

Donor Engagement Outline

When a donor gives generously to your organization, what is the real impact in your community?

Getting Started

Audience	Who needs to hear the message?
Call to Action	Which verb is most important this week?
Goal	What will you measure to know if you're successful?
Email	
Website	
Social	
Print	
Events or Media	
GiveMN Page	

Week 2

Audience	
Call to Action	
Goal	
Email	
Website	
Social	
Print	
Events or Media	
GiveMN Page	

Brainstorming:

Week 3

Audience	
Call to Action	
Goal	
Email	
Website	
Social	
Print	
Events or Media	
GiveMN Page	

Week 4

Audience	
Call to Action	
Goal	
Email	
Website	
Social	
Print	
Events or Media	
GiveMN Page	

Call to Action Ideas

**Acknowledge Act Add
 Ask Build Buy Call
 Click Commit Compare
 Connect Contact
 Discover Donate
 Explore Find Follow
 Get Give Go Grow
 Help Introduce Invite
 Join Learn Like List
 Listen Meditate Play
 Post Pray Read Reflect
 Resolve Save Search
 Share Smell Start Stop
 Subscribe Take Talk
 Tell Thank Try Tweet
 Uncover Urge Visit
 Watch Write**

Donor Engagement Outline

Week 5

Audience	Who needs to hear the message?
Call to Action	Which verb is most important this week?
Goal	What will you measure to know if you're successful?
Email	
Website	
Social	
Print	
Events or Media	
GiveMN Page	

Week 6

Audience	
Call to Action	
Goal	
Email	
Website	
Social	
Print	
Events or Media	
GiveMN Page	

Resources:

Week 7

Audience	
Call to Action	
Goal	
Email	
Website	
Social	
Print	
Events or Media	
GiveMN Page	

Week 8

Audience	
Call to Action	
Goal	
Email	
Website	
Social	
Print	
Events or Media	
GiveMN Page	

Questions:

How will you keep your donors engaged? When will you ask them to give again?