

# Fundraising in Challenging Times: From Surviving to Thriving

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## *Current Trends*

- Diversifying income from traditional revenue sources.
- Focusing on outcomes and achievements to attract support from foundations, corporations and individual donors.
- Staying positive and energetic.
- Investing in Change – placing value on change agents in our organizations.

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## *Current Trends (cont.)*

- Planning – strategically – and following through.
- Collaborating at the highest level with others to maximize resources.

*(e.g. combining back office functions, recognizing and preventing duplication in services and programs, and getting out of the old mindset of “circling the wagons”).*

- Assessing how you do what you do and finding creative ways of doing it more effectively and efficiently.

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## Diversifying Income

- ◆ *Putting all your eggs in one basket is risky business.*
- ◆ *Look at your income and ask which income streams can be increased.*



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## Income Sources

- ◆ Contributions and gifts
- ◆ Program service revenues
- ◆ Income from fees and contracts
  - ◆ Rental income
  - ◆ Special Events
- ◆ Items/products sold
  - ◆ Grants
- ◆ Business Sponsorships
- ◆ Social Enterprises



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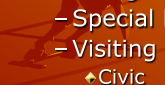
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## How to find Donors

- ◆ Direct Appeals
- ◆ Awareness Raising
  - Media, reports, press releases, ads
  - Setting up booths at community events
  - Going door to door
  - Special Events
  - Visiting groups
    - ◆ Civic
    - ◆ Schools



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## Solicitation

- ◆ State Office
  - Department of the Secretary of State



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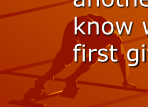
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## Contributions and gifts

- ◆ Tips to keep donors
  - Be accountable – Donors don't want another request for a gift before they know what happened as a result of their first gift.



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## Contributions and gifts (cont.)

- Have enough resources – Customer service cannot be donor on the cheap. Invest in proper planning and allocate sufficient resources. If you don't, you can do more harm than good.



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### Contributions and gifts (cont.)

- Be quick - Don't irritate donors with delayed responses. Promptness will pay off.



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### Contributions and gifts (cont.)

- Be meticulous - Records should be well kept and organized so that you can find information about a donor quickly and efficiently.



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### Contributions and gifts (cont.)

- Be open and honest - If you screw up, admit it, and fix it. Donors will respect you and trust you for your honesty.



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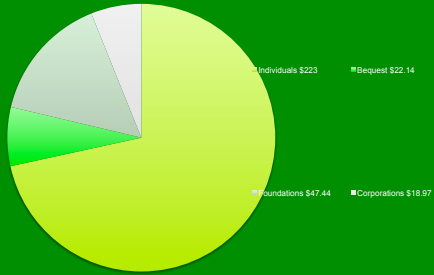
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# Giving Statistics

## 2012 Contributions



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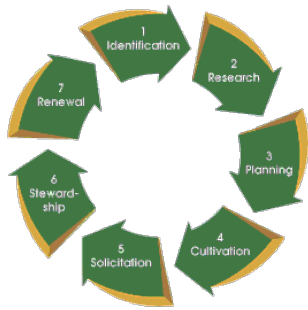
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## Solicitation Cycle



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## Identification

*Your first step in the major gift solicitation process is to identify potential philanthropists.*

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**Research**

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*Prospect research is an extension of the identification process.*

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**Strategic Planning**

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*Each major gift solicitation is a campaign unto itself.*

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**Cultivation**

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*There is a process through which all major gift prospects go before they can decide to make a gift, how much to give, and whether to give to you.*

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## Solicitation

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Five Steps:

1. **Make your gift first.**
2. **State your case.**
3. **Listen.**
4. **Ask for the gift.**
5. **Say thank you.**

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## Stewardship

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*Once a gift is made, it is important to report to the donor on how the gift was used.*

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## Renewal

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*An analysis of the fund raising programs in which I was involved indicated that major donors had a relationship with the organization that extended over time.*

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## 20 Ways to be Donor-Centric

1. Receipt promptly
2. Receipt relevantly
3. Get the data right
4. Let donors say where their money goes
5. Give donors choices on use of their names

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## 20 Ways to be Donor-Centric

6. Say “you” a lot
7. Send a newsletter
8. Make your newsletter about donors
9. Respect your donors’ tastes
10. Don’t project yourself onto your donors
11. Be easy to read

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## 20 Ways to be Donor-Centric

12. Make everything about your donors
13. Be specific
14. Be incredibly transparent
15. Let all your donors make a difference
16. Make giving easy online
17. Make it easy for donors to find a human

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## 20 Ways to be Donor-Centric

- 18. Encourage donors to talk to you
- 19. Listen to complaints, but don't let them drive the ship
- 20. Do great work

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## Current Trends

- More programs for less people
- Donations and memberships is not growing for 61%

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## 5 Ways we have designed our organizations not to succeed

- ▶ Flying blind
  - Benchmark for target market
  - Basic benchmark – do your research
    - ▶ Population, demographics, poverty levels, school districts, government entities, businesses, regionally, like minded NPO, for-profits and NGO's, elected leaders.

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## 5 Ways we have designed our organizations not to succeed

### ► Blurry Vision

- Simplify where we are going (1 page with infographics)
  - 10-year vision
  - 3 year action plan

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## 5 Ways we have designed our organizations not to succeed

### ► Educating and programming for no clear end

- Models that do not break even
- Use cost-centered accounting
- Spending too little time on the big picture
- 90 day Hiatus to strategize

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## 5 Ways we have designed our organizations not to succeed

### ► Bad Lovers

- Have a relationship manager
- \$ comes from relationships

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## 5 Ways we have designed our organizations not to succeed

- ▶ We don't value money
  - ED's control the fiscal responsibility of the organization

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## Action Plan #1

- Define your product (delivering education/ programs is the wrong answer)
- Define your target audience
- What is the business itself (purpose)
- Why is this an opportunity now?

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## Action plan #2 (Gratitude)

- Master the hello, good-bye and the in-between
- Personally invite to meetings, programs, events
- Red carpet days
- Share your story
- Make a friend (or 2, 3, 4) at every event
- Public Acknowledgements

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## Action plan #2 (Gratitude)

- 5 Contacts each month
- Thank you Friday's
  - Recommendation on LinkedIn

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## Questions?

- Final Questions

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## Thank you!

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