



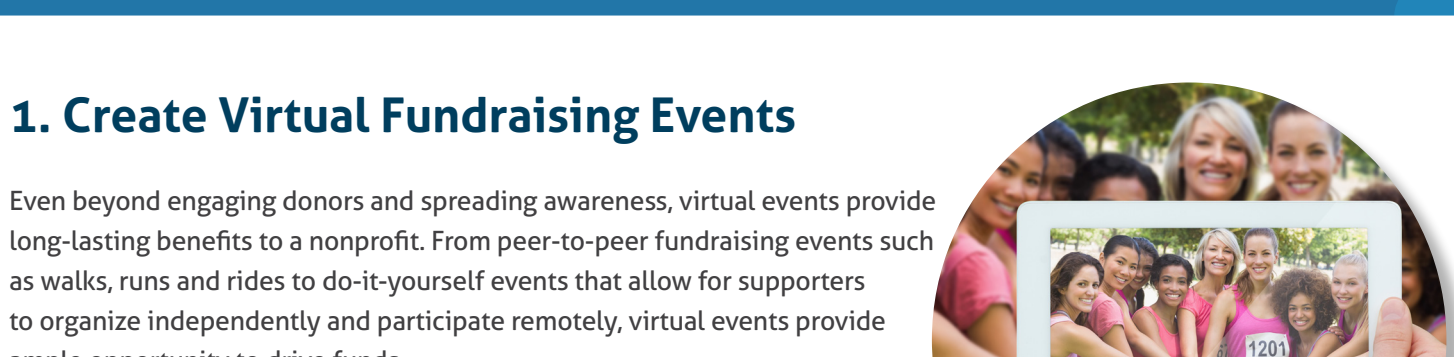
Ten Smart Ways to Diversify Your Nonprofit's Fundraising Efforts and Raise More Funds

Nonprofits are increasingly leveraging diverse virtual, hybrid, in-person and online fundraising methods to engage donors and raise funds for their cause.

Here are ten smart ways to diversify your nonprofit's fundraising efforts and leverage online donations to raise more to do more good today and tomorrow.



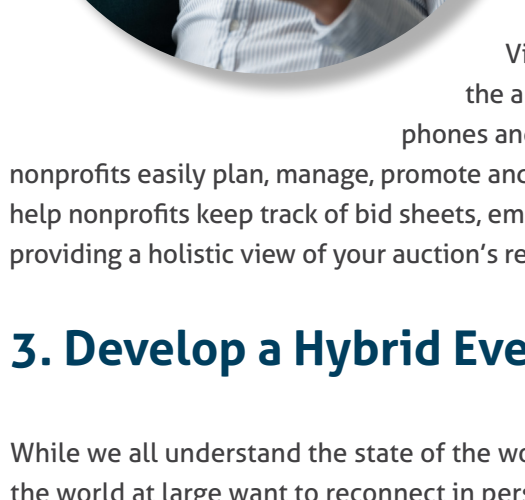
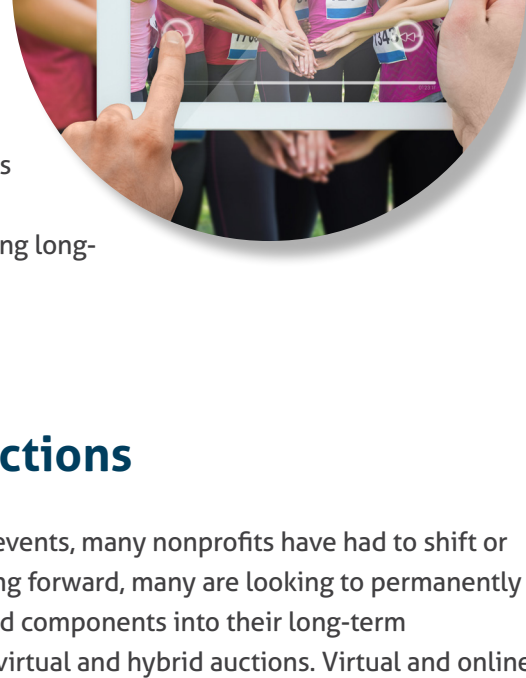
Online Giving Continues to Increase



1. Create Virtual Fundraising Events

Even beyond engaging donors and spreading awareness, virtual events provide long-lasting benefits to a nonprofit. From peer-to-peer fundraising events such as walks, runs and rides to do-it-yourself events that allow for supporters to organize independently and participate remotely, virtual events provide ample opportunity to drive funds.

By using technology to power and connect to the event, including mobile devices, social media, videos and live streaming, nonprofits can attract a wider audience, reduce overhead costs and gather data from online registrants & supporters. The result is that nonprofits drive even deeper and impactful engagement, before, during and after the event, raising more funds and creating long-lasting donor relationships.



2. Host Online Auctions

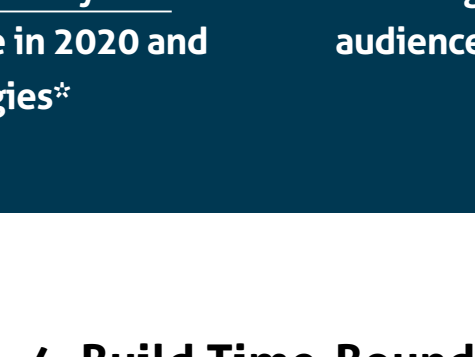
Because of disruptive global events, many nonprofits have had to shift or cancel in-person events. Going forward, many are looking to permanently incorporate virtual and hybrid components into their long-term fundraising plans, including virtual and hybrid auctions. Virtual and online auctions take place over the Internet and are a great way to raise money while reminding supporters of important causes, helping them feel part of your cause while having fun.

Virtual auctions can be just as thrilling as in-person auctions and give donors the ability to bid anytime, anywhere and via any device, including computers, phones and tablets. Easy-to-use digital fundraising platforms like **Panorama** can help nonprofits easily plan, manage, promote and securely process payments for their auctions. The right technology can also help nonprofits keep track of bid sheets, email and letter templates, shipping labels, auction catalogs and more while also providing a holistic view of your auction's results through comprehensive reporting on donors, auction items and sponsors.

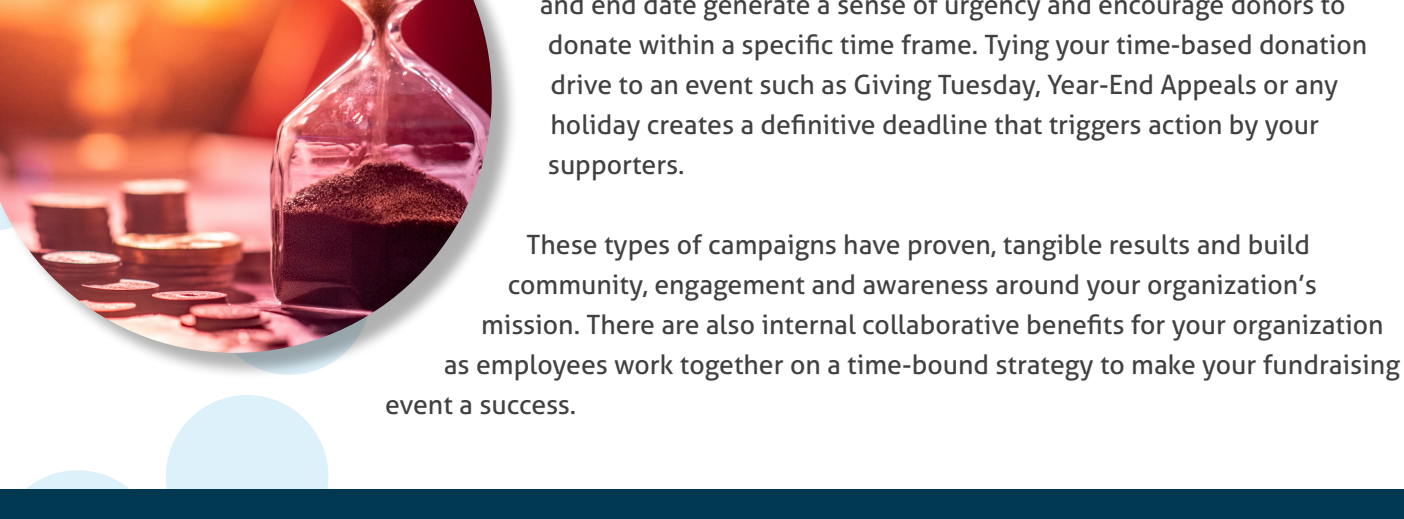
3. Develop a Hybrid Event Strategy

While we all understand the state of the world right now, nonprofits and the world at large want to reconnect in person and get back to seeing, thanking and communicating with their supporters face-to-face. To allow for greater human connection and the ability to engage far more audiences, nonprofits should consider hybrid approaches by combining in-person with virtual events.

Hybrid events offer revenue stability and keep nonprofits from being overly dependent on one source of funding. In addition, you can appeal to everyone's needs and allow for flexible attendance while expanding your opportunity to raise more funds. Whether it's an auction, a gala, or a peer-to-peer event, providing supporters with flexible participation options respects their needs and lets them support your cause in-person or remotely.



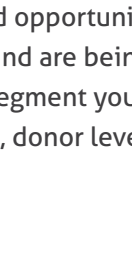
The Future of Hybrid Events



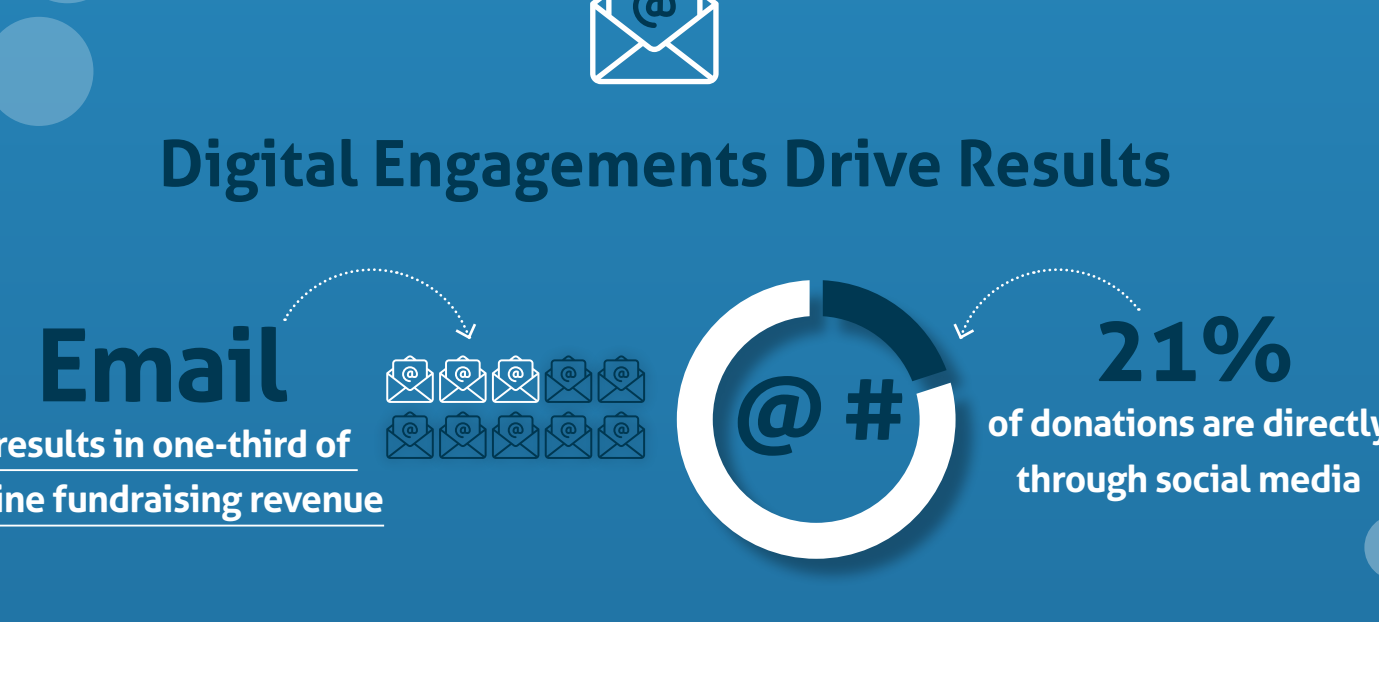
4. Build Time-Bound Donation Campaigns

Setting up limited time-based, theme-driven campaigns with a beginning and end date generate a sense of urgency and encourage donors to donate within a specific time frame. Tying your time-based donation drive to an event such as Giving Tuesday, Year-End Appeals or any holiday creates a definitive deadline that triggers action by your supporters.

These types of campaigns have proven, tangible results and build community, engagement and awareness around your organization's mission. There are also internal collaborative benefits for your organization as employees work together on a time-bound strategy to make your fundraising event a success.



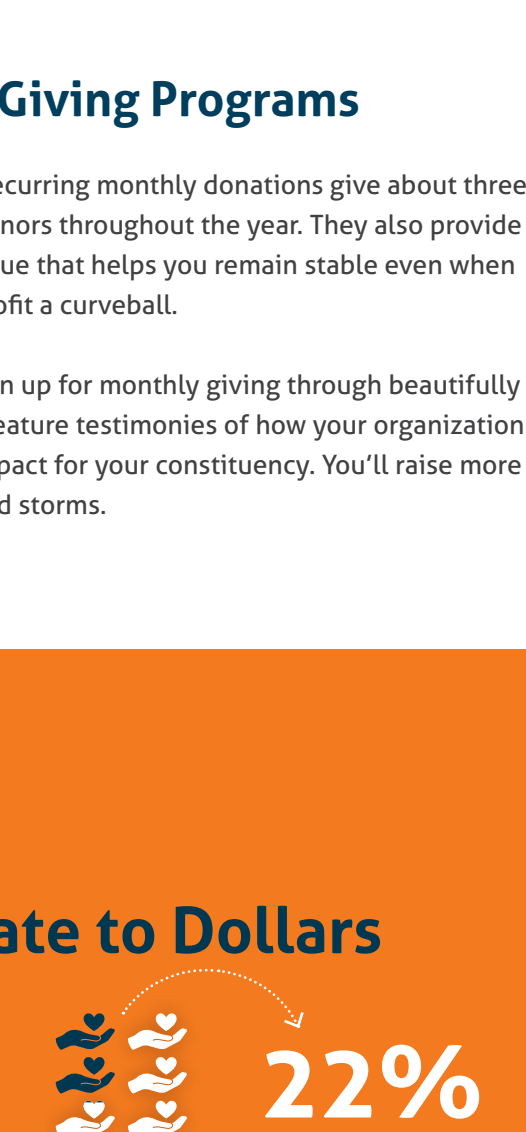
Date-Based Events Drive Revenue



5. Rollout Digital Engagement Plans

Digital communication and engagement is crucial to maintaining the close-knit and credible relationships that will help your mission succeed. Targeted emails, social posts and texts help keep supporters up-to-speed on important event and registration dates as well as the ongoing impact of your nonprofit's work.

When planning your communications strategy, be thoughtful in how often you reach out and the quality of your content to make sure your communications are offering positive engagement and opportunities to get involved and communicate how donor funds will and are being put to work. With the right technology foundation, you can segment your contacts and personalize and track communications by interest, donor level and more, creating unique and targeted donor experiences.



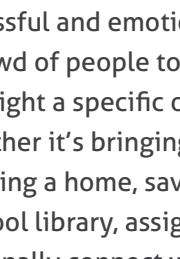
Digital Engagements Drive Results



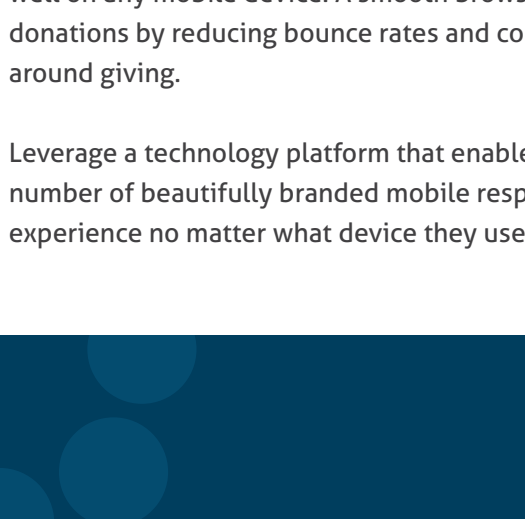
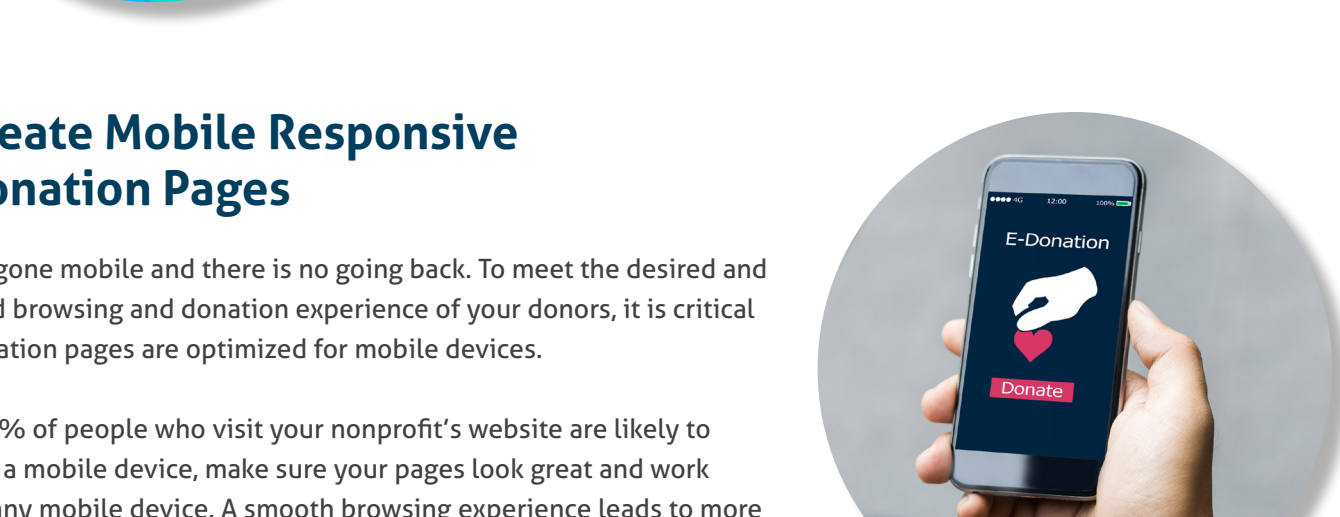
6. Set-Up Monthly Giving Programs

Donors who make automatic recurring monthly donations give about three times as much as one-time donors throughout the year. They also provide a sustainable source of revenue that helps you remain stable even when the world throws your nonprofit a curveball.

Engage your supporters to sign up for monthly giving through beautifully branded donation pages that feature testimonies of how your organization is making a tangible, positive impact for your constituency. You'll raise more and better weather any unexpected storms.



Monthly Programs Translate to Dollars



7. Incorporate Fund-a-Need Donation Drives

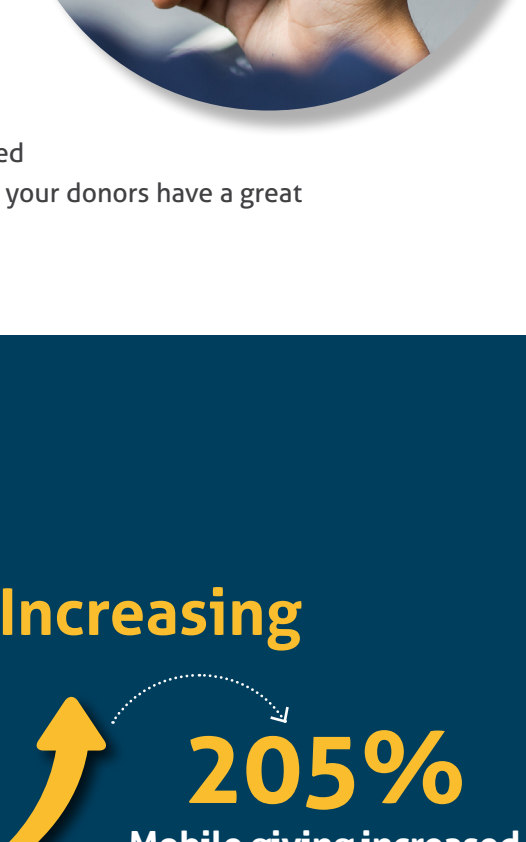
Successful and emotionally driven, Fund-a-Need donation drives bring a crowd of people together in support of a nonprofit's cause. They highlight a specific opportunity and a corresponding monetary solution. Whether it's bringing medical supplies to a tornado-ravaged region, building a home, saving an endangered species or funding books for a school library, assigning amounts to fulfilled needs helps donors emotionally connect while driving greater donor engagement.

8. Create Mobile Responsive Donation Pages

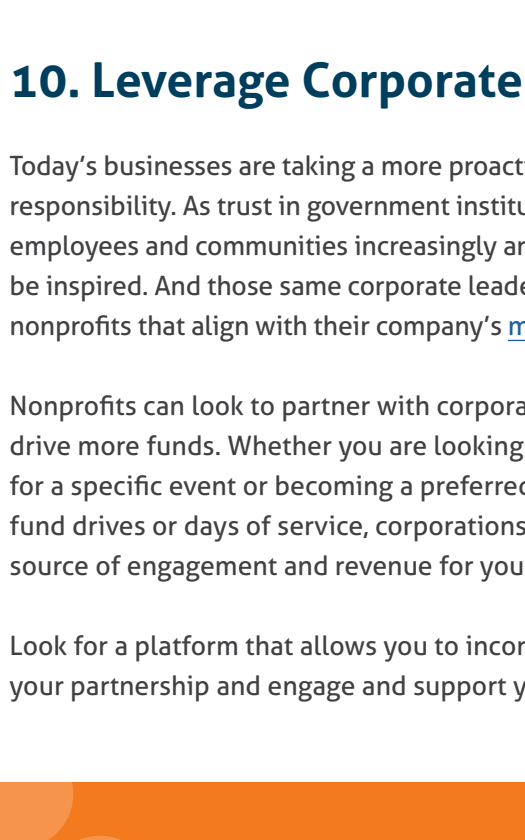
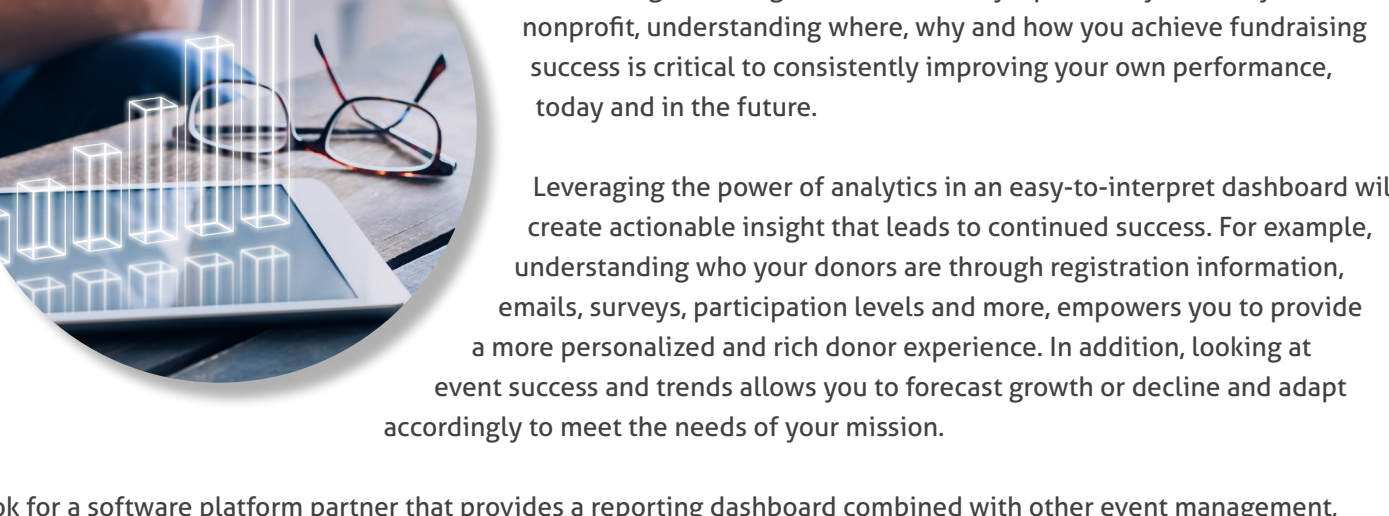
Life has gone mobile and there is no going back. To meet the desired and expected browsing and donation experience of your donors, it is critical that donation pages are optimized for mobile devices.

Since 51% of people who visit your nonprofit's website are likely to do so on a mobile device, make sure your pages look great and work well on any mobile device. A smooth browsing experience leads to more donations by reducing bounce rates and concerns about payment security around giving.

Leveraging a technology platform that enables you to easily create an unlimited number of beautifully branded mobile responsive donation pages to ensure your donors have a great experience no matter what device they use to give.



Mobile Giving Rapidly Increasing



9. Be Data-Driven & Use Technology

Data drives growth, regardless of industry. Specifically for today's nonprofit, understanding where, why and how you achieve fundraising success is critical to consistently improving your own performance, today and in the future.

Leveraging the power of analytics in an easy-to-interpret dashboard will create actionable insight that leads to continued success. For example, understanding who your donors are through registration information, emails, surveys, participation levels and more, empowers you to provide a more personalized and rich donor experience. In addition, looking at event success and trends allows you to forecast growth or decline and adapt accordingly to meet the needs of your mission.

Look for a software platform partner that provides a reporting dashboard combined with other event management, engagement, data capture and secure payment processing features that help maximize your nonprofit's digital fundraising initiatives and you will be well on your way to increased fundraising success.

10. Leverage Corporate Partnerships

Today's businesses are taking a more proactive approach to corporate responsibility. As trust in government institutions declines around the world, employees and communities increasingly are looking to corporate leaders to be inspired. And those same corporate leaders are looking to partner with nonprofits that align with their company's **mission and values**.

Nonprofits can look to partner with corporations in multiple ways to help drive more funds. Whether you are looking for corporate sponsorships for a specific event or becoming a preferred nonprofit partner for recurring fund drives or days of service, corporations, large and small, can be a great source of engagement and revenue for your nonprofit.

Look for a platform that allows you to incorporate sponsor logos and content to highlight your partnership and engage and support your most valuable sponsors.



Corporate Responsibility Today



Panorama by FrontStream helps nonprofits raise more to do more good.

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