

*Creating a Mass Donation Solicitation Plan for Special Needs Cobb*

**Alexa Waters, Candidate for B.S. in Human Services with a**

**concentration in Human Services Administration**

**Department of Social Work and Human Services**

**Research Mentor: Dr. Jennifer A. Wade-Berg**

**Abstract**

Nonprofit organizations depend on donations from individuals to support their mission and execute their programs. Mass donor solicitation campaigns require planning tailored to the organization, based on the agency's size, financial capabilities, and mission (Klein, 2016). This applied research paper analyzes scholarly information and best practices to create a mass donor solicitation campaign for a specific mid-sized nonprofit organization. Qualitative research was conducted first by reviewing literature written by expert fundraisers such as Mal Warwick (2003), Kim Klein (2016), Heather Mansfield (2014), as well as scholarly research conducted on solicitation and related concepts. Topics reviewed included nonprofit solicitation methods; cost-effectiveness of methods; ability to engage in donor relationships; applying concepts of psychological written appeals; the role of technology; and generational differences between donors. Secondly, interviews were conducted with the staff of DO Marketing, Special Needs Cobb's contracted marketing team, and Executive Director Debbie Day. Information ascertained was used to create a template for a one-year donor solicitation plan combining all the solicitation methods explored in this paper. The solicitation plan includes a general timeline to execute each method; sample emails, letters, and texts; a sample crowdfunding page, and a sample direct marketing mail.

Keywords: nonprofit, fundraising, donors