Donor Engagement Video Guide

Anne Murphy, CEO and Lead Fundraiser and Campaign Counsel | Empowered Fundraiser Consulting

Donor Relationships: How Close Is Too Close?

Anne's lesson on professional boundaries and closeness in donor relationships.

Watch: empoweredfundraiser.com/how-close-is-too-close

Naming Your Donors Correctly

A lesson on getting donors' names right in your communications.

Watch: empoweredfundraiser.com/naming-your-donors-correctly

Is My Donor Ready for a Gift Conversation?

Consider the relationship before inviting a donor into a conversation about a gift.

Watch: empoweredfundraiser.com/is-my-donor-ready-for-a-gift-conversation

Right Person in Gift Conversations

A lesson on who should take part in the conversation.

Watch: empoweredfundraiser.com/right-person-in-gift-conversations