

# ◆◆ The Fundraising Framework

1 Add new names to your database

2 Utilize and maintain your database

3 Build and nurture relationships

4 Thank and appreciate donors and volunteers

Facebook Pixel Audience

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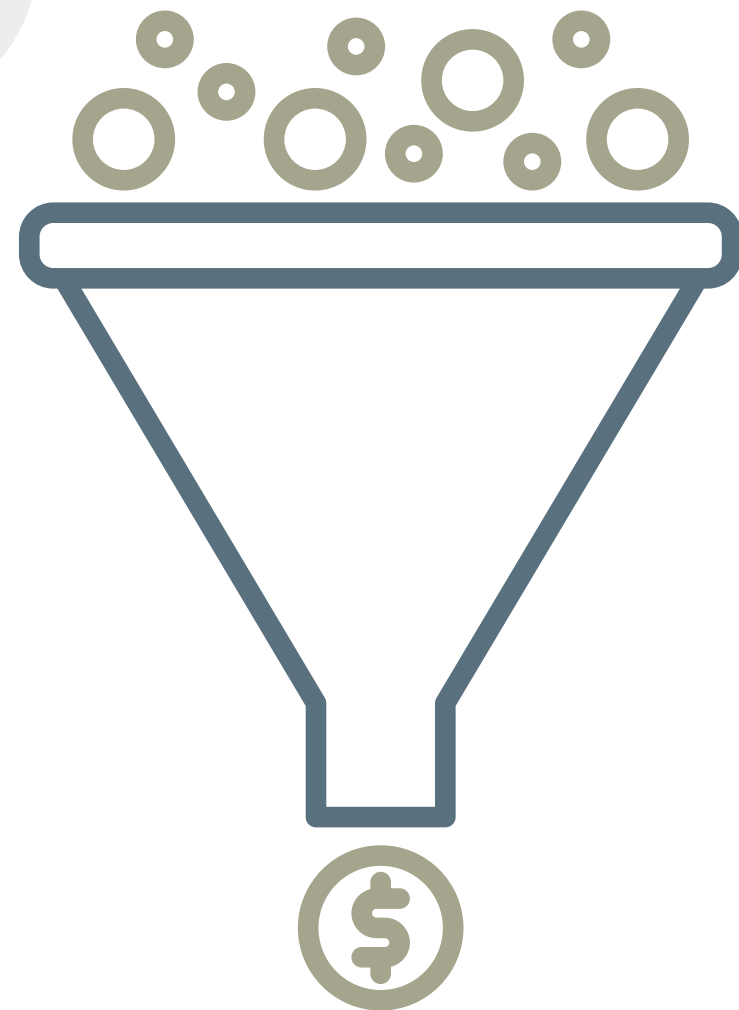
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Add

NEW CONTACTS

Onboarding experience and segmentation

EXISTING CONTACTS

Personalized and responsive communications

Nurture

QUARTERLY COMMUNICATION CYCLE



6 THANK YOUS