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
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