## **Sample Strategy**

Promote ->Aware	Nurture ->Trust	Converse ->Like	Love ->Act	Nurture ->Support
PSA at local venues	We maintain a professional online	We ask our donors about their interests	Optimized donation form	Weekly "good news" social posts
We show up in key search results	presence (website, Guide Star, Google listing) Weekly "good news" social posts	Mini email course in supporting a friend with depression	Online donation email follow ups asking for a call	Quarterly survey and follow up calls
We get referrals from our donors			Call scheduling experience	Level up your giving email sequence
Media appearances			Donor alignment	
We participate in community events	Case study articles	We speak at events as experts in our field Facebook Group	calls 6 email donor nurture sequence	bi-annual donor survey and follow- up calls
Open house events				



In Development





## Support ->Promote

Weekly "good news" email

We teach them how to hold a birthday fundraiser

We send them bumper stickers

Giving friends committee

