

# 5 Research-Based Fundraising Strategies

To Supercharge Your Next Campaign

## **Raise more by suggesting a specific donation amount.**

**Tip #1** New research published in the Journal of Consumer Research shows that asking for a specific donation amount (e.g., \$5, \$10, or \$15) results in more contributions than asking for a non-specific amount.

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## **Encourage all board members to give. It does matter.**

**Tip #2** A recent study published in the Nonprofit and Voluntary Sector Quarterly shows that nonprofits receive more outside donations when board members give.

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## **Use proactive language for more effective fundraising copy.**

**Tip #3** A new study found that presenting charity goals in a positive, proactive way (promotion-framing) resulted in more donations than presenting goals in a negative, cautionary way (prevention-framing).

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## **Leverage emotions in campaign images to increase donations.**

**Tip #4** Key findings from a recent study suggest that campaign images that evoke contentment or sadness while minimizing fear encourage more donations

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## **Use “gift” instead of “donate” for potent messaging.**

**Tip #5** Recent research in the Journal of Marketing shows that presenting contributions as gifts instead of donations can increase giving.

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