

## 50 Ways to Engage Your Major Donors

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Major donors are the lifeblood of a nonprofit organization. And because they probably make only a gift or two every year, you have ample opportunity to engage with them (without asking!) and build a deeper relationship. Here are 50 ways to meaningfully engage with your major donors all year long.

1. **Personalize your communication:** Make sure every interaction is tailored to their specific interests and previous involvement.
2. **Invite them to your office:** Personal visits help them see your operation and meet the team.
3. **Host special events:** Organize exclusive gatherings for major donors to mingle and learn about your mission.
4. **Handwritten thank you notes:** Personalize your gratitude with a handwritten note.
5. **Provide regular updates:** Keep them informed about your organization's progress.
6. **Acknowledge them publicly:** With their permission, recognize their contributions in your publications or at events.
7. **Offer board or advisory positions:** If appropriate, invite them to serve on your board or advisory committee.
8. **Introduce them to beneficiaries:** If possible, let them see the impact of their donations firsthand.
9. **Include them in strategic planning:** Major donors can offer valuable insights, particularly if they're in your sector.
10. **Connect them with your leadership:** Arrange meetings with your Executive Director, CEO, or board chair.
11. **Offer volunteer opportunities:** This gives them a hands-on experience related to your cause.
12. **Give them a 'behind the scenes' tour:** Showcase your work in action.
13. **Host a major donor appreciation event:** Celebrate their contributions with an exclusive gathering.
14. **Send holiday cards:** A simple, friendly touch point to stay connected.
15. **Ask for their advice:** Make them feel valued by seeking their opinion.
16. **Engage them on social media:** Share, comment, and engage with their posts.

17. **Send birthday gifts or cards:** Show that you appreciate them beyond their donations.
18. **Provide unique opportunities:** If possible, give them first access to tickets or discounts to your events.
19. **Create a major donor newsletter:** Tailor communications specifically for your big donors.
20. **Share testimonials:** Let them hear stories about the impact of their support.
21. **Create a 'wall of fame':** With their permission, recognize their support publicly in your office or on your website.
22. **Involve them in new campaigns:** Share early news about upcoming projects and seek their advice.
23. **Promote networking:** Connect them with other donors, partners, or beneficiaries.
24. **Offer branded merchandise:** Give them something to remember your cause.
25. **Present opportunities to increase impact:** Share matching gift opportunities or planned giving options.
26. **Develop a donor journey:** Create a personalized engagement plan for each major donor.
27. **Create a donor advisory group:** Encourage their participation in a group that helps inform your work.
28. **Invite them to speak at events:** Give them an opportunity to share why they support your cause.
29. **Ask for their stories:** Request to share their stories in your communications to inspire others.
30. **Annual face-to-face meeting:** Set up a yearly meeting to discuss their contributions and your progress.
31. **Engage their families:** If appropriate, involve their family in events and communications.
32. **Keep them up to date with industry news:** Share relevant news and reports.
33. **Create a major donor club:** Provide a sense of exclusivity and community with a donor club.
34. **Personal video messages:** Send thank you videos or impact updates from your team or beneficiaries.
35. **Launch a peer-to-peer fundraising campaign:** Major donors can be great fundraisers themselves.

36. **Set up a Google Alert for their names:** This allows you to stay up to date with their accomplishments and send congratulations.
37. **Create a legacy giving program:** Encourage major donors to leave a gift in their will.
38. **Highlight major donors in annual reports:** With permission, make special note of their contributions in official reports.
39. **Conduct a major donor survey:** Ask for their feedback on your work and engagement efforts.
40. **Give them first look at important news:** Share important updates with them before general announcements.
41. **Invite them to a thank you call with your CEO or Board Chair:** A personal call can make a major donor feel appreciated.
42. **Give them naming opportunities:** Offer them the chance to name a project, scholarship, or building.
43. **Invite them to webinars or educational sessions:** This can be a value-added experience for major donors.
44. **Set them up with a personal liaison in your organization:** Provide direct access to a staff member for any questions or concerns.
45. **Offer opportunities to meet key stakeholders:** Arrange meetings with beneficiaries, community leaders, or sector influencers.
46. **Ask them to mentor new donors or volunteers:** Major donors often have vast experience and networks to share.
47. **Create a monthly major donor e-newsletter:** Keep them updated and engaged with tailored communications.
48. **Showcase their other passions:** If they're involved with other causes or have hobbies, show interest and make connections to your work.
49. **Offer exclusive previews of new projects or initiatives:** Let them be the first to know about your new ventures.
50. **Encourage them to visit project sites:** If possible, seeing your work in action can strengthen their commitment to your cause.