5 Tips

FOR ASKING FOR DONATIONS ON LINKEDIN.

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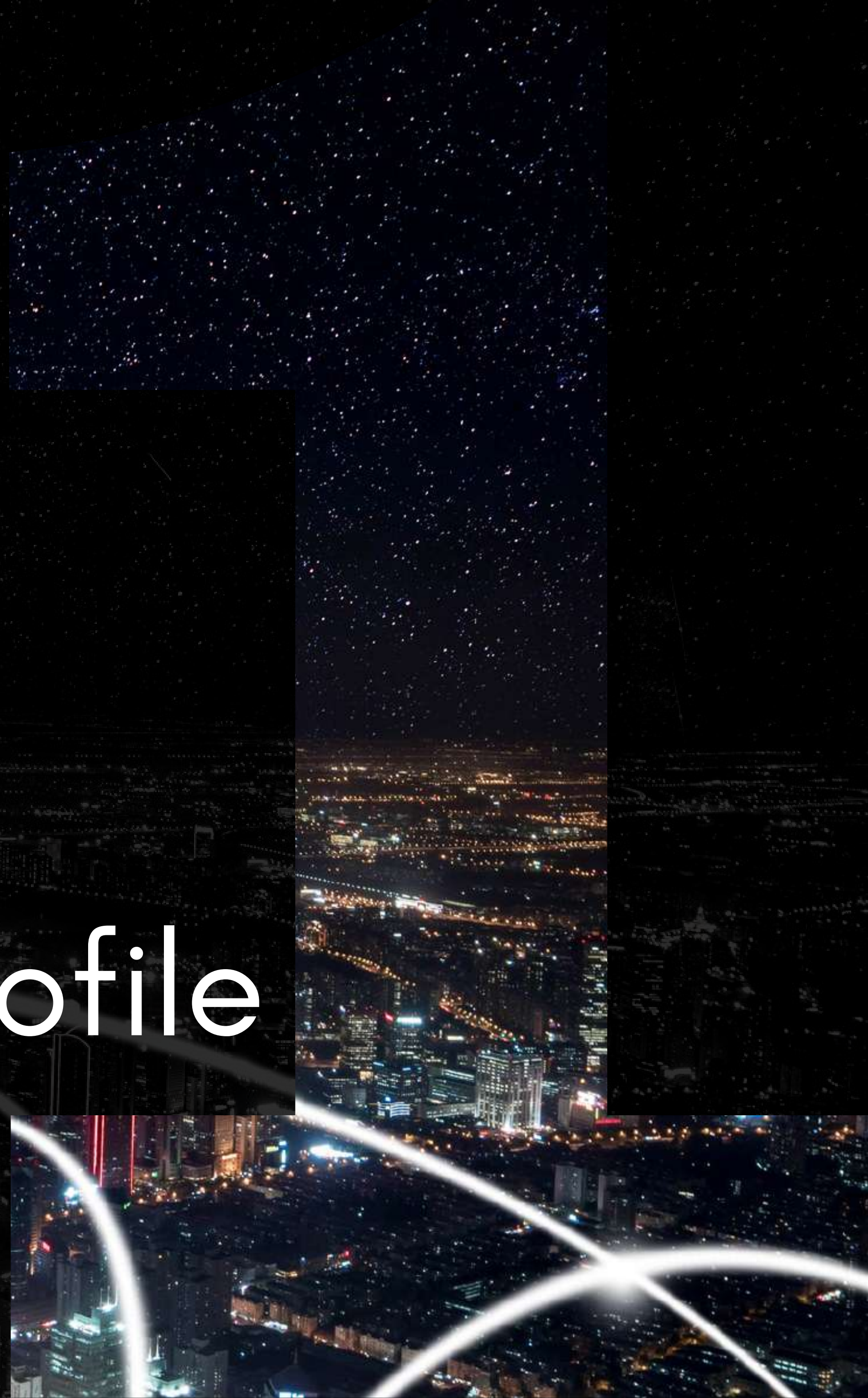

Personalize your outreach using profile information

Before requesting LinkedIn donations, personalize your approach: verify name spellings and acknowledge any personal ties to your cause or notable work achievements to foster a genuine connection. Always do some research on the potential donor and try to reference something you know they're interested in.

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Everyone is busy, and our attention spans have shrunk significantly in this digital age. Never hesitate to follow up as a fundraiser. And try to be creative with your follow-ups - send updates of your nonprofit's work, reference something you think the prospect might be interested in, try to keep a relationship going!

Follow Up Regularly

3

Leverage the Group Chat Feature for Warm Introductions

Utilize LinkedIn's Group Chat feature for introductions to potential donors by providing a mutual connection with a ready-to-use message template, streamlining your fundraising outreach.

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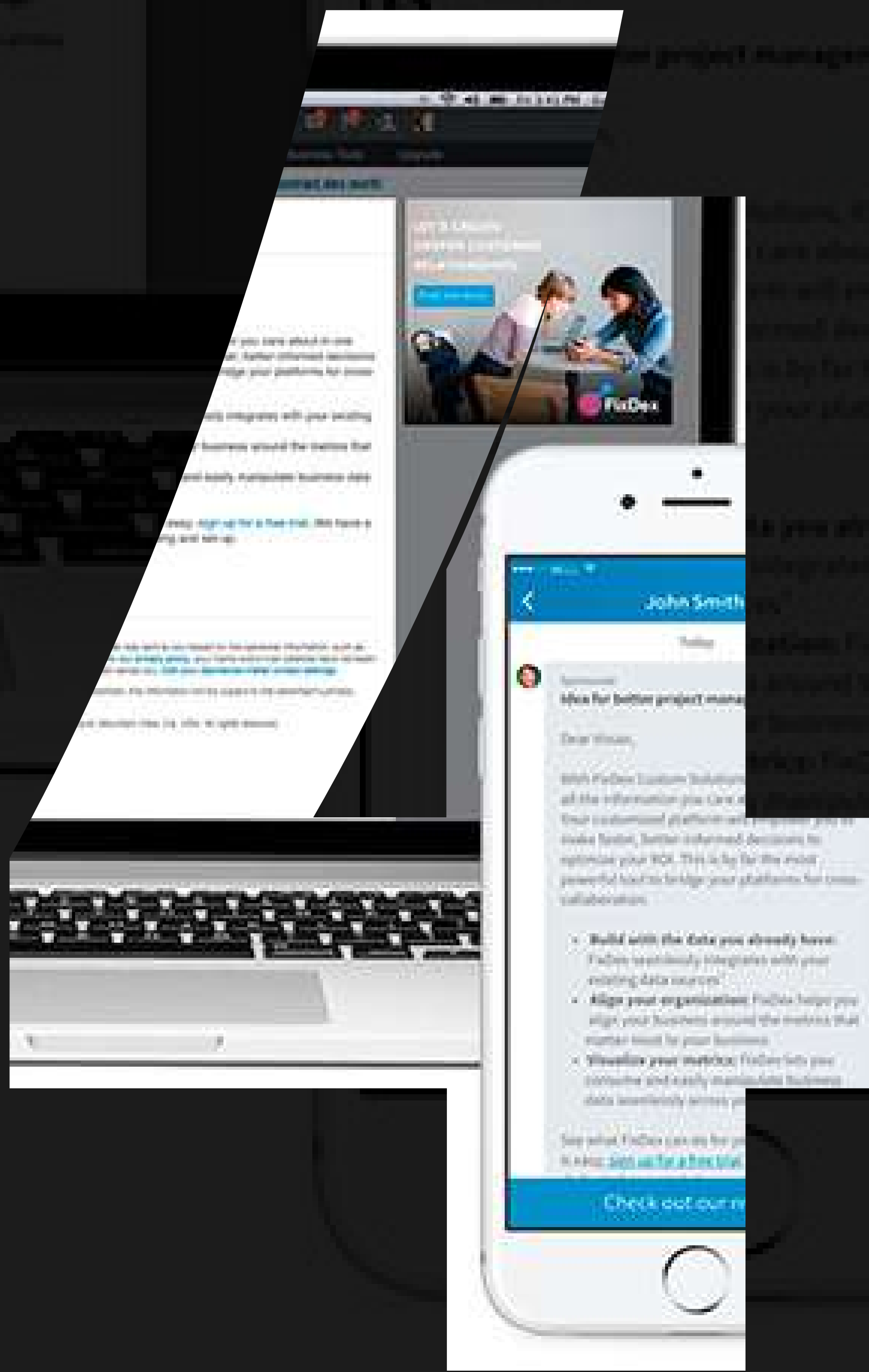
Maximize your LinkedIn Premium, Recruiter, or Sales Navigator account by utilizing your monthly InMail allocation for fundraising. Craft a standout subject line with up to 200 characters to capture a potential donor's attention right from their inbox.

Take Advantage of InMail Subject Lines to Grab Attention



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Build a Library of LinkedIn Fundraising Templates

Go for the prospect's contact information instead of asking for money straight away It takes 6-10 touch points with a prospect before they donate. Try to get them to follow your nonprofit on social media, have them sign up to your newsletter, and try to get their phone number. This will help you update your database, and strategically engage with them in the future, before you make an ask.

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