





Step 7: Win!

Okay, okay, this one's not really a step, but it's certainly the result we're all after! When you take the time to set up your fundraiser appropriately, organize your team, and encourage them to participate, your goals instantly become more attainable. If you skip one of these steps, on the other hand, you're directly limiting your potential.



Conclusion

Our digital fundraising platform was built with each of these steps in mind. From simple social sharing capabilities to live leaderboard updates and paperless order form tracking, we're here to ease the burden of fundraising.

As coaches, teachers, and parents ourselves, we know just how time-consuming and stressful fundraising can be on top of your countless other duties. Let us help you [run your most successful digital fundraiser](#) yet!