

# 9 Ways to Cultivate Donor Relationships

Why do we care about donor relationships? It costs far less to keep your existing donors than to find new ones! Cultivating donor relationships helps to increase giving levels, and improves donor retention. Both will help you to raise more money so your nonprofit can do more good work!

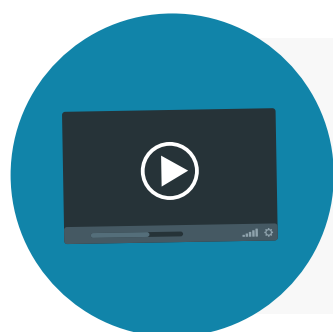
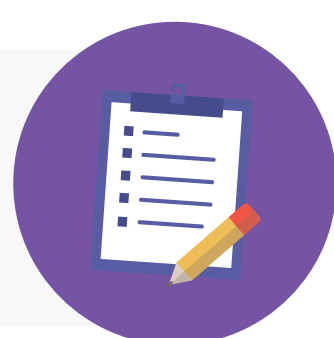
So, how do we build donor relationships to help increase retention and increase giving? Below are 12 simple things you can add to your Donor Cultivation plan.

Call of thanks from board member, director, or other volunteer



A special handmade thank you card from a client served by your mission

Participation in a donor survey or focus group



Video thank you featuring your clients or showing impact of your programs

Recognition of the anniversary of your donor's first gift to your organization



Send them a regular E-newsletter or printed donor newsletter

Complimentary tickets to sporting or cultural events



Exclusive party or reception at home of board member or volunteer

Drop off special gift basket related to your donor's interest, for example: seeds and garden tools for a gardening enthusiast



## Meet the Author

Kathie Kramer Ryan has excelled in development and leadership positions in the nonprofit sector for 16 years. Kathie raised over \$40 million as a frontline staff development officer before launching Arroyo Fundraising in 2011. As a fundraising Coach and Consultant, Kathie helps development professionals



like you to have your best year yet raising money for your nonprofit organization's mission! A national expert on donor cultivation and major gift fundraising, Kathie serves thousands of nonprofit professionals annually as a fundraising blogger, speaker and trainer.



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