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Engaging new and captive audiences for your organization takes a lot of handshaking, communication tools, and techniques to build lasting relationships.

Who's Your Friend? Engaging Captive Audiences



Audiences are the people who, currently or potentially, give attention to your organization.



Audiences



- Establish or review your CRM — relationship management system.
- Conduct analytics to determine current and prospective audiences.
- Segment your audiences and identify individuals who can make introductions.
- Understand why generous relationships are good for you and your audiences.
- Identify legacy donors and tools to determine your audience's capacity to give.
- Recognize and update tools donors use to research your organization.
- Target potential audiences beginning first with who you know.
- Recruit, rally, train, and encourage your Ambassador core.
- Provide engaging activities for prospective supporters to attend.
- Formalize the acquisition, style, and integrated communications of your storytelling.
- Design your website to furnish all the tools needed for audience engagement.