

HOW TO DEEPEN *Donor Cultivation* THROUGH DIGITAL CONNECTION

It may sound like a contradiction in terms, but donor cultivation can happen through digital means as well as in-person connection. Qtego can help make your fundraising more effective by adding virtual outreach.



Stay in touch.

Time, distance, and schedules can make it difficult to meet with your donors as regularly as you'd like. Qtego's platform can help you stay in touch through broadcast texts.

Keep up engagement.

The busy pace of modern life makes it more necessary than ever for non-profits to keep donors connected. Give your supporters the opportunity to stay engaged with your cause and make a difference by hosting online events and connecting them to urgent giving opportunities. Qtego can help you leverage your dashboard to boost virtual engagement.



Call on your board.

Your board, staff, committee members, and major supporters have a critical role to play in your organization's ability to thrive now and for the future. Get your stakeholders involved in spreading the message! Encourage them to put your QLink in their email signature, text it to their friends, and share it with all of their social media networks.

Tell your story.

Non-profits play vital roles in the communities and missions they serve. Now, more than ever, your work matters. Let your donors and supporters know how their gifts are helping people and institutions. Use video, newsletters, email, and social media to get the word out and build a lasting bond of connection with your donor base.



Get the support you need to cultivate your donors in a wide variety of ways.

We're known for concierge service, whether we're with you in person or helping you add digital features to your fundraising plan. No matter how your needs change, we're on your team. From brainstorming to troubleshooting to virtual event service, *Qtego is here to help.*