

Keep growing: Simple, steady ways to move fundraising forward



Even when you're doing everything right, fundraising can stall. Like a plant outgrowing its pot, your strategy may have taken you far, but now it needs more space, support, and fresh conditions to keep thriving.

When growth feels root-bound

- Changing donor habits
- Budget cuts
- The pressure to “do more, with less”
- Burnout among staff or volunteers
- Inconsistent campaign results
- Outdated tools or manual processes
- Board or team misalignment
- Difficulty reaching new donors
- Too many one-time donors, not enough recurring
- Lack of time to plan or reflect
- Too much data, not enough direction

There's always a way forward

Clarity: on your goals, audience, and messaging

Structure: repeatable campaign workflows that save time and reduce stress

Support: the right tech, tools, and people to lighten the load

Simplicity: small, manageable steps that build real momentum

Consistency: engaging donors regularly, not just during urgent campaigns

Visibility: knowing what's working, what's not, and where to focus

Flexibility: room to test, try new formats, and adjust in real time

Partnership: getting your board and team aligned and moving together

Sustainability: building systems that don't rely on burn-out or heroic effort

What's slowing growth down?

A few common patterns nonprofit teams are facing today:

- **One-time wins, no long-term strategy:** Fundraising success shouldn't rely on heroic effort. Without repeatable processes, teams burn out and growth eventually stalls.
- **Missing or underused donor data:** Without insight into donor behavior, timing, or engagement, it's hard to build lasting relationships or tailor your outreach.

- **Fear of change:** When “we’ve always done it this way” becomes the default, teams can get stuck in outdated rhythms—even when they’re no longer working.
- **Inconsistent stewardship:** Donor thank-yous, updates, and impact stories often fall through the cracks, which hurts retention and erodes long-term trust.



Pause once a quarter to review what’s working and what’s not. A 30-minute audit can save weeks of reactive work later

Let’s reframe growth

Growth doesn’t have to mean chasing every trend or burning out your team.

Use this checklist to learn what you need to help move the needle:



One clear roadmap

A plan aligned to your goals, built from where you are now



Streamlined tools

Systems that support your team, not slow them down



Consistent donor experience

Thoughtful, repeatable touchpoints that build trust



Expert input

Having a sounding board can save hours and help you avoid costly missteps



Map out your next three campaigns. Are they aligned? Do they align with your broader goals?

You need support to grow

Resilient teams don’t rely on luck; they lean on systems, strategy, and support. And you can, too.

Support can look like:

- A check-in strategy session twice a year
- Monthly insights on what’s working in the sector
- Live Q&As or roundtables with other nonprofit leaders
- A reliable place to turn when your tools feel stuck
- A clear way to measure progress — and adjust as you go



What would it look like if your team didn’t have to troubleshoot alone?

The Accelerator Program

Supported growth deepens roots and keeps your fundraising efforts moving forward.

If you’re ready for steadier progress and thoughtful structure, there’s a path designed just for that. The Accelerator Program provides the guidance and tools to help you continue growing with less stress and more support.

Learn more about the program, our \$10k promise, and take the next step forward here.