

Shaping Donor Journeys for Lasting Engagement



Faircom, a VeraData Partner agency, is an integrated fundraising agency composed of passionate development professionals. We work with your nonprofit team to raise funds at every donor level and through every channel of giving.

Whatever you do, we raise the funds to help you do it.

- » Donor Acquisition
- » Donor Renewal
- » Lapsed Reengagement
- » Monthly Giving
- » Mid-Level Giving
- » Major Giving
- » Planned Giving



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10 Ways to Build Fundraising Momentum in Any Economy



1 Unlock the potential of employer matching gifts

Many supporters are unaware their employers offer gift matching, but this can significantly amplify revenue at no cost to donors. You can implement a matching gift search tool on your website to make it easy to check eligibility, and spotlighting “match champions” can inspire others to do the same.

2 Forge evergreen connections with recurring visitors

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3 Explore beneficiary designations

Educating donors about naming you as a beneficiary to their retirement accounts, life insurance policies, or donor-advised funds can help you benefit from significant future gifts with minimal effort and zero cost to donors.

4 Prioritize lapsed donor re-engagement

Emotional storytelling or updates on past contributions can rekindle interest from previous donors. Cast a wide net across your lapsed audience to benefit from the less costly reach of digital channels, using tools like automated email series to systematically reconnect.

5 Create targeted re-engagement journeys

Absorb donors into a lower, yet more sustainable donation tier if they aren't able to continue giving at a higher level, like having stagnant major donors land in a strong mid-level program. This offers a great opportunity to re-engage with donors who have historical interest and known capacity to give.

6 Optimize donation page experiences

Continuously test elements of your donation page to improve user experience and boost conversions. Experiment with different ask arrays for general versus campaign-specific forms, and tailor messaging based on whether you're acquiring new donors or deepening engagement with current supporters.

7 Promote planned giving as a pledge challenge

You can incentivize legacy gift prospects with a matching contribution per declared bequest intention – e.g., major donor and/or board member gift of \$5,000 per pledge. This increases known commitments and helps you confirm and track pledges.

8 Highlight tax-efficient giving options

Help donors maximize their impact by donating appreciated assets. They can avoid capital gains tax while deducting fair market value. Clearly outline the process for stock and crypto gifts on your website, and regularly remind donors of this option, as many may not realize that you're equipped to accept these contributions.

9 Regularly communicate to cultivate relationships

Consistent communication keeps donors connected to your mission and aware of the impact. Use impact reports and donor stories to show the real-world results of their giving, keeping your work top of mind and reinforcing their decision to support you.

10 Lean into long-term initiatives + messaging

Sustaining donors are loyal by nature – honor that commitment by communicating the lasting community impact their support enables. Sharing your long-term goals reinforces the case for their continued investment, driving stronger retention and potential upgrades over time.