



Messaging That Moves: Mini-Guide for Fundraising Professionals

This mini-guide is designed to help you unlock donor resonance, refresh your campaign clarity, and align your fundraising message with what matters most—people.

1. Donor Snapshot Template Overview

Use this framework to segment, assess, and strategize donor engagement. It helps you spot trends, identify key givers, and tailor your communication accordingly.

Suggested Columns:

- Donor Name
- Contact Info
- Total Giving (Lifetime)
- Last Gift Date
- Engagement Notes
- Next Touchpoint

2. Donor Touchpoint Calendar Ideas

Cultivate donor relationships year-round with micro-moments of connection. Here are ideas to get started:

- January: New Year thank-you note + impact photo
- February: Valentine-themed ‘Why We Love Our Donors’ post
- March: Spring update + story from the field
- April: Volunteer appreciation feature
- May: Mother’s Day gratitude post
- June: Mid-year report card + invite to upcoming event

3. How to Time Block for Fundraising Strategy

Schedule a 90-minute weekly session to reflect, plan, and reset. Use this time to:

- Review donor data
- Refresh case for support
- Create one mission-aligned message or touchpoint

Remember, when you align your message with your mission and lead with clarity, you don't just fundraise—you build lasting, authentic relationships.

Ready to create a strategy that works?

Let's build something powerful—together.

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About Angie Thompson

Angie Thompson is an independent nonprofit consultant and strategist specializing in donor engagement, fundraising communications, and creative program design. This content is provided for educational purposes and should be tailored to fit your organization's specific needs. For personalized consulting, visit www.AngieThompsonConsulting.com or email Angie@AngieThompsonConsulting.com.