# USING TECHNOLOGY TO RAISE FUNDS

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## KNOW/UNDERSTAND YOUR DONORS; DEFINE YOUR POTENTIAL DONOR

- motivation to donate

donation method & technology

target donation amount

geography

#### WHAT MOTIVATES YOUR DONORS TO DONATE?

consider that you are proposing a transaction your need is for funds what are your donors' needs?

some example motivators are:

- to feel good as a result of giving
- to have assurance of proper use of funds

#### DONATION METHOD AND TECHNOLOGY

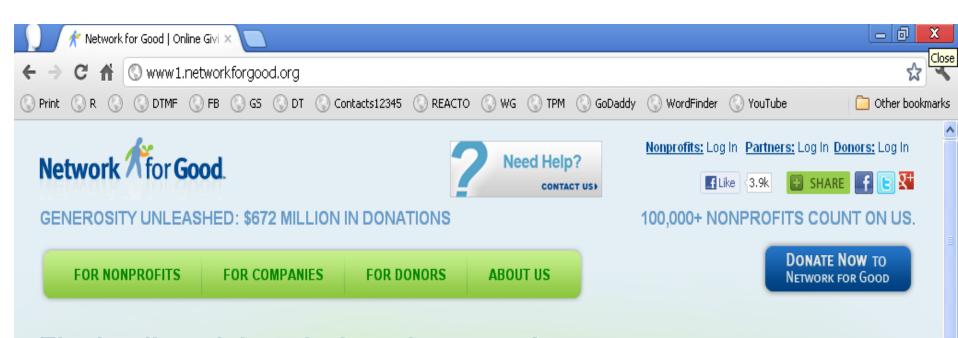
consider what technology(ies) your potential donors are able to use – opportunities and limitations. How will donors donate to your organization?

- web
- telephone
- mobile phone

#### **GEOGRAPHY**

consider where geographically your potential donors are





### The leading giving platform for powering your cause



