



Jumpstarting Your Fundraising Efforts

The complete guide to understanding how to secure fundraising in the nonprofit arena.



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Fundraising: Beyond the Ask

Fundraising isn't just about money—it's about connecting people with causes they care about. The key? Building relationships and aligning passions with projects. No gimmicks, just the right ask to the right person at the right time.

This guide offers fundamental practices for a robust fundraising program, tailored for all experience levels:

- ✦ Novice leaders starting their first organization
- ✦ Seasoned veterans in the nonprofit space

Inside, you'll find:

- ✦ Strategies for approaching fundraising
- ✦ Techniques for making effective asks
- ✦ Tips on building stronger relationships with donors, friends, and prospects

At **Aplos**, we're dedicated to empowering nonprofits of all sizes. This book shares essential advice to help you grow your support base and further your mission.

Ready to elevate your fundraising game? Let's dive in!





FUNDRAISING 101

Fundraising isn't just about asking for money.

Any expert who's worked in the field for a while can attest to that. However, even though the focal point centers around building relationships, the bottom line still remains the same. No matter how many people you meet or relationships you nurture, an organization still needs money to stay afloat. **This e-book will teach you about the donor life-cycle and take you from the birth of a relationship all the way to the very end, in the hopes of showing you that finding a donor is more about the money in their pocket.**

So, time to start at square one: Identification.

Fundraisers can often be hesitant about approaching potential donors because they believe the community isn't interested in giving. Take a look at the chart below, and you'll realize this can't be further from the truth.





According to Double the Donation, in **2022**, the U.S. population was **333.3 million**, with **\$499.33 billion** donated to charity.

That means the average American gave more than \$1000 to charity that year. This number may sound hard to believe, and you may think the reason it is so high per U.S. citizen is that foundations, large organizations, and corporations are offsetting the average. However, the money coming from those entities comprises the minority.

About **64%** of those donations came from individuals.

So, where did all those charitable donations go? Unsurprisingly, **27%** of all the money went toward religious organizations. Another **14%** went to human services, then education with a **13%**, followed by grantmaking foundations, and human health. Why did so much of it go toward religious organizations, education, and human services? Because people contribute donations to what they believe in and what they consider to be a good cause.

This is the first hurdle to overcome when it comes to fundraising. Plenty of people are willing to give money, but the caveat is that first, they need to find an organization they can believe in.

This brings us to the second hurdle. **When you approach them and give it your all, you'll need a plan of approach.**

But who should you ask?

It's easy to get a bit of green fever at a fundraiser when a wealthy person expresses interest in giving. And that's great, but when approaching the right people, realize you shouldn't always be going for those with the deepest pockets. The United States is a giving country by nature, and while the top **10%** of the wealthy account for a quarter of the money, low-income families are responsible for giving up the second largest percentage of income at **4%**, behind the mega-rich.



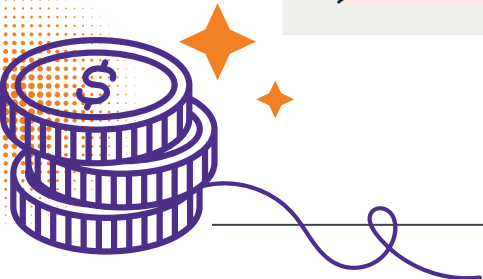


The far right of the graph above looks tempting, but realistically, someone like Warren Buffet isn't going to show up at your fundraiser. You could probably discount at least a few of those brackets. And for those wealthy people attending the event, they'll be vastly outnumbered by the low to mid-income attendees.

This gives you an idea of who's giving money. But where is it going?

For many, especially those in the far-left bracket who contribute the largest percentage, their generosity is not due to a surplus of disposable income. These individuals are writing checks to organizations they deeply believe in. Understanding their motivation is key to crafting a compelling message and building a lasting relationship.

It's crucial to find the right crowd—those who are passionate about your cause, will remember you, and are likely to stay engaged even after their initial donation. When you approach someone, you should have a clear vision of what you want to convey. Articulate in the most compelling way how your cause is going to make a significant difference and impact in the world. This will inspire them and encourage them to support your shared vision. Get them excited. Get them on board to help you make a difference with your mission!





ELEVATOR PITCH

Fundraising is a nuanced blend of art and science, far more complex than simply "asking for money." While events and donor interactions are crucial, strategy forms the backbone of successful fundraising. We'll delve into the numbers—the science—in a later chapter.

Crafting Your Elevator Pitch

You've likely heard of an **elevator pitch**—a **concise, compelling overview delivered in the time it takes to ride an elevator**. As a nonprofit professional, your passion for your cause is evident. However, channeling that enthusiasm into a focused 30-second pitch is key.

Follow these steps when crafting an elevator pitch:

- ✦ Set the goal of your organization.
- ✦ Plan what you should do to achieve that goal.
- ✦ Find your unique selling proposition, a.k.a. what makes your organization different.
- ✦ Finish by engaging them with an open-ended question.





THE PYRAMID VS. THE FUNNEL

There is a traditional school of thought regarding fundraising—a traditional approach that has recently been improved upon. This is what’s known as the Fundraising Pyramid. It moves from most frequent donations to least frequent, but that frequency is inversely proportional to the amount given.

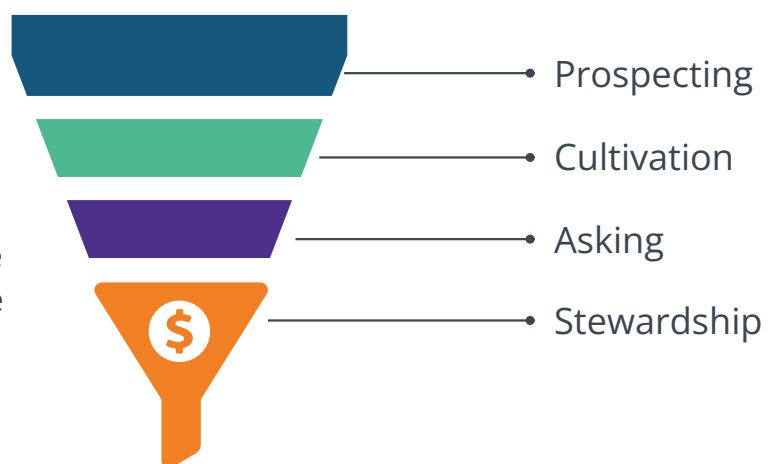
At special events and fundraisers throughout the year, you can have any number of people give donations. Out of that group, you may come across some who choose to keep on giving every year, either through an annual event or of their own accord. And then a few of them decide to provide a large sum of money, perhaps when they come across a bit of wealth. Finally, the occasional person who believes in the cause behind a nonprofit or foundation decides to give their life’s monetary worth to that organization when they die.

A More Contemporary Approach: The Funnel

The traditional pyramid was dictated by the purely physical nature of fundraising before communications via technology revolutionized our culture—back when fundraising primarily involved going out and meeting people at events.

While the pyramid is still helpful in recognizing the small-time, frequent donations contrasted against those rare big-timers, the channels through which fundraisers approach donors have multiplied a hundred-fold over the past couple of decades. These days there is a more updated approach to viewing the pyramid, by simply flipping it upside down.

This approach is less about comparing the size and frequency of donations and more about the relational aspect of fundraising—an approach Aplos believes is the golden ticket to donation management.





One way to rile up a fundraiser is to approach them and say, "You're basically in sales, right?"

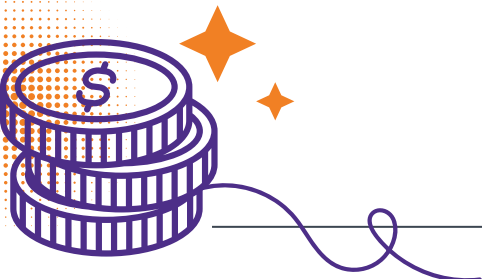
While many people associate fundraising with begging for money or making a sale, this couldn't be further from the truth. Ever heard of the saying, "It's about the journey, not the destination"? Sales are about the bottom line, but fundraising is more about the journey than the fruit that the journey will bear. It's about developing relationships with those around you. Do that, and the money will come in its own time.

This is why the fundraising pyramid was flipped into a funnel. In **Step 1, it's all about capturing and ensnaring that person's interest.** This can involve peripheral material like eBooks, webinars, email campaigns, and whatnot to start a conversation with someone who approached your booth at an event.

Nurturing (Step 2) is about taking that contact information or interest they've given you and building a relationship. It's like watering a plant. Many fundraisers end up drowning their prospects with overzealous attempts to get money when they should let it grow at its own pace. You won't risk killing it if you want to admire its beauty instead of harvesting all its leaves.

Step 3 is to convert. This eBook is about helping you get the dollars and cents that will help fuel your nonprofit. However, Step 3 should be something other than the focus of the process. Steps 1 and 2 are just as important because even if you can't convert, you've still developed a relationship with that person, and they're more likely to say good things about you and your organization to those they know, generating interest.

Many fundraisers need help at Step 4. They think that as soon as they get the cheddar, that's that. They don't consider thanking the person for giving up their hard-earned cash to the organization. Or the fundraiser does send a thank you letter, but in that letter, they include a return envelope, hoping the donor will send even more.





This approach is shallow and undermines the relationship you've created. By only engaging them when you want something, all you're saying is that you only care about what's in their wallet.

You need to reach out without an ulterior motive in mind. You need to send them genuine thank you notes and letters. Treating all your donors equally is crucial—don't leave the little guys by the wayside. Making them feel special can lead to unexpected opportunities and support, and you never know how that might work in your favor someday.

Many nonprofits hope to convert people from one-time donors to recurring ones. As mentioned earlier, people only want to give to organizations they believe in. Suppose you make the relationship with them as meaningful as the donations they offer. In that case, they're more likely to jump on the bandwagon and be convinced the money they're giving up is going toward somewhere essential and making the change they want to see in the world.





CHANGING THE WAY YOU THINK

Jumpstart Your Fundraising Through Storytelling

Transform your fundraising approach by shifting from solicitation to storytelling. By crafting compelling narratives, you can:

- ✦ Create emotional connections with donors
- ✦ Highlight your impact through personal accounts
- ✦ Bring your mission to life with vivid imagery

Key elements:

- ✦ **Personal stories:** Share real experiences of those you've helped
- ✦ **Testimonials:** Let beneficiaries speak to your impact
- ✦ **Visual content:** Use photos to illustrate your work in action

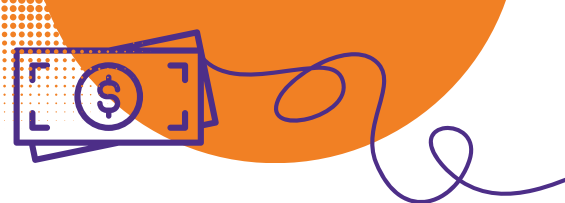
This strategy replaces the "asking for money" mindset with a more engaging, mission-focused approach. By showcasing the tangible results of your work, you'll inspire donors to become part of your story, naturally boosting your fundraising efforts with a powerful, resonant message.

Ellen Bristol of the Bristol Strategy Group wrote about her disdain for the tin-cup mentality and her strong desire to get rid of it:



The tin-cup mentality is the state of mind that says, 'We're a poor, lowly charity! Give us your money because we need it!' Rather than signaling your value to the world or inviting others to celebrate your triumphs, the tin-cup mentality emphasizes your neediness. Shouting about how poor you are does not inspire confidence among philanthropists, who are your investors. Who wants to make a bad investment? It also gives rise to a terrible fundraising habit, namely, 'Let's raise whatever we can and then figure out how to spend it.'





CHANGING THE WAY YOU THINK

Tell Your Story

Having a vision is essential, but communicating that vision is more important. Walt Disney was a master storyteller. As great of a visionary as he was, his most incredible skill was his ability to tell a story effectively.

Walt Disney took his top animators to dinner three years before *Snow White* was released in theaters. He brought them to a nice restaurant and gave each of them 50 cents for their meal. (At the time, even the highest-priced meals did not go over 35 cents. This value of his team did not go unnoticed.)

Toward the end of dinner, he dimmed the room lights and began to describe the story of *Snow White*. According to Walt, it was a story that had been with him his whole life—a story he was deeply passionate about. Over the next three hours, he told his team the story, making sure not to leave out a single detail. **Rumor has it that everyone in the room was completely captivated by his ability as a storyteller as he held the attention of everyone in the room and kept them engaged.**





At the end of his 180-minute telling of **Snow White**, he asked them to create his first feature-length animated movie. Snow White was released three years later, winning an Oscar (and seven miniature Oscars) and grossing over 8 million dollars when it cost only 14 cents to go to the movies.

Snow White ended up being 87 minutes long, although, in that initial dinner meeting, Walt Disney took three hours to describe the story that had been with him all those years. That was no accident. Disney wanted to be sure he cast the vision (told the story) as clearly and effectively as possible so his team would get everything.

Having a vision is crucial, but it's not enough. The real challenge lies in effectively communicating that vision. The most impactful leaders are not necessarily the ones with the best ideas but those who can articulate their vision in a way that inspires and motivates others.

The greatest leaders are the ones who tell a story that people want to hear over and over again—a story that brings them to a place they had not been before and inspires them to go even further.

As mentioned earlier, the use of personal stories is a powerful tool to forge an emotional bond with your audience. When your donors become part of your story, whether it's through your website, social media, email, or direct mail, they feel a deeper connection to the work that's being done.





RELATIONSHIP-BUILDING

Building Bridges, Not Just Bank Accounts: The Art of Donor Relationships

In the whirlwind of nonprofit work, it's easy to lose sight of what truly drives successful fundraising: genuine human connections. While planning and organizing are crucial, they shouldn't overshadow the heart of fund development—building and nurturing relationships with your donors and prospects.

The Golden Rule of Fundraising: "Money goes where the relationship flows."

This simple yet profound truth reminds us that exceptional fundraising happens beyond office walls. It's about:

Breaking Down Barriers:

- ✦ Ditch the transactional mindset
- ✦ Embrace sincere, meaningful interactions
- ✦ Focus on building trust and understanding

Where the Magic Happens:

- ✦ Over a casual lunch
- ✦ During a quick coffee break
- ✦ In a celebratory phone call

Remember, these moments aren't about securing immediate donations. They're about cultivating relationships that naturally lead to support.

The Ripple Effect:

Some of the most significant contributions in nonprofit history have stemmed from regular, genuine interactions. By prioritizing relationships, you're not just fundraising—you're creating a community of passionate advocates for your cause.





In essence, successful fundraising isn't about perfecting the ask—it's about mastering the art of connection. So step out, reach out, and watch as those relationships blossom into transformative support for your mission.





Who should you reach out to?

NEW DONORS

Look for unique gifts that have come in recently. Reach out to those new donors and find out more about who they are, why they gave, and what their connection is to your organization. This is also a great way to figure out how to involve them further in your mission.

LONGTIME DONORS

Believe it or not, sometimes longtime donors are easy to forget because we get used to them and rely on their regular gifts and support. However, making sure you're connecting with those longtime donors is a great way to help them feel valued, and you'll definitely feel energized by having meaningful conversations with people who care deeply about you and your work.

BOARD MEMBERS

We will talk about donor engagement in the last section of this eBook, but board members are a treasure trove of insights. They can offer a unique perspective that goes beyond financials and the Executive Director's report. Their care and interest in your organization should never be taken for granted.

KEY VOLUNTEERS

Volunteerism is a powerful form of giving. The value of people giving their time should never be underestimated. The volunteers' total hours and work might be 10-15 full-time employees, which translates to thousands of dollars in savings for the organization. Get to know your volunteers and give them a chance to share their stories, as they add immense value to the work you're doing.





Marshall Howard's book **Let's Have Lunch Together** is an excellent choice if you want additional tips for building relationships with donors and prospects. It is easy to read and practical for improving in this area.

Don't complicate relationship-building. Having conversations with people should be fine without a strategic plan or hours of lost time in the office. We heard a great way to look at this from Jeff Brooks, a fantastic fundraising blogger/writer/thinker in the NPO world. When asked about the secret to good fundraising, Brooks said something like:

Go. Find people. Have conversations. Listen. Share your heart and passion. Agree on a plan that results in a measurable impact. Celebrate the victories. Support each other in the midst of failure. Then do it again...and again...and again.

We hope you, too, can have meaningful conversations and see the power of building solid relationships with your supporters.





THE DONOR LIFECYCLE

Here is another way of looking at the pyramid and the funnel together:

The two go hand-in-hand. Both are needed if you want the best chance possible at being successful.

Identifying

As far as time and dedication compare to payoff, this may be the most challenging stage of the lifecycle. You should always be reflecting on the techniques you used to acquire prospects and the quality of the impressions you're giving of your organization. If interest is low, then perhaps the strategy should be changed.

Cultivating

It's important to note that making the ask should not have occurred yet—you're cultivating the relationship and watering it. Do not let eagerness overcome you when patience is the better option. Continue to generate their interest until they engage you, and sharpen those strategies to a fine point. Always self-reflect to ensure improvement.

Soliciting

Try to make this step about the mission. People should know that funds are essential to the continued existence of your organization but money isn't the central focus. As soon as someone gets the impression you're only speaking to them because you want something, they're more likely to shut down, despite the validity of the cause. This is a fine line to walk, so remember to continually update your strategies depending on your success.

Stewardship

You may have a major donor on your hands and don't realize it. Often, major donors will give an entry gift to test the waters before they become comfortable enough to give a large sum. This is why nurturing the relationship after the initial donation is so important. When developing your stewardship strategy, create pathways for new donors, current donors, and loyal donors, and then measure donor retention, average gift, revenue per donor, and frequency within each subset.





REVIEWING YOUR DATABASE

Do you know the commercial that asks, “What’s in your wallet?” An excellent nonprofit organization must ask, “What’s in your donor database?” If you are using a donor database at any level (if not, you should be), this can be a gold mine of information and possibilities.

Your database is like a closet or storage shed. Instead of storing clothes, stuff, or equipment, it is a place where you store information about your donors, volunteers, and potential supporters. To jumpstart your fundraising efforts, let’s take a minute and look at what’s in your database.

Most donor database systems, even at the fundamental level, cost money and need someone to take the time to input the information into the system. But not doing the upkeep becomes a far too common problem with many nonprofits as they get busy and neglect their database. We propose that you take some time and do some donor database cleaning.

Looking for lost donors

When cleaning or reviewing your donor database, you can start with basics like merging, deleting, and updating the addresses. Look for lost donors. You can do a National Change of Address (NCOA) search of your database for a meager fee and see if people have moved. You can also search for updated emails or other forms of contact information that have been lost. Often, donors move and change information, and you’re the last to know, which can result in lost support.

Checking for inactivity

Be sure to also check your database for records that have been inactive for a while. Do a little detective work and discover who the donors are and who gave last year but not this year. Consider doing a special appeal or reaching out to those who gave last year but not this year





Study who gave and what campaign worked

Which donors have given less or more this year compared to last year? This is another great way to examine your donor database, look for trends, and learn how to connect with your donors. Ask yourself what is working and why people give less or more.

How many more or fewer donors do we have this year over past years?

This is another good way to evaluate what is working. Are there patterns, or was it an isolated situation? Sometimes giving can go down if there is an unusual local or national situation like a flood or emergency. When these things occur, some people divert their gifts, so during these events, you might see a drop in donations.

What stewardship activities have been performed for your top donors during the past year?

Sometimes nonprofits go from event to event or fundraiser to fundraiser and do not slow down and steward their donors. Stewardship activities are just another way to thank and engage your donors and supporters. Stewardship can be showing formal appreciation for people who have given at a certain level by inviting the staff and leadership team over for some coffee and pastries. Stewardship can be done by the staff, board, or volunteers.

Adding more people to the database

It's crucial to capture new data as often as you can. This proactive approach ensures that you're constantly growing your donor database and building new relationships, which is critical to your nonprofit's growth.

Review how you are coding and grouping donors in your database.

One of the main reasons for doing this is to ensure that your nonprofit sends the right message to the right person at the right time. Knowing who your donors are and the relationship they have with you is critical to jumpstarting and growing your fundraising.





Spend a little time with your results.

Admit it, most of us are always looking for the next best thing or new fundraiser. Everyone wants something like the “Ice Bucket Challenge” that goes viral and raises zillions of dollars. But that is unrealistic for most of us, so it is essential to stop and reflect on what you do well and what has worked in the past.

Your data—or results—are a great place to look for ideas on messaging.

- ✦ What have your donors responded to in the past?
- ✦ What areas of your mission have your donors been most interested in?
- ✦ What has not worked as well?

These are excellent questions to ask so you can adapt, improve, and grow your messaging and approach. Using your data analysis, reach out to your donors with a message about the results and how their support is working. This often gets overlooked because we forget to simply talk about the results. It would help if you shared how your donors’ dollars are making an impact.





REVIEW YOUR FUNDRAISING PLAN

For many nonprofit organizations, raising money can be one of the most challenging issues they face. Finding the dollars to advance their mission and grow their organization requires planning and follow-through. A fundraising plan is a roadmap to help identify their goals, plans, and timelines, and it will also help them meet their financial goals.

Because there are several ways to raise money, your fundraising plan is an opportunity to determine which options are best for your specific organization.

A solid fundraising plan keeps you focused on the most effective means of drawing in the dollars, no matter how big or small. Because most nonprofit organizations struggle with the same issue of having too much to do with not enough time to do everything, a solid fundraising plan will help your organization stay focused and prioritize the important steps to meet or exceed your financial goals.

At the very core of a fundraising plan, the following elements should be considered:

- ✦ What funding is needed?
- ✦ Where will funds come from?
- ✦ What activities need to happen to raise funds, when do they need to happen, and who will do them?





SAYING THANK YOU

Have you called your donors to say "thanks"?

The Power of Gratitude: Transforming Donors into Champions

Imagine the surprise and delight of a donor receiving an unexpected phone call. Not asking for more, but simply saying "thank you." This small gesture can be the catalyst that turns a one-time contributor into a lifelong advocate for your cause.

The Thank You Revolution:

- ✦ **Beyond the Receipt:** Ditch the cold, automated responses. Embrace warm, personal connections.
- ✦ **The Ripple Effect:** A heartfelt "thank you" doesn't just acknowledge—it motivates and inspires.
- ✦ **Tailor Your Appreciation:** One size doesn't fit all. Customize your approach for maximum impact.

Strategies That Spark Joy:

- ✦ **The Power Call:** "Your donation fed 20 people today. You made that happen!"
- ✦ **The Personal Touch:** A handwritten note that stands out in a sea of junk mail.
- ✦ **The Thoughtful Token:** A small, meaningful gift that resonates with your mission.

Amplify Your Gratitude:

Launch a "Thank-a-thon": Rally your team for a day of appreciation calls.

Engage Your Beneficiaries: Let those you help express their gratitude directly.

Diversify Your Channels: From social media shoutouts to website features, spread the love far and wide.

Remember, gratitude is not a transaction—it's a relationship builder. By investing in creative and sincere ways to say "thank you," you're not just acknowledging past support; you're laying the groundwork for future passion and commitment.





In the end, it's not about how much you receive, but how deeply you appreciate. Transform your thank-yous from an afterthought into a cornerstone of your donor relationships, and watch your support base grow and thrive.





CREATING A SPECIFIC DONATION PAGE

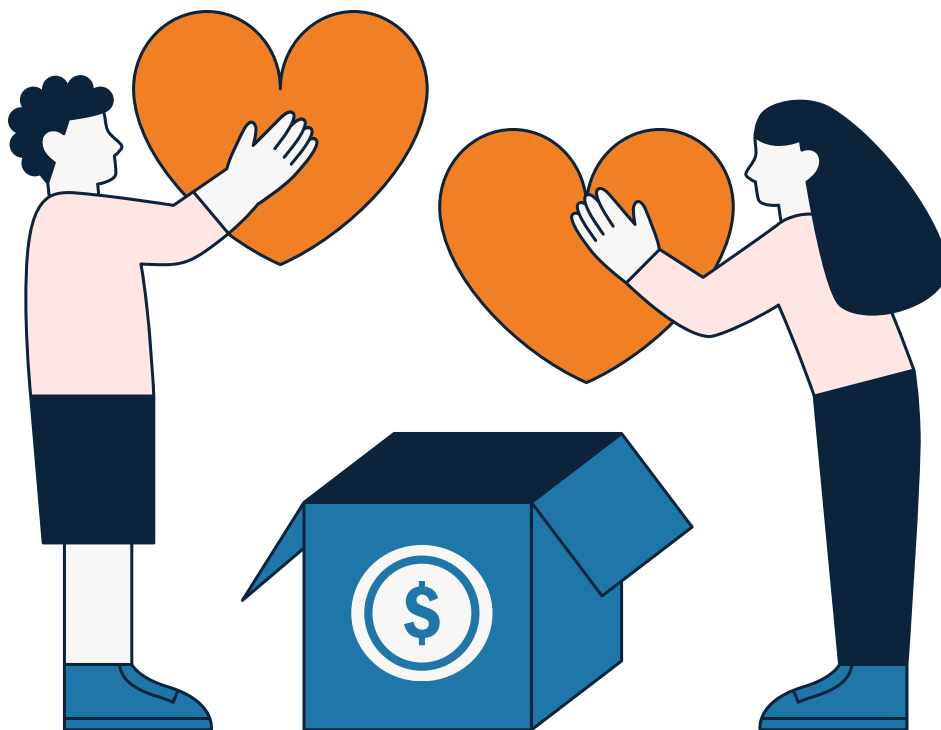
Giving donors the option to give to a very specific need with a dollar value will help your giving page stand out.

Example: A young girl walks home after collecting water in rural Rwanda. \$20 can give one person access to clean drinking water for 20 years. Help today at charitywater.org/donate.

Other examples might be how much it costs to feed a child for a day, the cost of a meal for a homeless shelter, the cost of supplies...etc.

Make Giving Easy

Use a simple, effective message but also make it easy to find and donate with a link or Donate Now button.





PUBLISH AN E-NEWSLETTER

Keep it short and impactful

The growth and simplicity of do-it-yourself e-newsletters have given nonprofits more access and opportunities to communicate cost-effectively to their donors and supporters. At the same time, many e-newsletters need to be shorter, and groups are trying to cram in far too much information. With too much information, you risk losing the main message and the reader's attention. Pick one or two things you want to communicate and do well.

Leverage storytelling

When writing an e-newsletter, ask yourself: Does your newsletter tell a story?

Be sure to use strong calls to action. How should people respond? Where is the Donate Now button? Give the readers of your newsletter an idea of how they should respond.

Suggest a donation amount and frequency. Along with your giving page, give donors an idea of how much to give or specific purposes they can give to.

Example: \$20/\$40/\$60 monthly for 12 months can change a child's life.

Make it mobile-friendly

Make sure your e-newsletter is mobile-friendly. More people than ever are reading emails and newsletters from mobile devices and smartphones, so your e-newsletter must fit all formats for an engaged readership.

Look at other websites/best practices

A great way to improve your newsletter is to look at best practices. Put yourself in the shoes of a donor and read other e-newsletters to see what works and what would make you want to give or get involved with another nonprofit.





GROW YOUR SUSTAINABLE GIVING

For many NPOs, most total donations come from monthly donors, who often give more than one-time donors. Consider asking donors and supporters to give a smaller sum each month instead of a large one-time amount. Creating lifelong relationships is a powerful way to grow your giving over time.

You can also offer tribute and memorial giving to honor family, friends, and loved ones. This allows them to donate to your organization in their name or memory instead of presents.

You will also want to capture visitors with your social media sites or webpage and be sure to offer them a free newsletter subscription or follow-up information about your organization.

As you grow your sustainable giving program, you can segment your donors, potential donors, and supporters into specific groups for future fundraising or an immediate campaign or purpose.





ENGAGE AND MOBILIZE YOUR BOARD

How engaged and involved is your board? Many nonprofits struggle with this topic, which has been the basis for hundreds of books, articles, and websites. Everyone who works in nonprofits struggles with it at some point.

Three things everyone can do:

- ✦ Give money
- ✦ Give names
- ✦ Participate

If your board gives, they will be more likely to ask others to get involved. Try and get everyone to give at some level. The more they offer, the more they become invested in the organization.

Donors usually want to know if you have 100% of the board giving. The important thing for boards to know is that potential donors want to know how engaged the board is, not only with their time but also with their giving. Of course, giving is private, and the amounts can be confidential (unless someone wants it to be known), but to say 100% of your board gives will go a long way.

Give your board the proper training and materials to help raise money. If board members are not adequately trained, they won't feel ready to ask for money from others. In the same way that you educate the board on your work, train them and give them the needed material to help raise money on behalf of your nonprofit.

View board engagement as a partnership rather than an "us vs. them" mentality.





ENGAGE AND MOBILIZE YOUR BOARD

Board Involvement:

Ideas to get your board involved:

- ✦ Making thank you calls
- ✦ Signing letters
- ✦ Participating in events
- ✦ Board profiles in your publications
- ✦ Board testimonials & other testimonials at board meetings
- ✦ Delivering gifts, photos, and other items with your logo on them
- ✦ Making introductions and opening doors





LEVERAGING DONOR MANAGEMENT SOFTWARE

As you can now see, fundraising is as much an art as it is a science. These days, people are able to quantify literally anything, and numbers manifesting from events or other interactions with prospects can be useful for intelligent fundraising. This is where donor management software can come into play.

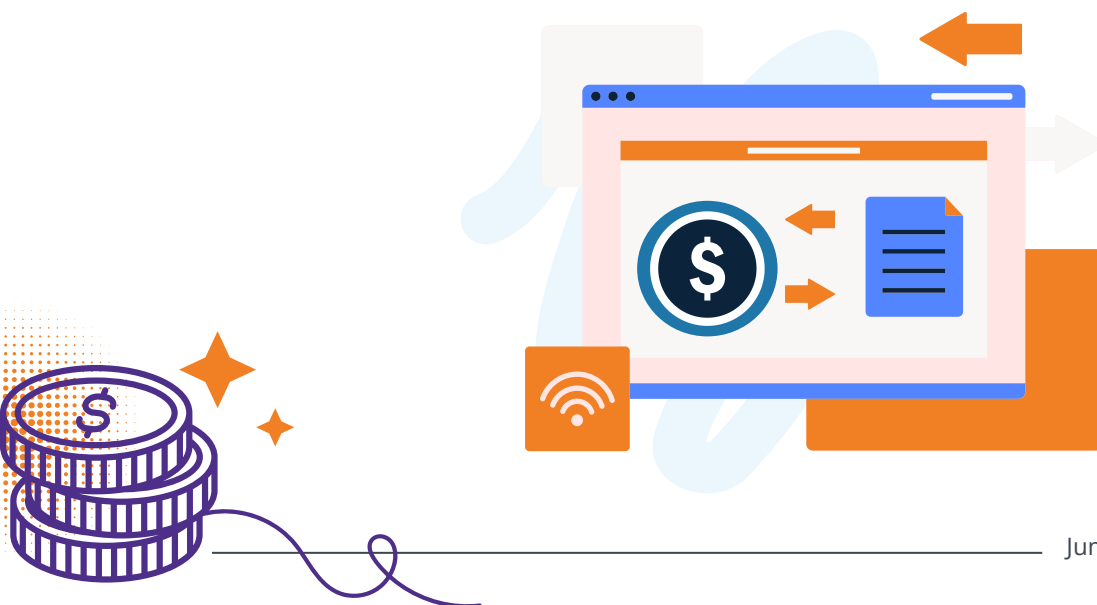
While you may be able to identify trends in data on a spreadsheet, donor management systems can pull the data you need and generate hundreds of reports, depending on what you're looking for.

Once you've pulled those reports and analyzed the data, donor management allows you to track trends among your donors or with specific campaigns.

- ✦ Where are you at with your goals for fundraising, and what percentage of your donors have lapsed?
- ✦ Which of your campaigns have attracted large-time donors?

If you're currently evaluating donor management software for your organization, we encourage you to try [Keela](#). Our friends at Keela are experts in building strong donor connections. Their software is built specifically for NPOs, and their CRM pairs powerfully with Aplos!

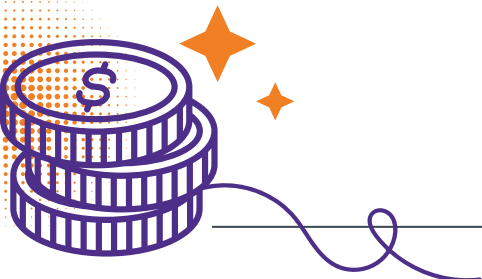
Keela allows you to customize and automate donor journeys to engage supporters and guide toward making their next gift. Their donor management system increases efficiency while helping you steward every single donor.





Traditionally, fundraising focused on viewing donors as a means to an end, but it turns out that it's more effective to view donors as who they are: people—people who want to be noticed, cared for, and recognized. Treat them how they want to be treated, and you may find that they'll give your organization the same care and respect you deserve.

Happy fundraising!





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