

taproot



Fuel Your Fundraising With Volunteer Support

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Meet The Presenter



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(she/her)

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Meet Taproot

Taproot empowers mission-driven organizations by mobilizing skilled volunteers to advance resource equity.

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Taproot for Nonprofit Organizations



22+

Issue Areas
Served



On-Demand

Consultations
and Projects
Available



\$300 million

Pro Bono
Services
Delivered



44

Pro Bono
Matches
Weekly



63%

Nonprofit
Partners with
< 5 FTE

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www.taprootplus.org

GET THE SUPPORT YOU NEED

You make the world a better place, but you can't do it alone.
Taproot Plus matches you with skilled volunteers who help you build a stronger organization.

GET STARTED

READ FAQ

Join the Taproot Community

- Free of cost, unlimited accounts for your staff or board
- On-demand consultations and multi-week projects, access to Taproot's full suite of corporate and grant-maker-led programming
- Access to nonprofit coaching, networking, and pro bono readiness resources from the national leader in skills-based volunteerism



Skilled Volunteer Support for Your Fundraising Needs



Fundraising Promotional Channels



Social Media



Content



Email



Public Relations

Fundraising Infrastructure



Data



Brand &
Messaging



Website



Business
Development
Strategy

Fundraising Infrastructure: Data



Partnership Possibilities with Skilled Volunteers:

- Program Evaluation Assessment & Recommendations
- Data Analysis & Visualization
- Stakeholder Research
- Survey Overhaul

Using Data in Your Next Fundraising Campaign



Partnership Possibilities with Skilled Volunteers:

- **Social Media:**
 - Graphics package for annual impact data
 - Animated video showcasing programming
 - Social channel differentiation strategy
- **Content:**
 - Annual Impact Report
 - Stakeholder testimonials
 - Website feature displaying impact data
- **Email:**
 - Nurture series for donor segments
 - Incentivized referral program
- **Public Relations:**
 - Media kit for annual impact report
 - Media prospect research

Fundraising Infrastructure: Brand & Messaging



Partnership Possibilities with Skilled Volunteers:

- Key Message Development
- SWOT Analysis
- Brand & Style Guide
- Communications Plan
- Mission & Vision Statement Development

Brand & Messaging in Your Next Fundraising Campaign



Partnership Possibilities with Skilled Volunteers:

- **Social Media:**
 - Shareable fundraising templates for staff & board
 - Fundraiser graphics package
 - Facebook fundraiser tool-kit
- **Content:**
 - Holiday giving content marketing strategy
 - Google Ads Updates
 - Post card to leave around town
- **Email:**
 - Newsletter template design
 - Holiday giving key messaging
- **Public Relations:**
 - Press release template
 - Media kit for holiday fundraiser

Fundraising Infrastructure: Website



Partnership Possibilities with Skilled Volunteers:

- User Experience Audit
- Website Design
- Website Training Support
- Website Feature Development

Using Your Website in Your Next Fundraising Campaign



Partnership Possibilities with Skilled Volunteers:

- **Content:**
 - Website feature development:
 - Donation page
 - Banner
 - Pop ups
 - Campaign landing page
 - Easy-to-update blog
 - SEO audit and recommendations

Fundraising Infrastructure: Business Development Strategy



Partnership Possibilities with Skilled Volunteers:

- Business Planning
- Pricing Exercise
- Corporate Sponsorship Strategy
- CRM Set-Up
- Prospect Research

Biz Dev Strategy in Your Holiday Giving Campaign



Partnership Possibilities with Skilled Volunteers:

- **Social Media:**
 - Social media strategy: partners & prospects
 - Comms kit for donors
 - Donor take-over
- **Content:**
 - Partner recognition on site
 - Donor spotlight
 - Content gates for collecting lead data
- **Email:**
 - 'Supporters' newsletter list
 - Welcome series
- **Public Relations:**
 - Matching gift press release
 - #GivingTuesday PR Strategy
 - Media Training

Bonus Ideas: Grant Writing



Partnership Possibilities with Skilled Volunteers:

- Grants Management Workflow Development
- Grant Proposal Review & Recommendations
- Grants Research
- Key Message Development



Your year-end fundraising to-do list is growing by the minute, but support is just a few mouse clicks away...

Which volunteer partnership are you most likely to dive into in the next 3 months?



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Questions & Answers

help@taprootplus.org



Tips for Great Pro Bono

- Act like a paying client
- Know and define your needs
- Be realistic about deadlines
- Learning goes both ways