The GiveMN Guide to

BUILDING YOUR AUDIENCE

gtmd

november 19, 2026

YOUR GTMD AUDIENCE

One of the most common questions the GiveMN team receives from organizations is: “How do I find new donors?” It’s a great question – and the answer might surprise you.

Fundraising legend Kim Klein has a saying: “You already know all the people you need to know to raise all the money you want to raise.” Whether or not you agree 100%, the work of finding new donors often starts with looking more closely at the people already in your organization’s orbit.

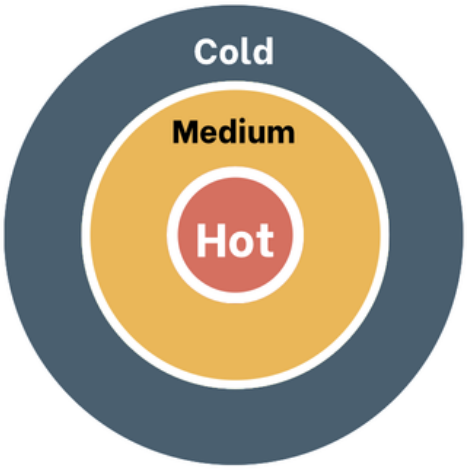
Give to the Max Day sets out the generosity welcome mat – it’s a moment to invite current and new donors alike into your campaign. This guide will take you through the steps to identify your current prospective donors and bring new folks into your community. Let’s dive in!

© 2026 GiveMN, a registered 501(c)(3) nonprofit organization. Learn more at GiveMN.org.

IDENTIFYING YOUR SUPPORTERS

You might have donors you know really well, new donors you're still getting to know, and donors who fall somewhere in between. Identifying which supporters are going to be the most engaged is a key to your fundraising success!

Consider the following categories to help identify your strongest supporters. As you fill out each category, list groups of people (not individual names).



Hot prospects know and understand your work. They already give in one or more ways and feel connected to your mission. Focus on maintaining and deepening your relationships with this category as they're likely to support you time-and-time again! *Ex: board members, monthly donors, longtime donors.*

Medium prospects have some understanding of your work, but need to be engaged more before they donate. *Ex: email subscribers who haven't donated, event attendees who haven't donated.*

Cold prospects may not understand your work and may or may not care about what you do. We recommend not spending time here until you've activated all your hot and medium options! *Ex: community members that have never engaged with your organization before.*

© 2026 GiveMN, a registered 501(c)(3) nonprofit organization. Learn more at GiveMN.org.

NOW WHAT?

Now that you've identified your prospect groups, start with your hot category and work your way out. Focus your most targeted outreach on hot prospects first, then move to medium prospects with a broader outreach effort. Save your energy on cold prospects until you've made the most of the relationships you already have.

Did you know? The average nonprofit retains about 43% of donors annually (Fundraising Effectiveness Project). Increasing that rate even a little can significantly impact your long-term fundraising! As an organizational admin, you can find your own retention rate on GiveMN.org under Dashboard > Reports > Retention.

Finding New Donors

When you're ready to expand your reach, the most effective acquisition strategies have one thing in common: they start with people who already know someone connected to your organization. In other words, new donors are similar to new friends: they're often made through introductions from mutual connections! Here are some strategies to try:

Ask board members to share your campaign with their networks
One of the easiest ways to do this is for board members to forward one of your campaign emails along to their network with a quick note from them at the top.

Here's some sample language they can use: "Hi [first name/friends]! I'm a proud board member at [Organization]. This Give to the Max Day, we're raising [$ Goal] to [address your mission]. I'm including a forwarded message below. Will you join me in making a gift? [If applicable: Every dollar you give will be doubled until we reach our goal.] Thank you! [donation link]"

Encourage top supporters to create peer-to-peer fundraisers
Peer-to-peer fundraisers are a great way for your current supporters to fundraise on behalf of your organization and reach new people. Check out this guide for more information on how to set this up (hint: it's easy on GiveMN.org!).

Create shareable social media posts
Social media is one of the fastest ways to introduce your organization to new people – especially when your supporters share your posts with their own networks. Make it easy for them by preparing a few sample posts they can copy and paste directly. No need to make anything fancy, just be sure to include a clear ask, a specific goal, and a link to your GiveMN page. For more social media tips and templates, check out our communications resources here.

Collaborate with a partner organization
Give to the Max is a great opportunity to partner with another organization to promote and support each other's campaigns. This could look like amplifying social media posts, hosting a joint event, a special shoutout in your GiveMN.org thank you message, and so much more!

© 2026 GiveMN, a registered 501(c)(3) nonprofit organization. Learn more at GiveMN.org.

WHAT'S NEXT?

Pick one or two audience strategies to try with your campaign this year.

Remember: the easiest donor to acquire is someone who already knows a person connected to your organization.

Which one or two strategies will you try? What do you need to make them happen? If you're unsure, think about how you've found new donors in the past – what's worked best?

GiveMN tip: Try sending some personal outreach to first-time donors from last year.

Research shows that new donors are far less likely to give again than repeat donors – make sure new donors know the impact of their gift!

Did you know? In a 2025 survey, nearly half of all GTMD donors said they were prompted to donate because they received an email from causes they cared about, asking for their support. Email is one of your most powerful tools – if you're not already sending regular emails to your supporters, GTMD is a great reason to start.

NEED MORE CAMPAIGN HELP?

Reach out to our team of technology experts at Help@GiveMN.org anytime or visit the GTMD26 Resources Hub on GiveMN.org for more templates, guides, and tools to help make your campaign the best it can be.

© 2026 GiveMN, a registered 501(c)(3) nonprofit organization. Learn more at GiveMN.org.