

# CHECKLIST

- ✔ **Use social data** to hyper-target people with highly-relevant communication. Most donors use personal email addresses. With personal email domains, match rates against social media are much higher than match rates against emails using corporate domains. For example, people are more likely to set up their LinkedIn or Facebook profiles using a personal email address vs. a work address. Lead Liaison sees social match rates of upwards of 50% of contacts with our customers in the nonprofit industry. Those records are enriched with important social data (gender, age, pictures, social profile links, interests, and more).
- ✔ **Create offline marketing content** like postcards and handwritten letters to help donors and potential donors develop an emotional connection with your organization. Increase awareness of your nonprofit by displaying your logo on a postcard that might sit subtly on a prospective donor's desk for weeks, or follow-up an inquiry with a handwritten letter from the Executive Director.
- ✔ **Map out your donor's journey.** In the business world, we call them a buyer's journey. In nonprofits, we call them a donor's journey. They are both similar. The journey describes the phases a donor will go through, as they evolve from prospective donor to repeat or annual donor. Mapping out a donor's journey helps you relate to their experience, and forces you to think about what content would be valuable to them, given the stage they are in.
- ✔ **Develop a communication plan.** Particularly, who are you going to market to and how will you market to them? Your communication plan should overlay on top of your donor's journey.
- ✔ **Develop a lead scoring system.** Lead scoring is a way to measure how engaged a potential donor might be. Once a donor reaches a lead score they've demonstrated enough engagement to warrant a higher touch point. Send your donor management team an alert once a donor passes your scoring threshold.
- ✔ **Consider using text messages** to drive timely interaction with donors and potential donors, and to communicate with your donors on the device that is always in their hand or purse.
- ✔ **Overcome budget issues** by tracking Campaign ROI. Use this valuable data to justify more budget, or find where you can cut back by assessing the methods that have not been successful for your organization.

**Eager to learn more?**

Contact us for more information today!

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