

Summer Post by Audrey Merwin for Impacting Nonprofits

TEXT

In the summer, when things tend to slow down, take the time to recharge and refocus on priorities that often take a back seat during the busy fundraising seasons. For example, you can:

Catch up on research: Review data on events to see what worked best and where opportunities are.

Expand your payment options: Studies show that gift sizes increase when donors can use convenient payment methods like digital wallets.

Refresh branding and mission statements: Make sure they reflect any changes in your organization over the year.

Nurture relationships: Stay in touch donors and influencers, and say, “thank you.”

Keep the engagement going: Plan a fun summer event such as a book sale, bake sale, or car wash.

Need to plan an easy summer activity? Here are some low stress summer event ideas.

<https://www.funraise.org/blog/26-summer-fundraising-ideas-for-your-nonprofit>

#nonprofit #summer-fundraising #nonprofitplanning #strategicplanning

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