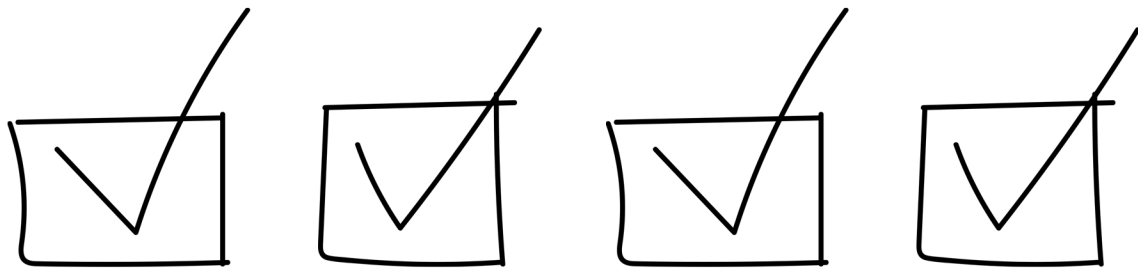


# The G.I.V.E. Fundraising Plan

A Simple 4-Week System to Engage  
Donors and Raise More Money



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## A Simple 4-Week System to Engage Donors & Raise More Money

Fundraising can feel overwhelming, especially when you're just getting started.

You know you need to engage donors, but what should you say? And when? It's easy to overthink it. That's why we created the G.I.V.E. Fundraising Plan - a simple, repeatable system that makes fundraising easier.

No complicated strategies. No guesswork. Just a clear, step-by-step plan to help you connect with donors and raise more money.

This four-week framework keeps your donor communications consistent, engaging, and effective - no matter what kind of organization you run. Whether you help people, animals, or the environment, this plan gives you a reliable way to inspire giving.

### Who is this for?

If you're new to fundraising or just need a structured plan, this is for you.

As you get more comfortable, you'll find that fundraising is less about following a strict schedule and more about keeping donors engaged in an ongoing conversation. But to build that momentum, you need a starting point. This plan gives you that.

### What does G.I.V.E. stand for?

- **Gratitude** – Celebrate and thank donors
- **Impact** – Share the need and how their support helps
- **Vision** – Inspire action by casting a compelling future
- **Engagement** – Report back and deepen connection

Each week, you'll focus on one of these areas. Over time, this rhythm will build trust, inspire generosity, and help you raise more money.

### Need help with the action steps?

Visit <https://nonprofitstorytellingconference.com/quickapply-library> for additional guides and templates to help you implement this plan. You'll also find resources on other key fundraising strategies.

## Getting Started

Over the next four weeks, you'll follow a simple rhythm that makes fundraising feel natural. Each week has a specific focus, helping you build strong relationships with donors while making it easy to stay on track.

First, you'll thank your donors. Then, you'll show them why their support matters. After that, you'll inspire them with a vision of what's possible. And finally, you'll show them the impact they've made.

For each step, we'll give you ideas on what format to use - whether it's an email, a phone call, a social media post, or a direct mail piece - so you know exactly how to take action.

Let's dive in!

### Week 1: G – Gratitude

*Celebrate and Thank Your Donors*

**Goal:** Make donors feel appreciated and valued.

#### Action Steps:

- Email or letter: Send a heartfelt thank-you to recent donors.
- Social media or newsletter: Feature a donor spotlight.
- Phone call: Call a few donors just to say, "Thank you. No ask, just gratitude."
- Photo or video update: Share an image or short video from your work with a simple message: "This is possible because of you."

**Why This Matters:** When donors feel appreciated, they stick around. A simple thank-you can turn a one-time donor into a lifelong supporter.

### Week 2: I – Impact

*Share the Need & How Their Support Helps*

**Goal:** Show donors why their support is crucial and what's at stake.

#### Action Steps:

- Story email or direct mail letter: Share a story of someone (or something) your nonprofit helps, emphasizing the ongoing need.

- Infographic or data post: Use statistics or simple data points to illustrate the gap between what's needed and what's currently available.
- Urgency email or letter: Send a short message explaining a challenge your organization is facing and how donors can help.
- Behind-the-scenes social media post: Show your work in action to reinforce why donor support matters.

**Why This Matters:** Donors give because they care. But they need to see the problem isn't solved yet - and that their support still makes a difference.

## Week 3: V – Vision

*Inspire Action by Casting a Compelling Future*

**Goal:** Show donors what's possible when they donate.

### Action Steps:

- Fundraising appeal (email, direct mail, or social post): Share a clear, tangible fundraising goal (e.g., "We need \$10,000 to provide 500 meals this month").
- Storytelling email or video: Paint a picture of what success looks like: "Imagine a world where..." or "By this time next year, we could..."
- Urgency-driven email or text: Use a deadline to create urgency: "By Friday, we need to..."
- Call-to-action email, phone call, or social post: Ask donors to take a specific action: donate, share, volunteer, or advocate.

**Why This Matters:** Donors want to be part of something bigger than themselves. A strong vision makes them feel like they are making a real difference.

## Week 4: E – Engagement

*Report Back & Deepen Connection*

**Goal:** Show donors the results of their generosity.

### Action Steps:

- Impact email or direct mail letter: Send an update showing the impact of last month's giving.
- Thank-you video or note: Share a thank-you video or message from a beneficiary.
- Before & after post (email, social media, or newsletter): Show progress through a transformation story.

- Live update or Q&A session: Invite donors to a behind-the-scenes live event or update.

**Why This Matters:** When donors see the results of their giving, they feel good—and when they feel good, they're more likely to give again when you ask them to donate.

## How to Use the G.I.V.E. Plan

1. **Commit to a monthly cycle** – Repeat this four-week rhythm every month.
2. **Use multiple channels** – Email, social media, direct mail, and calls work together.
3. **Keep it simple** – Each action step should take no more than a few minutes to implement.
4. **Measure and adjust** – Track engagement and refine your approach as needed.
5. **Evolve as you grow** – Once fundraising becomes second nature, shift to a segmented approach where you continuously engage different donor groups with these elements rather than following a set weekly schedule.

Looking for extra help with these action steps?

For guides, templates, and practical tools to make implementing this plan easier, visit <https://nonprofitstorytellingconference.com/quickapply-library>.

By implementing the G.I.V.E. Fundraising Plan, you'll create a predictable and powerful way to keep donors engaged and giving.

Want to learn more about effective donor engagement and storytelling?

Join us at the Nonprofit Storytelling Conference:

Visit <https://nonprofitstorytellingconference.com> to learn more and secure your spot!

**If you found this fundraising plan helpful, please forward it to a fundraising friend.**

## Get Help Raising More Money

Come to the Nonprofit Storytelling Conference  
For more information, go to:

<https://nonprofitstorytellingconference.com>