

MaxEx Donor Acquisition Strategies

➤ Dual purpose or collaborative events.

- Respond to the call for collaboration.
- Reflect on the mutuality of a collaboration.

➤ Make your mission social.

- Work towards a desirable, connected brand.
- Provide opportunities for donor engagement.

➤ Use the common values that bind to tap into new circles.

- Co-brand with local entities.
- Introduce the mission and add personality.

➤ Workplace connector.

- Cultivate a culture of philanthropy.
- Connect with participating individuals from the organization.

➤ Matching donor strategy.

- Broaden your donor base.
- Use a special event to strategically build the hype.

➤ Multigenerational engagement.

- Engage loyal donors to invite their circle to support the organization.
- Consider a generational family giving strategy.

➤ Leverage events.

- Extend event planning to include a follow-up touchpoint.
- Focus on the connections made and how to capitalize on your ask.

➤ Lunch and Learns.

- Offer opportunities for people to learn about your organization.
- Help them get familiar with the organization's mission and impact.

➤ Organization tours.

- Invite potential and existing donors to tour the organization.
- Involve board members to aid connection and stewardship.

➤ Attend other fundraising events.

- Use the opportunity to show your belief in philanthropy.
- Be visible and connect with potential future donors.