

# Preparing to ask donors to fund your latest nonprofit initiative?



**Relationships make people ready. Aim to impact touchpoints on the donor journey.**

**Find ways to engage and offer value by thinking about intersections and connections.**

**Consider omnichannel expectations.**

**More than 80% of today's donor journey is digital so your online presence is your new front door.**

**Do some digital housekeeping before you ask donors to give dollars.**