



How to Expand Your Base of Supporters

Presented by

Adel Azmi, Nabla Initiative

Scott Rodin and Shawn Manley,
Rodin Consulting, Inc.



How to Expand Your Base of Supporters

1. Know your target audience for new supporters
 - A. What is the profile for your most likely supporters
 - B. Based on current supporters
 - C. Age, gender, education level, geography, other?
 - D. Create a profile

How to Expand Your Base of Supporters

2. Create an Easy 'On-Ramp'

- A. Lowest possible barriers to giving/responding
- B. 1-2 Clicks on your website
- C. Self addressed stamped reply tool
- D. Text or easy email response
- E. Small request
- F. More than money: prayer, reply, simple survey, add to mailing list, free gift, etc.

How to Expand Your Base of Supporters

3. Equip and train staff, board, volunteers
 - A. Engage everyone in the work of acquiring new supporters
 - B. Make it easy and fun
 - C. Quality materials that people are proud to give out
 - D. Simple response mechanisms
 - E. Group training
 - F. Track progress

How to Expand Your Base of Supporters

4. Engage current supporters
 - A. Same as volunteers; make it simple and of good quality
 - B. Train them in how to use the material
 - C. Find ways to track their success (codes on response devices, i.e.)

How to Expand Your Base of Supporters

5. Welcome packet for first time givers
 - A. Most important gift you get is the **second gift**
 - B. Have a welcome packet that contains a letter from the CEO, newsletter, other information and a chance to respond (not just giving, maybe volunteer, reply to a question, short survey, etc.)
 - C. Plan invitation for a second gift after a positive response to the welcome packet



How to Expand Your Base of Supporters

6. Create metrics to track your work
 - A. Track new inquiries and donations based on these strategies
 - B. Be able to identify which ones work best
 - C. Celebrate with those who have success
 - D. Encourage and retrain those who aren't

How to Expand Your Base of Supporters

7. Use every opportunity to build your mailing list and expand your base of supporters
 - A. Be creative
 - B. Recruit a group who will help you think strategically about this
 - C. Don't ever be afraid to talk about your ministry and the need



How to Expand Your Base of Supporters

- Know your target audience for new supporters
- Create an easy on-ramp for new supporters
- Equip and train staff, board and volunteers
- Engage current supporters as your acquisition team
- Have a welcome packet for first time givers and a plan to convert to a second gift
- Create metrics to track your work and identify the most effective
- Use every opportunity to share and invite