



DIGITAL FUNDRAISING STRATEGY WORKSHEET

Assess Your Current Position

<https://www.scribd.com/document/405274702/Digital-Fundraising-Strategy-Worksheet>

How much money did your organization raise online last year? _____

How many donors gave to your organization last year? _____

How many donors were new? _____

How many donors were returning? _____

What donors were your largest sources of online donations? _____

What tactics were most successful in generating online donations? Why?

What tactics were least successful in generating online donations? Why?

What is your organization's mission?

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Why should donors trust your organization?

What can your organization offer donors in exchange for their donations? (e.g. progress updates or recognition in your annual report)?

What has your organization accomplished to date? How many individuals have you helped? In what communities? How have you helped them?

Provide one or two stories of individuals whose lives have been changed because of your organization. Seek permission and ensure their safety before sharing their stories.

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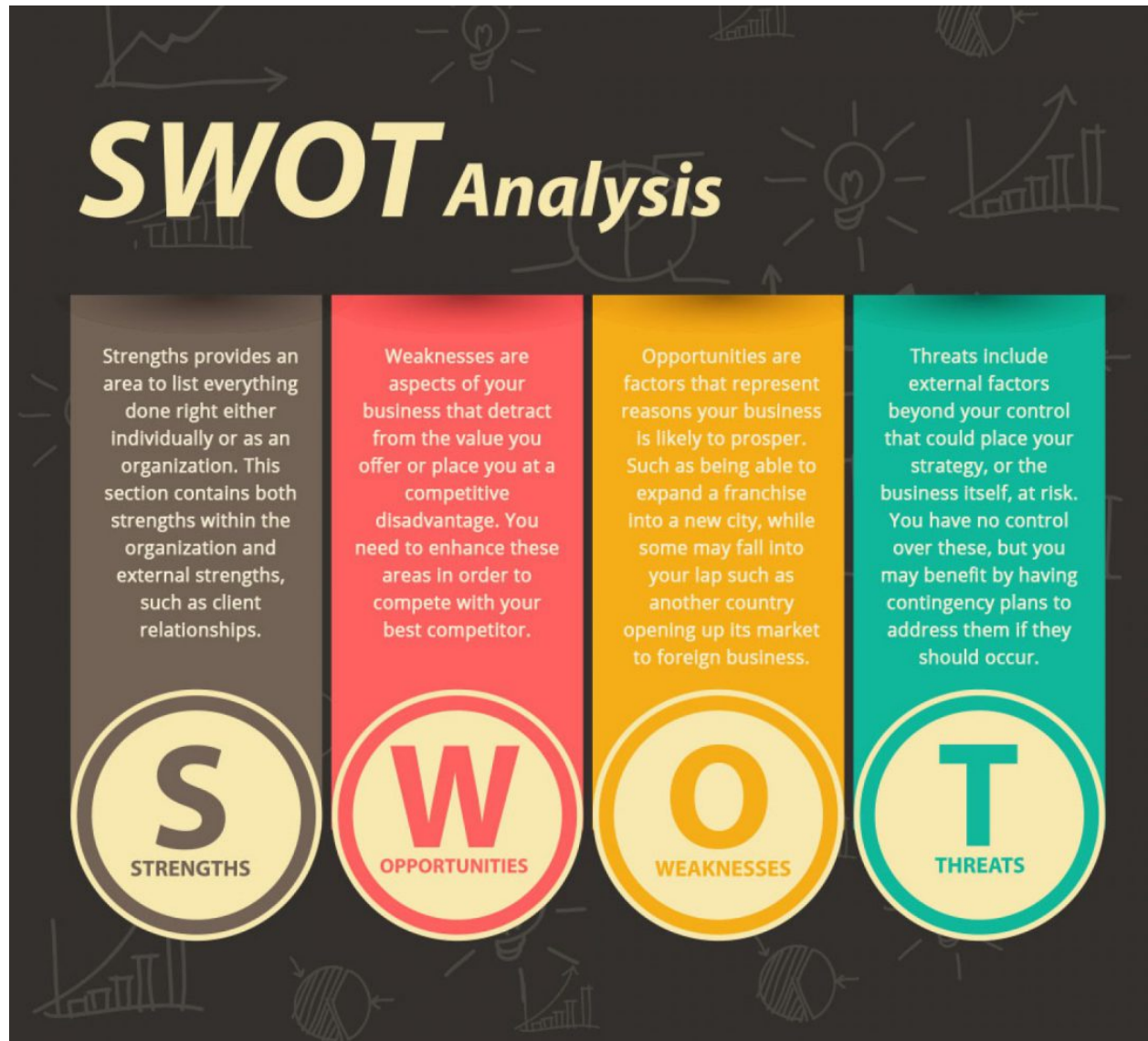
<https://www.kvrwebtech.com/blog/understanding-swot-analysis-need-business/>

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<https://minotab.com/mab-swot-analysis/>

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