

# Top 10 Things Nonprofits Should Be Doing in 2018

Ready to crush 2018? Use our super easy checklist to make sure you're implementing our top 10 suggestions for things nonprofits should be doing to have their most successful year yet.

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## Review your online fundraising tools

Take a look at whether or not your current online fundraising tools fit your needs. Where are you lacking? What tasks could you simplify by bringing online?

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## Think mobile first

Almost two-thirds of all CrowdRise traffic is on mobile. That means more than ever you have to make sure your emails, donation pages (on your fundraising platform), donation receipts, tickets, and registration for events are designed to look seamless on mobile devices.

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## Reach potential donors where they are

Do your research to advertise and message to supporters where they already spend their time. This makes it so much easier for donors to give to your organization.

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## Update your GuideStar Profile

Increase your visibility and reach tens of millions of potential donors. Show the progress you are making toward your mission by earning Seals of Transparency. Visit [www.guidestar.org/update](http://www.guidestar.org/update) for more info.

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## Use segmentation to talk to supporters differently

Fundraisers, donors, and volunteers all act differently, so make sure you're not talking to them the same way. One-size-fits-all messaging is a thing of the past.

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**6****Evaluate your data collection efforts**

Look at your fundraising tools and make sure you are getting the right data, that you own the data, and that there's no red tape preventing you from taking that data with you if you want to.

☐**7****Know how the Facebook algorithm changes affect your efforts**

If you were relying on Facebook to push out your messaging, which is now even more limited, you'll need a plan to replace that awareness.

☐**8****Use your nonprofit status to your advantage**

There are tons of discounts out there for nonprofits. Make sure you're getting the discounts you deserve. Here are 20 of our favorites:  
<http://bit.ly/NPOdiscounts>

☐**9****Don't forget to have a little fun**

Remember, you're a decent human and you deserve to have a little fun. Celebrate your wins while you're making the world a better place.

☐**10****Use the nonprofit community for help**

Share ideas and best practices with each other. We're all on the same team and together, we can accomplish more.

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**For more information on updating your GuideStar profile visit**  
[www.guidestar.org/update](http://www.guidestar.org/update)

**Looking to take your fundraising efforts to the next level?**  
Get a demo of everything CrowdRise has to offer here:  
<http://fundraising.crowdrise.com/demo>