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## Four kinds of donor engagement

Donors will respond to different invitations to get involved. Having at least the four types of activities described below at your fingertips will allow you to engage a variety of donors with different temperaments, schedules, and skills.

1. **Volunteer with the program.** Bring dinner for the homeless shelter. Read a story to the preschool children. Talk to the teens about your career.  
*Appeals to:* people who want to do something meaningful.
2. **Help with fund raising events.** Sell tickets to a fund raising dinner. Hand out nametags at a reception. Put pricetags on second hand books for a yard sale.  
*Appeals to:* socialites, people with time on their hands, extroverts.
3. **Help with envisioning the future.** Review a draft plan for where the organization is going in the next 5 years. Ask tough questions. Give candid feedback.  
*Appeals to:* business leaders, visionaries, wannabe visionaries, writers, academics.
4. **Help with networking.** Pull strings for you in City Hall. Hook your organization up with an attorney who specializes in what you real estate, trusts and estates, contract law, etc. Introduce you to a doctor who will volunteer in your clinic. Introduce you to potential major donors.  
*Appeals to:* power brokers, wannabe power brokers.