



## Avoiding the Pitfalls | Fundraiser Launch Kit

Even the most passionate nonprofit leaders can stumble when launching a campaign. But with a little foresight (and this cheat sheet), you'll be better prepared to navigate the common traps that slow others down.

Below are 7 mistakes we see most often — and how to avoid them.

### 1. Launching Without a Plan

**✗ Don't hit "go" before you've mapped out your campaign.**

Rushing in without a communication strategy, content calendar, or launch sequence leads to confusion and lost momentum.

**✓ Do use a checklist, worksheet, and campaign calendar to get organized.**

The tools in this kit are designed to help you launch with clarity and confidence.

### 2. Vague Fundraising Goals

**✗ Don't ask people to "support" your mission without specifics.**

Generic asks won't inspire action. Donors want to know exactly what their money will achieve.

**✓ Do state a clear goal with real-world impact.**

Let them know what you're raising, how it will be used, and why it matters right now.

### 3. Relying Only on Mass Outreach

**✗ Don't rely solely on emails or social posts to get donations.**

One-size-fits-all messaging won't reach your most likely supporters.

**✓ Do make 10–20 personal asks to kick things off.**

Direct outreach to your inner circle can drive early momentum and boost campaign visibility.

## 4. Skipping the Storytelling

 ***Don't lead with features or logistics.***

Donors connect with people, not platforms or processes.

 ***Do tell stories that center real people and real impact.***

Who benefits? What changes? Help your supporters feel that transformation.

## 5. Waiting to Build Urgency

 ***Don't save the big push for the final 48 hours.***

It's risky to assume people will give without frequent reminders.

 ***Do share updates, progress, and calls-to-action throughout your campaign.***

Create energy from day one and give your audience reasons to act now.

## 6. Neglecting Post-Campaign Follow-Up

 ***Don't go quiet once the donations roll in.***

People want to know that their contribution mattered.


 ***Do thank every donor and share results.***

Follow-up emails build trust and turn first-time donors into long-term supporters.

## 7. Trying to Do It All Yourself

 ***Don't assume you need to be a one-person fundraising machine.***

It's easy to burn out or miss details without support.

 ***Do ask for help, delegate, and lean on tools like Sapling.***

Whether you're working with a team or solo, the right systems make all the difference.