

# How To Be a Nonprofit Champion

A champion is the person who leverages their influence, network, and personal credibility to bring others to the table—not just to attend, but to give, host, and engage. They are a purposeful connector, a social recruiter, and a peer-to-peer multiplier whose energy signals that the event is worth caring about.

Your support helps nonprofits stand out in an email inbox or social media feed. Your personal touch makes a big difference.

## Amplify Our Message

### Forward & Connect

One of the simplest yet most powerful ways to champion our cause is by **forwarding our fundraising emails to 10 friends** in your network. When an email comes from you—a trusted friend or colleague—it carries weight that no marketing campaign can match.

Your personal endorsement transforms a generic appeal into a meaningful recommendation. Take a moment to add a personal note explaining why you support this cause. Share what moves you about our mission and why you think they'd care too.



*Board members sharing information with their friends!*

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## Express Gratitude That Matters

### Thank-You Calls

A personal phone call from a volunteer or board member can make a significant impact. Express genuine appreciation and share a brief update on how their contribution is making a difference.

### Personalized Notes

A handwritten thank-you note that references their specific contribution or involvement shows an extra level of care and appreciation that stands out.

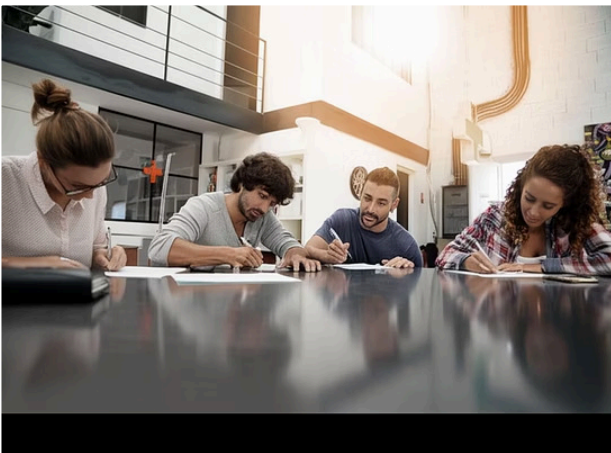
Gratitude is the fuel that sustains giving and builds lasting relationships. It's a powerful tool that transforms a transaction into a true connection, fostering loyalty and deeper engagement with our cause.

# Lend Your Credibility

## Sign Fundraising Letters

Your signature on our fundraising letters adds a powerful layer of authenticity and trust. When potential donors see that respected community members like you have put their name behind our cause, it validates our mission in a way that organizational letterhead alone cannot achieve.

By **signing fundraising letters**, you're essentially saying, "I've vetted this organization, I believe in their work, and I'm asking you to join me in supporting them." This peer-to-peer endorsement dramatically increases response rates and gift sizes. Your name carries influence—let us help you use it for good.



## Create Meaningful Connections

Host intimate gatherings in your home or at a suitable venue to introduce your friends and colleagues to our mission. These personal events foster genuine connections and provide a relaxed setting for potential donors to learn more about our work directly from those who are passionate about it. Your personal invitation and presence can inspire deeper engagement and significant support for our cause.

# Boost Our Digital Presence



## Like Our Posts

Every like increases our visibility in social algorithms, helping our message reach new audiences organically.



## Share Our Content

When you share our posts, your network sees content through your lens of credibility and trust.



## Comment Authentically

Genuine comments spark conversations and encourage others to engage with our mission.

## Share Your Personal Story



*Your unique experiences are powerful. They can inspire, connect, and motivate others to support our cause.*

Authentic stories resonate deeply with people. By sharing your personal journey, how our organization has impacted you, or why you believe in our mission, you create an emotional connection that data and facts alone cannot achieve. These narratives humanize our work and demonstrate its real-world significance.

## Re-engage Past Supporters

### Follow Up With Purpose

Use a list of prior year donors who haven't yet given or past event attendees who might re-engage. These warm contacts already know our mission—they just need a gentle reminder and personal invitation to return.

Your outreach carries different weight than ours. A call or note from you saying "I noticed you supported us last year—we'd love to have you back" can reignite passion that may have simply gotten buried under life's demands.

### Strategic Reconnection

- Personalize each message with specific memories
- Share recent impact stories
- Express genuine appreciation for past support
- Invite them to specific upcoming opportunities

# Leverage Your Networks



## Friends & Family

Start with those closest to you. A personal recommendation goes a long way in building trust and inspiring support.



## Professional Contacts

Share our mission with colleagues and business associates who align with our values and can make a significant impact.



## Community Groups

Engage with local clubs, associations, or religious organizations you belong to. These groups often seek meaningful causes to support.



## Online Communities

Utilize social media groups and online forums where relevant discussions take place to spread awareness and find new advocates.

Your personal connections are invaluable. By tapping into your diverse networks, you can introduce our cause to a wider audience and inspire new supporters to join our efforts.

# Your Champion Journey Starts Now

Champions don't just give—they multiply impact by inspiring others to join the cause. Your influence is the bridge between our mission and those who don't yet know they care."

Being a nonprofit champion isn't about grand gestures or unlimited resources. It's about **using what you already have**—your relationships, your voice, your credibility—to create ripples of change.

Choose one or two actions from this guide to start with this week. As you see the impact of your efforts, you'll naturally find more ways to champion our cause. **Together, we're not just supporting a nonprofit—we're building a movement.**