



Attracting Donors: Building Relationships that Inspire Giving

April 2026 Nonprofit Lunch & Learn

Enriching OUR COMMUNITY THROUGH PHILANTHROPY, COLLABORATION & LEADERSHIP

Outline for Today



- 11:30am - Networking/Lunch
- 11:50am - Hub Ambassador Message (Jan)
- 12pm - Workshop Presentation
- 12:45 pm - Q&A
- 1pm - Adjournment



Meet your Speakers!

Enriching OUR COMMUNITY THROUGH PHILANTHROPY, COLLABORATION & LEADERSHIP

Emily Orr



Eden Prairie Community Foundation



ADVISE GIVING



SUPPORT NONPROFITS



ENCOURAGE VOLUNTEERISM



AWARD SCHOLARSHIPS



INSPIRE YOUTH



CONNECT NEIGHBORS



RESOURCE DIRECTORY

Courtney Poja



CORNERSTONE
REBUILDING LIVES, RESTORING HOPE

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CORNERSTONE
REBUILDING LIVES, RESTORING HOPE



Mission

Cornerstone disrupts violence through advocacy, support, and prevention. We partner with individuals, families, and organizations to build communities free from harm.

Our Goal

Cornerstone's ultimate goal is to reduce the prevalence of domestic violence, sexual violence, human trafficking and general crime. Safe and stable futures are possible when we coordinate an effective crisis response, implement trauma-informed support services, mitigate the impact of violence on children and youth, and confront the roots of violence.

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Prima Sisinni





Many services. One goal.

We offer support through an array of programs to help people get through a crisis, and to support them as they strive to reach their goal of a more secure future.



Food Insecurity

76% visit our food shelf every month



Housing Instability

Nearly half spend 50% of income on housing



UnderEmployed

65% say income doesn't cover basic expenses



Limited Transportation

11% don't have reliable transportation



Health Barriers

Nearly 25% struggle with physical challenges

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Attracting Donors Outline

1. The "Relationship First" Mindset
2. Finding New Donors
3. Collaboration Over Competition
4. Systems for the One-Person Shop



I. The "Relationship First" Mindset

The Power of Small (Emily)

- Authentic > polished
- Faster decisions, real access
- Donors feel seen, not processed
- People give to people, not organizations



Retention vs. Acquisition (Courtney)

- Keeping one donor costs less than finding many new ones
- Loyal donors give more often; longer relationships beat transactions
- Ask how they prefer to hear from you
- Not everyone wants to share their story
- Respect boundaries builds trust

Stewardship on a Shoestring (Prima)



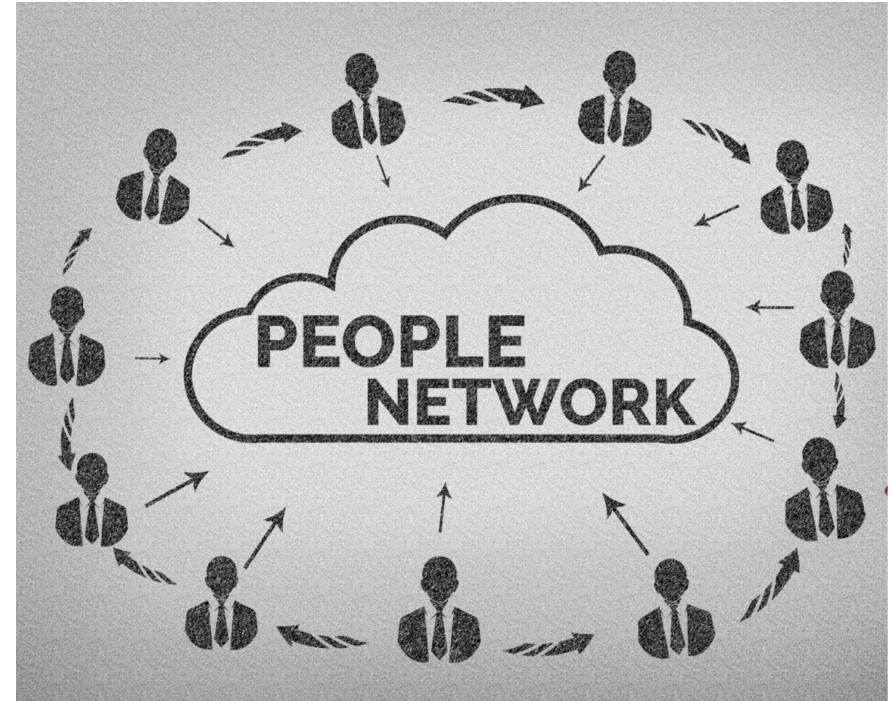
- Phone calls
- Handwritten notes
- Short “mission moment” videos
- Personal ≠ expensive
- Trust → loyalty → long-term support



II. Finding New Donors

Tapping Inner Circles (Prima)

- Board members
- Volunteers & volunteer groups
- Current donors as ambassadors
- Warm introductions > cold asks



Corporate Partnerships (Emily)

- Local businesses ≠ big foundations
- In-kind support
- Employee matching programs
- Often under-asked



Donorsearch (Emily)



- Helps identify giving patterns
- Supports smarter prospecting
- Tool to inform, not replace, relationships

Micro Events over Galas (Courtney)

- Coffee chats
- Facility tours
- House parties
- Goal: connection, not immediate ask
- Get them into your system / mailing list

Prospect Research for Non-Experts (Courtney)

- LinkedIn
- Local news
- Community lists & rosters
- Look for values alignment,
not wealth alone



Subject Matter Expertise as Outreach (Courtney)

- Presentations
- Panels & workshops
- Educational outreach
- Lead with knowledge → build credibility



III. Collaboration Over Competition

The Geographic Advantage (Emily)

- Co-host events
- Shared workshops
- Complementary missions
- Share audiences, not compete

Shared Storytelling (Prima)



- One community problem
- Many organizations solving it together
- Bigger picture attracts larger funders

The Referral Model (Courtney)

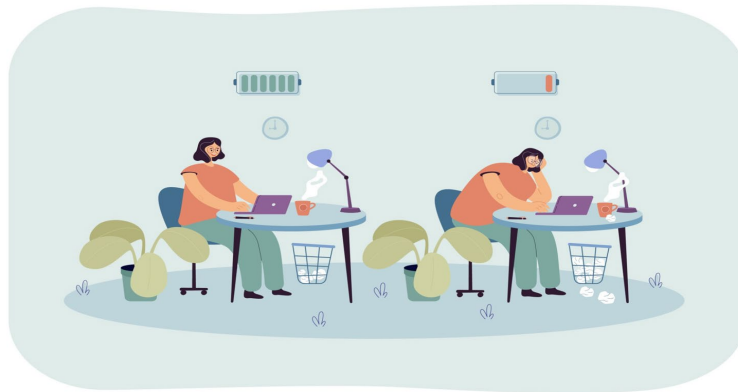
- Refer donors when it's not a fit
- Builds donor trust
- Strengthens nonprofit relationships
- Reciprocity matters



IV. Systems for the One-Person Shop

Automation & Simple Tools (Emily)

- Basic CRMs Track birthdays, interests, touchpoints
- Reduce mental load



The 15-Minute Daily Habit (Courtney)

- Two thank-you calls
- One follow-up email
- One relationship touch
- Small, consistent actions

Rethinking Success Metrics (Prima)



- Meaningful connections made
- Lapsed donors re-engaged
- Long-term relationships built
- Not just dollars raised

Key Takaways

- Relationships before revenue
- Small actions compound
- Collaboration grows everyone
- Systems support sustainability



Discussion & Q&A

- What's working for you now?
- Where are you stuck?
- One idea you'll try this month