

USING TECHNOLOGY TO RAISE FUNDS

ICANN44 – Prague

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KNOW/UNDERSTAND YOUR DONORS; DEFINE YOUR POTENTIAL DONOR

- motivation to donate
- donation method & technology
- target donation amount
- geography

WHAT MOTIVATES YOUR DONORS TO DONATE?

consider that you are proposing a transaction

your need is for funds

what are your donors' needs?

some example motivators are:

- to feel good as a result of giving
- to have assurance of proper use of funds

DONATION METHOD AND TECHNOLOGY

consider what technology(ies) your potential donors are able to use – opportunities and limitations. How will donors donate to your organization?

- web
- telephone
- mobile phone

GEOGRAPHY

consider where geographically your potential donors are

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