



What Donors Want.

A Comprehensive Guide for Nonprofits.

Get the inside scoop on what donors care about. Partner with experts to make fundraising easier and more effective.

Introduction.”

These days, getting funding for your nonprofit takes more than just enthusiasm and a good cause. Donors want to see that your organization shares their values and shows real results with the resources you use. Using the right tech can help you gather data, assess outcomes, and share your impact better. This guide gives you tips, real-life examples, tools, and tech resources to help your nonprofit impress donors.

So, what exactly do donors want?

They seek nonprofits that align with their values, showcase tangible results, and communicate their impact effectively. Navigating these expectations can be complex, but you don’t have to do it alone.



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Understanding Donors' Priorities.

Mission Alignment.

Donors tend to back organizations that match their values. To get funding, you've got to know your donors inside and out. If you can show them your cause aligns with what they care about, you'll be more likely to get the support you need.

> Aligning Missions to Unlock Funding.

In 2015, **Feeding America**, the nation's largest domestic hunger-relief organization, sought to expand its programs to combat food insecurity. By aligning its mission with the **Bill & Melinda Gates Foundation's** focus on alleviating poverty and improving health, Feeding America secured substantial funding. The organization tailored its proposal to highlight shared goals, emphasizing how their efforts directly contributed to the foundation's mission.



Why Does It Matter?

Researching potential donors thoroughly helps you ensure your mission aligns with theirs. Showing mission alignment builds trust. It proves to donors that their investment will further a cause they care about.

Demonstrate Your Results.

Donors also invest in results. They want to see that their contributions lead to meaningful, measurable change.

> Understanding Impact vs. Outcomes.



Outcomes.

Outcomes are the immediate measurable results of your activities.



Impact.

Impact is the long-term change resulting from those outcomes.

> Examples.

Homeless Nonprofit.

Outcome: Number of homes built.

Impact: Reduced homelessness

Education Nonprofit.

Outcome: Number of textbooks donated.

Impact: Increased graduation rates and better future opportunities.



Why Does It Matter?

Highlighting both outcomes and impact showcases the full value of your work, making a compelling case for funding.

Collect the Right Data.

Collecting Meaningful Data.

Accurate data collection is crucial for showcasing your nonprofit's effectiveness. However, determining which data matters most to donors can be challenging. That's where digital reports make a significant difference—by offering real-time updates and interactive data presentation, they enhance transparency and build trust with donors.

> Challenges Nonprofits Face.

- 1 Identifying key metrics that reflect true impact.
- 2 Implementing efficient data collection systems.
- 3 Analyzing data to extract meaningful insights.
- 4 Reporting data in ways that engage and inform donors.

> Tools and Tips to Help You.

Data Management:
Salesforce Nonprofit Cloud and Bloomerang for efficient donor and program tracking.

Data Visualization:
Microsoft Power BI or Google Data Studio to create clear, actionable reports.

Engaging Reporting:
Canva for visual storytelling and infographics.

Survey & Feedback:
SurveyMonkey or Google Forms to gather participant feedback.

Project Management:
Asana or Trello to keep your team organized and on schedule.

Streamlined Reporting:
Fluxx Grantseeker for streamlined grant reporting.

4 Steps to Understanding Your Donors.

1 Set Clear Goals.

Identify what you want to achieve and how you'll measure success. This helps keep your team focused and shows donors the real impact of their contributions.

2 Gather Data.

Use tools to collect important information about donors and program results. This data helps you improve programs and strengthen relationships with supporters.

3 Data into Insights.

Analyze the data to uncover trends and insights. This allows you to make smarter decisions and prove your nonprofit's effectiveness.

4 Review and Improve.

Regularly check your data processes to see what's working and what needs tweaking. Continuous improvement builds trust with donors and ensures you stay on track.

* Practical Tip.

Keep data collection simple, combine stats with compelling stories, and use visuals to enhance donor engagement.



Why Expert Support Helps.

Professionals like FMR can guide you in selecting the right metrics and leveraging technology to streamline data collection and analysis.

Collect and Communicate Data.

Communicating Data Effectively.

Raw data isn't enough. Donors need to understand the story behind the numbers.



Contextualizes Data.

Stories illustrate how your work changes lives.



Engages Emotions.

Emotional connections inspire donors to invest.



Highlights Successes.

Real-life examples make your impact tangible.

Example.

Doctors Without Borders pairs statistical data on patients treated with compelling field narratives, humanizing their work and effectively communicating their mission's urgency.



Checklist: Improving Your Reports.

- ☐ **Track Every Engagement.**
Ensure all interactions and services are documented.
- ☐ **Ensure Consistency.**
Use standardized data collection and reporting formats.
- ☐ **Keep It Simple.**
Focus on key metrics and avoid overwhelming donors with too much information.

> Tools.

Engagement Tracking.

- KoBoToolbox.
- Open Data Kit.

For Consistency.

- Formstack.
- Typeform.

For Simplicity.

- Piktochart.
- Lumen5.



Leveraging Tools and Technology.

Collecting Meaningful Data.

Accurate data collection is crucial for showcasing your nonprofit's effectiveness. However, determining which data matters most to donors can be challenging. That's where digital reports make a significant difference—by offering real-time updates and interactive data presentation, they enhance transparency and build trust with donors.

Why FMR Excels: With over 20 years of experience, FMR specializes in creating integrated campaigns that increase donations with less effort from your team.

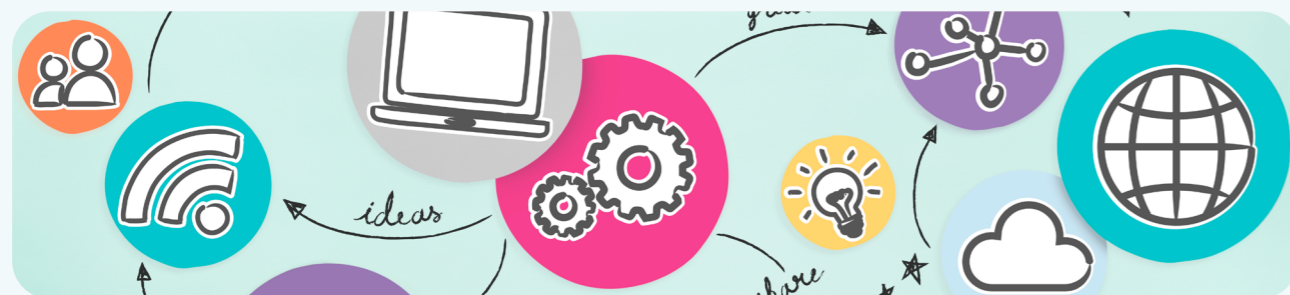
Advanced Data Management.

Utilizing cutting-edge technology ensures your message reaches the right audience.

> Key Advantages:

- 1 **Targeted Outreach:** Advanced list segmentation targets donors most likely to engage.
- 2 **Accurate Data:** Maintain up-to-date information for effective communication.
- 3 **Real-Time Insights:** Monitor campaigns and adjust strategies quickly.

FMR's Expertise: We provide the tools and knowledge to harness technology effectively, maximizing your fundraising potential.



Streamlining Operations with Technology.

United Way Worldwide implemented a comprehensive CRM system to manage donor relationships and program outcomes. This centralization improved efficiency and allowed for more personalized communication with donors, showcasing their impact more effectively.

Key Takeaway: Investing in technology enhances data accuracy and reporting capabilities, making it easier to meet funder requirements.

Suggested Tools.



CRM Systems.

- Blackbaud Raiser's Edge NXT.
- Kindful.



Email Marketing Tools.

- Mailchimp.
- Constant Contact.



Program Management Software.

- Apricot by Social Solutions.
- ETO (Efforts to Outcomes).



Virtual Meeting Platforms.

- Zoom.
- Microsoft Teams.

Building Relationships with Donors.

Communicating Data Effectively.

Raw data isn't enough. Donors need to understand the story behind the numbers.

> What Donors Appreciate.



Regular Updates.

Keep them informed about progress, challenges, and successes.



Transparency.

Be open about financials and resource allocation.



Engagement Opportunities.

Invite them to participate or observe your work firsthand.



Open Communication - The Nature Conservancy.

The Nature Conservancy maintains open lines of communication with donors like The Walt Disney Company Foundation. By providing regular updates and inviting donors to visit project sites via virtual tours, they build strong relationships that lead to sustained support.

Save the Children.

Save the Children includes financial breakdowns in their reports, correlating expenses with specific program results, which enhances credibility with donors.

> Suggested Tools.



Communication Tools.

- CRM Email Integration.
- Basecamp.



Financial Management Tools.

- QuickBooks Nonprofit.
- Sage Intacct.

Continuous Improvement and Learning.

Nonprofits do best when they're always looking to learn and improve. This means to gather feedback, invest in staff, and use data. These actions will improve programs and keep stakeholders happy.

> Process Overview.

1. Gather Insights:

Collect feedback from stakeholders and beneficiaries using tools like SurveyGizmo or Qualtrics.

2. Improve and Adjust:

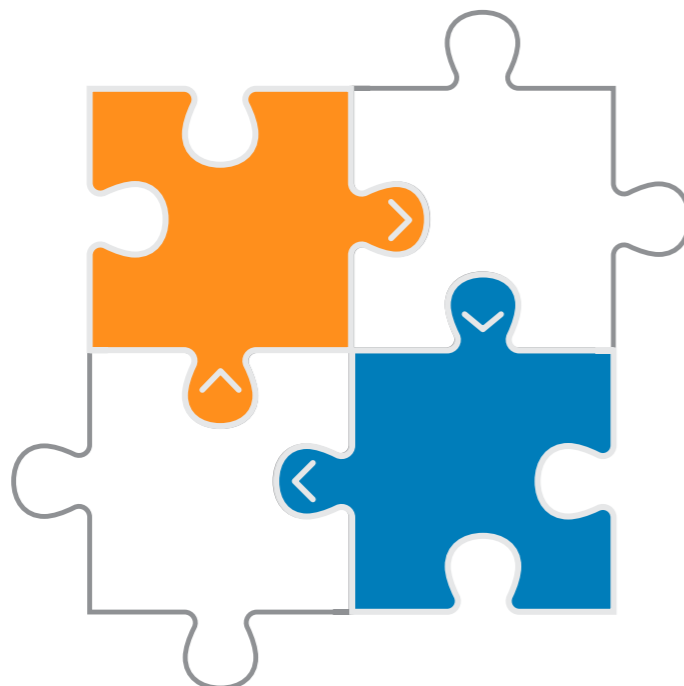
Use the feedback to identify areas that need improvement and make changes to your programs.



1.
Gather
Insights.



4.
Feedback
to Action.



2.
Improve
and Adjust.



3.
Develop
Your Team.

4. Put Feedback into Action:

Turn insights into concrete steps to enhance your programs and communication.

3. Develop Your Team:

Give staff ongoing access to training through platforms like LinkedIn Learning or Coursera to boost their skills.



The Power of Feedback - Heifer International.

Heifer International received feedback through Qualtrics surveys that beneficiaries needed more training on sustainable farming practices. By incorporating this feedback, they enhanced their programs, leading to better outcomes and increased satisfaction among stakeholders.

> Suggested Tools.

- SurveyGizmo.
- Qualtrics.
- LinkedIn Learning.
- Coursera.

Conclusion.

Securing more funding isn't just about asking for donations; it's about understanding donors' needs and demonstrating that your nonprofit can deliver meaningful, lasting change.

Key Takeaways.

» Align Your Mission.

Clearly connect your work to donors' values.

» Prove You're Making a Difference.

Share strong evidence of your impact.

» Work Smarter with Tech.

Use integrated campaigns and data management to streamline your efforts.

» Keep Them in the Loop.

Build trust by being transparent and keeping in touch.

Why Choose Forum Marketing Resources.

At FMR, we have the experience and know-how to help nonprofits raise funds more effectively. We handle the complexities of modern fundraising, so you can focus on driving real change.



About Forum Marketing Resources.

At Forum Marketing Resources, we specialize in helping nonprofits maximize their fundraising efforts through innovative, integrated marketing solutions.

> Our Story.

» 20+ Years of Experience.

Our CEO, Frank McMullen, has spent decades leading the way in nonprofit marketing.

» 17,000+ Projects Under Our Belt.

We've got a track record of success that spans big and small organizations.

» Billions of Mailers Sent.

We know a thing or two about running direct mail campaigns that get results.

» Multi-Channel Approach.

We combine direct mail with digital marketing for fundraising success.

» Cost-Effective Strategies.

Our strategies are designed to save you money and bring in more income per piece.

Get the help you need with FMR.

Partner with FMR to unlock more funding and take your nonprofit to the next level.

Join the numerous nonprofits that trust FMR to enhance their fundraising efforts and focus on what truly matters—achieving their mission.

 **Email.**
info@forumdelivers.io

 **Phone.**
+1 216-677-1709

 **Website.**
<https://forumdelivers.io/>