Do your homework: If using outside vendors, vet them thoroughly. Any sanctions from charity regulators, or other potential red flags? By using a fundraising professional, see how telemarketing laws may apply to your organization and what risks you might face.

Be transparent: Let donors know where their contributions are going and what percentage is allocated to overhead and marketing costs.

Add it up: Present your financial information (Form 990) on your website or make it available to donors upon request.

Don’t punish good deeds: Implement a privacy policy and advise donors that their personal information will not be shared with third parties. Protect donor data with state-of-the-art security tools and procedures.

Turn donors into doers: Engage donors by communicating about your organization and its good work. Their time, expertise, advice and creativity can be invaluable to your cause.

Make it easy: Consider accepting online donations through a secure portal. Allow different forms of contributions (one-time donation, monthly, twice a year, etc.) and issue receipts promptly. User-friendly steps will be valued by your donors and may keep them coming back.

Say “Thank You”: Provide your donors with newsletters or regular updates to show how their donations are being put to work and how important they are to the organization’s mission.

Protect the organization: Have a risk management plan and Directors & Officers insurance in place.

Take notes: Document board meeting minutes and keep records on key issues.

Build confidence with good governance: Adopt and implement conflict of interest and whistleblower policies. This helps your organization address potential problems early.

Here are 10 tips to help make your campaign successful and control risks for your organization as well as your directors and officers.