

# Nonprofit Email List Building Techniques

## Technique

### ■ Existing Contacts

- Existing Contact List
- Virtual Events Attendee List
- Run a Re-engage Campaign

### ■ Online Email List Building

- Website Signup Form
- Petition and Online Surveys
- Offer a Download

### ■ Offline Email List Building

- Good Old Pen and Paper
- Host an Event
- Find a Partner

## Social Media

### ■ Pay Your Way

- Run a Contest
- Online Ads
- List Purchases

Notes: