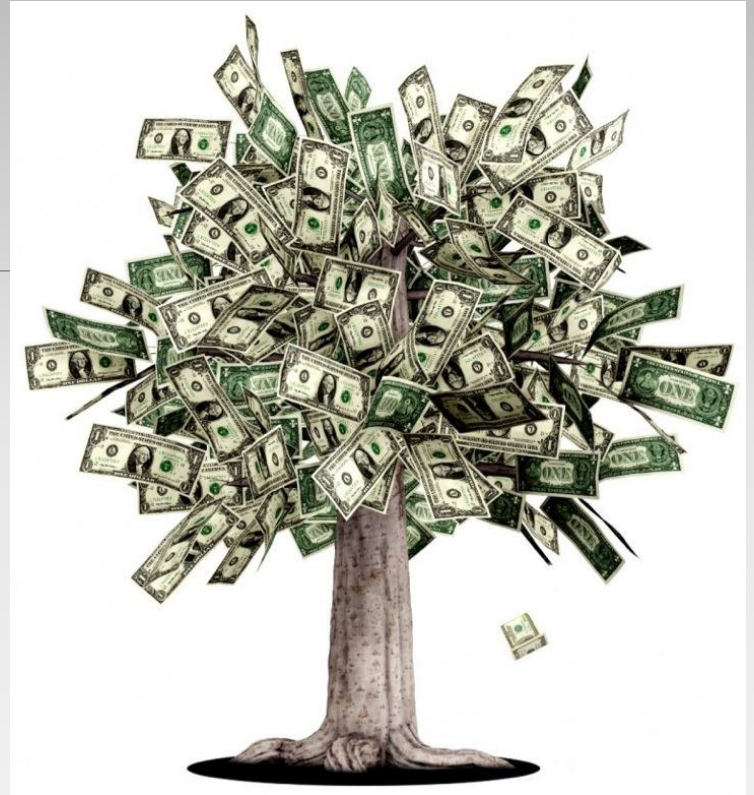

Show Me The Money: Back to Fundraising Basics



DANOSKY ASSOCIATES
Consulting for Nonprofit and Business

How Did You Learn To Give?

- Turn to the person next to you, share with them your earliest recollection of giving; how did you learn to give – who taught you and how it made you feel
- Now reverse the process



Philanthropy is NOT About Money

Philanthropy is about VALUES

“Philanthrōpos” - loving people

goodwill to fellow members of the human race

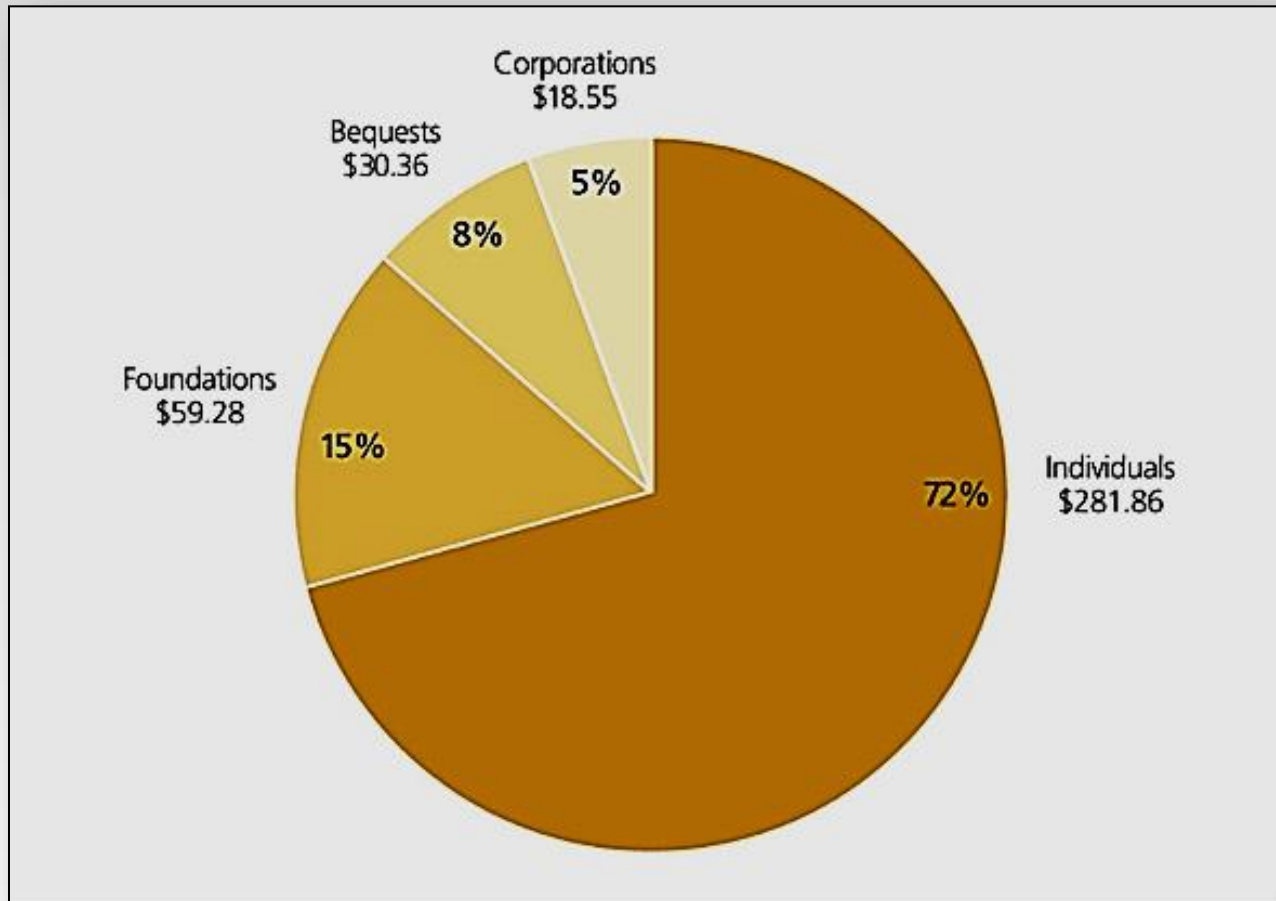
The Ability to Make An Impact

Why People Give

- The ability to make an impact
- Belief in the cause
- Belief in the organization
- Belief in the people who do the work
- Because someone asked them



\$390.25 BILLION !!!!!







2016 Fundraising Effectiveness Survey

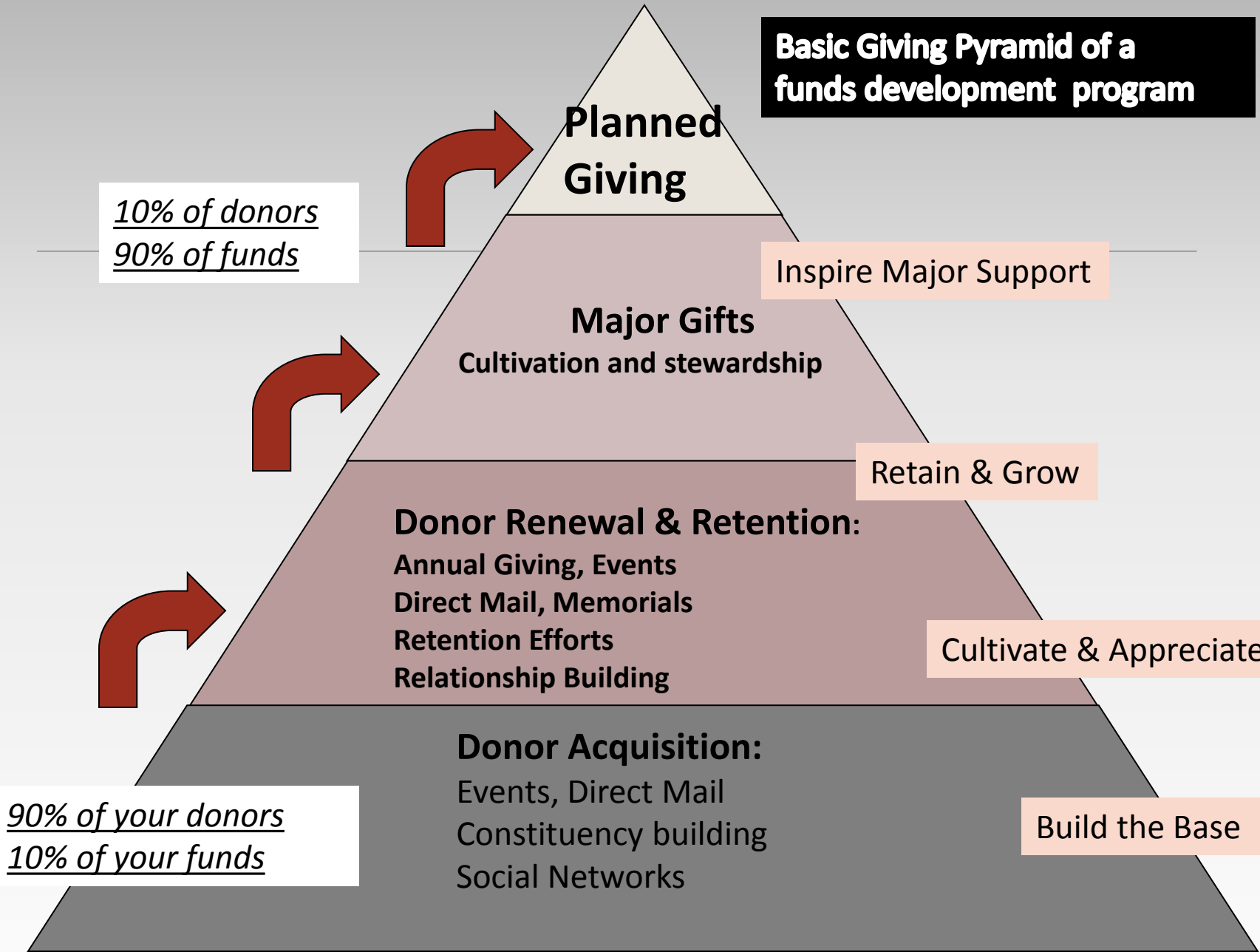
10,000 respondents covering fundraising results for 2014-2015

- Organizations experienced a 5.3% increase in giving
- Overall gain of \$4.695 billion over the prior years
- Gains were generated from new, upgraded current and previously lapsed donors.

During this same period there was also a loss of \$4.264 billion from donors whose contributions lapsed or were reduced

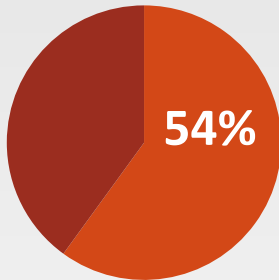
For every \$100 gained, there was a \$91 loss

Basic Giving Pyramid of a funds development program

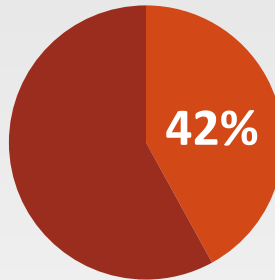


Top 5 Ways Donors Research Charities

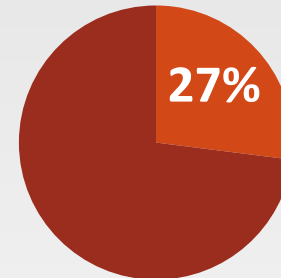
Look at an organization's website



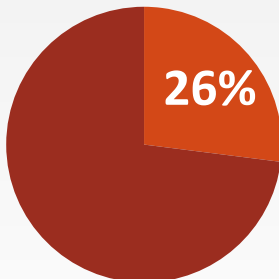
Consult an online charity watchdog



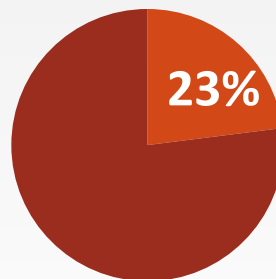
Search online for information



Ask people they trust about the charity



Review news-media reports about the charity



“A positive, strong, and clear message is what gets me to consider a cause, and a detailed explanation of the uses of the donated money is what will get me to trust a cause.”

Consider your website

41%

Decide not to donate after seeing a charity's website!



Survey conducted by Cygnus Applied Research

How The Generations Give

People born before 1965 still account for 76 percent of all charitable giving, according to new data from Blackbaud, the fundraising-software company. Discover how much your organization can expect from supporters of every age.

BABY BOOMERS

- Born 1946-1964
- 30.2% of adult U.S. population
- 39.9% of donors
- 40.4% of all giving
- \$241 average donation

GENERATION X

- Born 1965-1980
- 26.6% of adult U.S. population
- 19.1% of donors
- 15.5% of all giving
- \$196 average donation

MILLENNIALS

- Born 1981-1997
- 30.4% of adult U.S. population
- 10.5% of donors
- 8.3% of all giving
- \$188 average donation

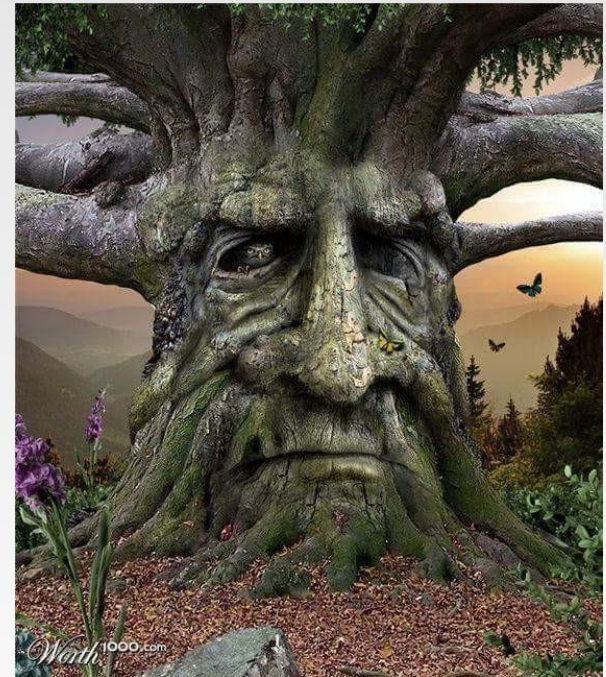
NOTE: BASED ON AN ANALYSIS OF \$4 BILLION IN 2015 FUNDRAISING FROM 17 MILLION HOUSEHOLDS, BENEFITING ABOUT 200 CHARITIES OF ALL SIZES.

Source: Blackbaud

What matters to donors

Research surveyed 206 nonprofit organizations and more than 1,250 donors

- Knowing their money is used wisely (71%)
- Feeling that organizations they support have a good reputation (69 %)
- Having a strong belief in the organization's mission (68%)
- Believing that their support makes a difference (53%)



Move to a Donor-Focused Approach

80% of your money comes from 20% of your donors!

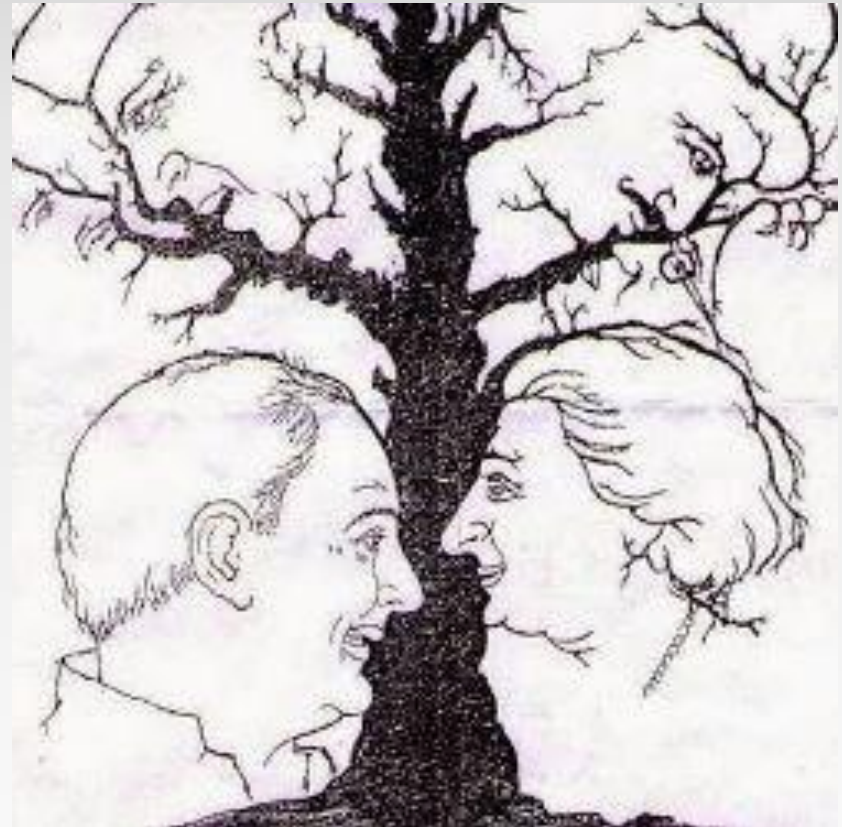
- Know how your donors are giving
- Learn to understand why they give
- Don't silo or segregate your donors



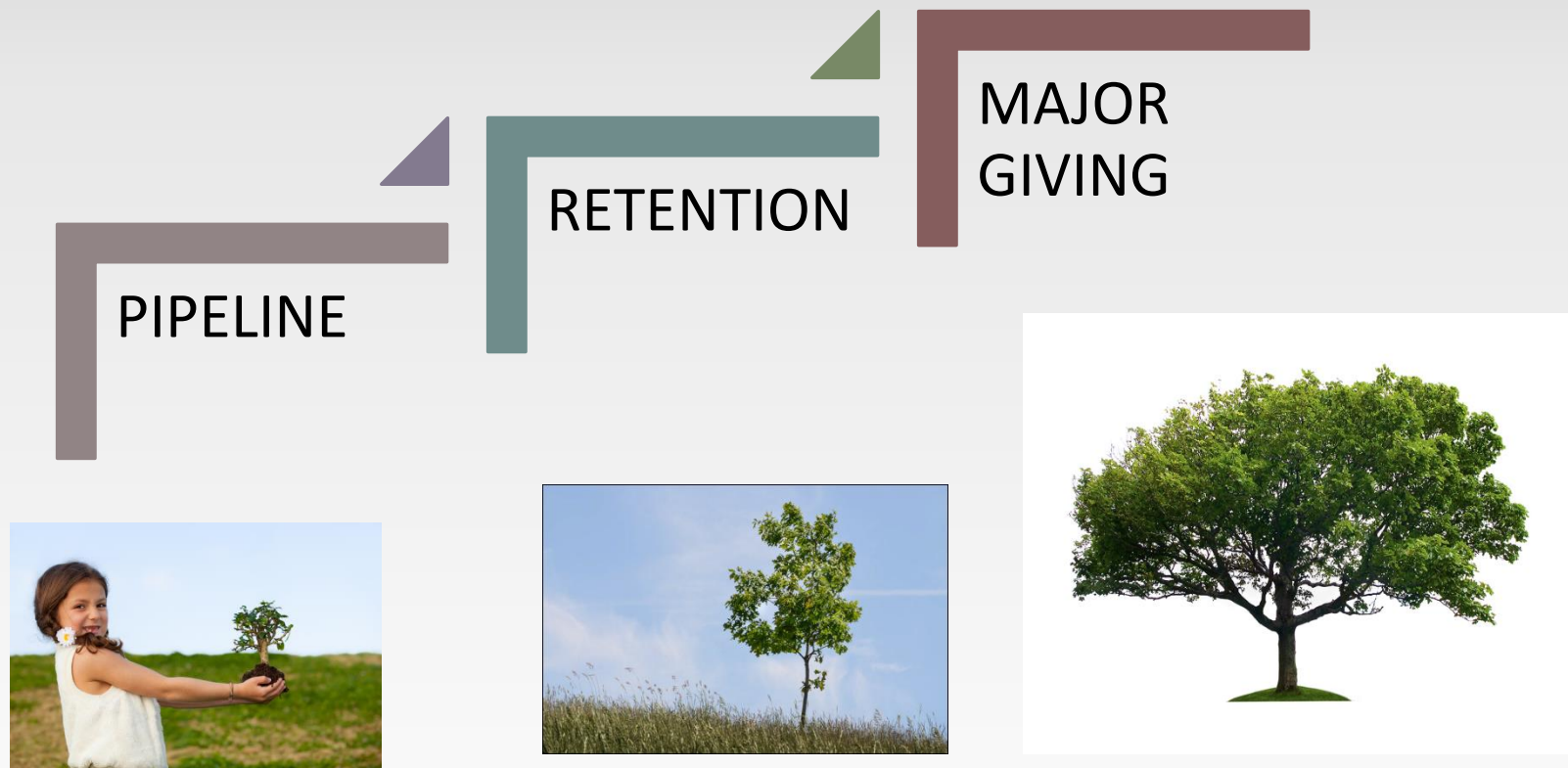
Know Your Donors!

Understand Who They Are and the Terminology

- Major donors – fewer yet more frequent contact
- Loyal Donors – cultivate and build relationships
- Renewing donors – understand when and why
- Lapsed Donors – “come back” strategies & reintroduction
- New Donors – general cultivation and outreach
- Corporations – strategic alliances
- Foundations – honest partnerships



3 Objectives in a good fundraising plan



The Pipeline

Annual Fund - Direct Mail Acquisition

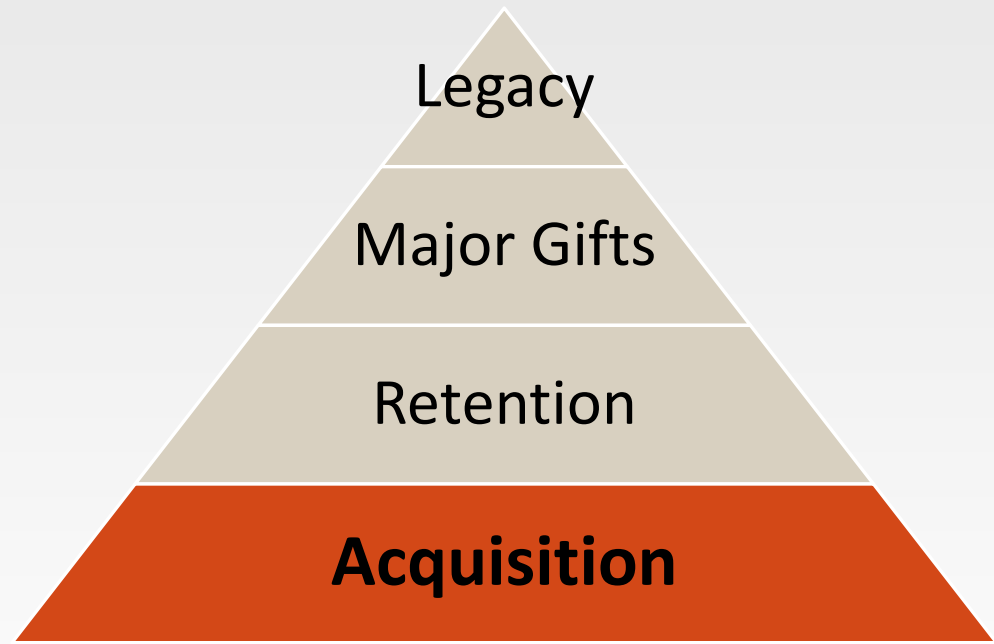
E-Giving - Acquisition

Fundraising Events – Tickets, On-site activities

Third-Party Events

Volunteers

Cultivation Events or Activities



Retention

Annual Fund - Direct Mail Renewal

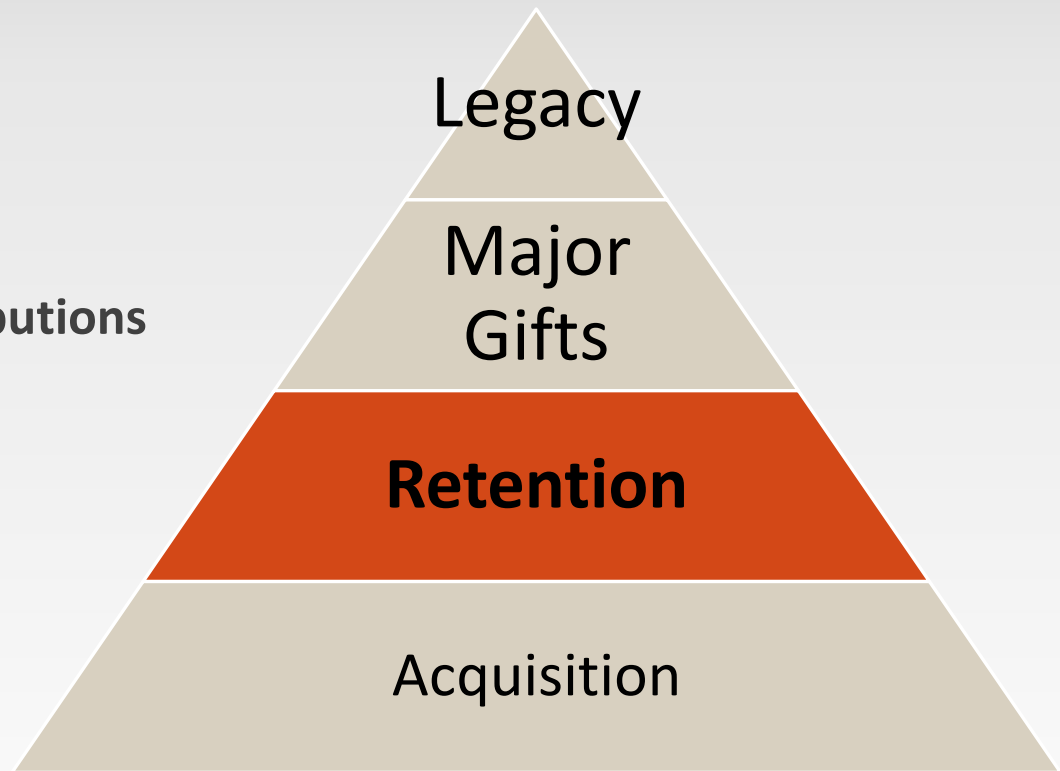
E-Giving – Renewal

Personal Requests

Upgrading Gifts

Recurring or monthly contributions

Stewardship activities



90% of the dollars
20% of the donors

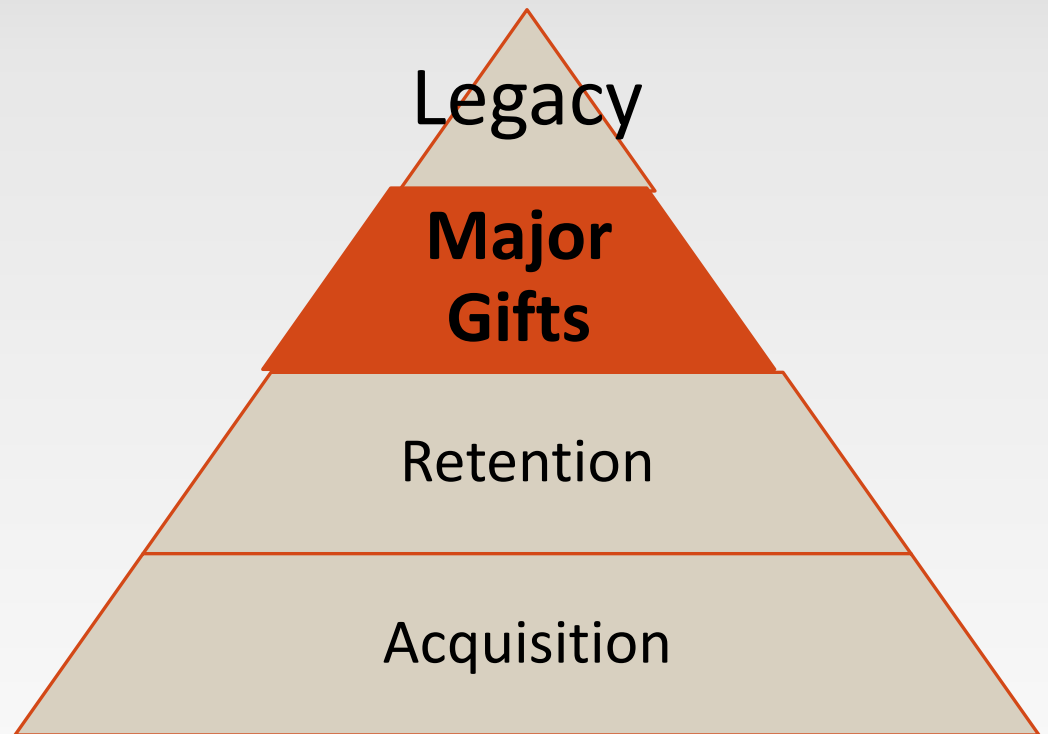
Major Gifts

Major Individual Donor

Corporate Sponsors

Foundations/Grants

Capital Campaigns



90% of the dollars
20% of the donors

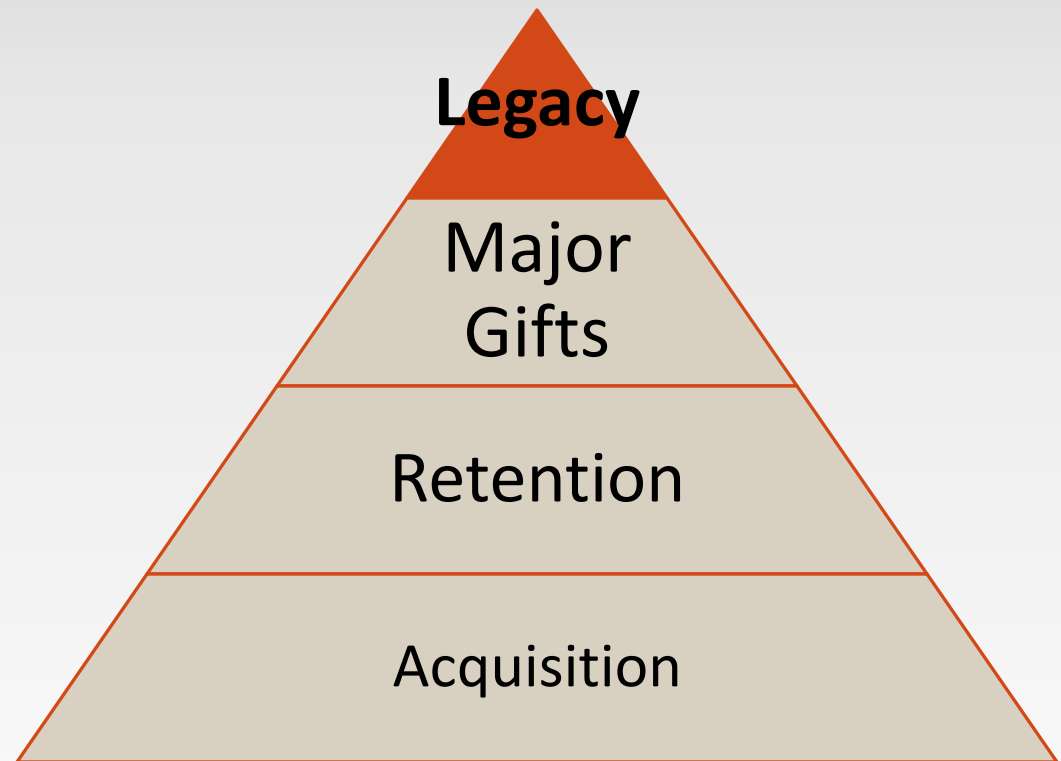
Legacy Giving

Bequests

Loyal donors

Mission-driven

“Tea with Aunt Sadie”



Build a Meaningful Stewardship Program

I've learned that
people will forget what you said,
people will forget what you did,
but people will never forget
how you made them
feel.

- Maya Angelou

EVERWISE

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Why Do We Lose Our Donors?

- They suffer financially
- They die, move, or face tragedy

- They forget
- They get distracted
- They lose interest
- You mail them too often.
- You don't mail often enough
- You don't listen
- You treat them like a stranger
- They feel unappreciated.
- You make them mad



The Basics

- Deposit the check immediately!
- Send the acknowledgement within 48 hours
 - Personalized
 - All accurate IRS information included
 - Make it warm and appreciative
- Make sure they are included in your e-mail list
- Call for those who gave something significant
 - Larger than average first time gift
 - Major Donor
 - Recovered Donor

Stop Making
Assumptions
About Your
Donors!

How Come You Never Asked
Me To Give?

Translation:

Don't you think my contribution matters?



Ask
Me

Did You Notice I Didn't Give?

Pay
Attention to
Who Gives
and When
They Give!

Translation:

Do you even care that I didn't give?



You Don't Listen to the Things I Care About

Learn About
Why Your
Donors Give
and What
They Are
Interested In

Translation:

I have stopped caring about you!





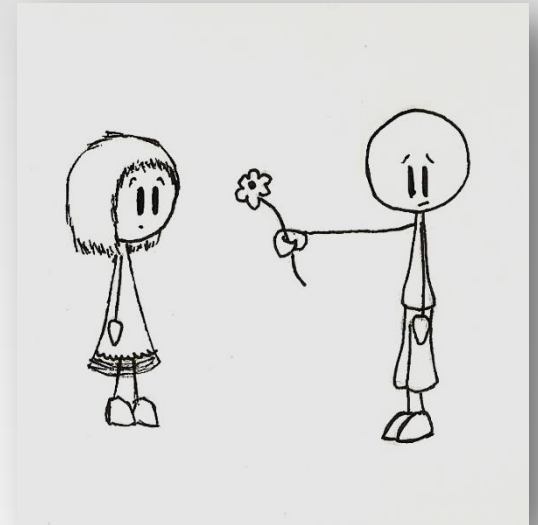
I WANT TO GET
TO KNOW YOU!

5 Things to Remember



1) Get to Know Your Donors

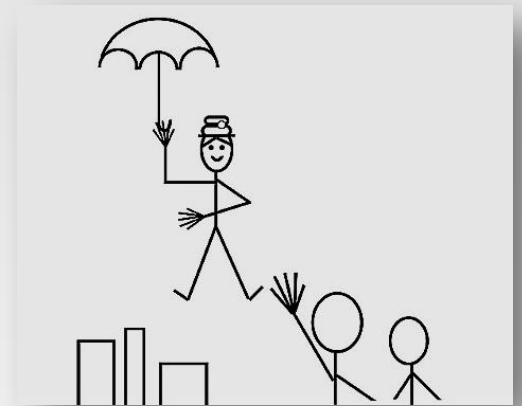
- They're not just names in your database; they're volunteers, donors, advocates and potential board members
- Start by asking questions and tracking their responses:
- How do they prefer to hear from you?
- Why you – what motivated them to give?
- What do they hope their contribution will do?
- Would they like to be more involved – volunteer, advocate, serve on a committee?



**I WANT TO GET
TO KNOW YOU!**

2) Be Grateful

- Say thank you – early and often
- Let them know how their money has been used
- Create a video to show your year in review
- Let your supporters know that you couldn't do it without them.
- Create newsletters that are meaningful and show impact ... not just a bunch of people standing with a big check



3) Stay In Touch

- Pick up the phone, send an e-mail, text or write a note
- Recurring donors and committed advocates emerge because you build the relationship
- Instead of a mass e-mail from your server – personally ask them to join you at an event
- Send pictures from a recent event – and not just smiling faces
- Ask for their opinion – the 2-minute or two question survey



Nepal Earthquake: Where'd the Money Go



Three Month Report - Nepal Aid Delivery Direct Relief

As of 11:55 a.m. local time on April 25, 2015, health indicators in Nepal were trending in the right direction. Maternal mortality had decreased in the country by 70 percent in the 17 years between 1993 and 2010. And compared to a child in 1996, a child in 2011 was twice as likely to live past the age of five.

Then, at 11:56 a.m., progress stalled. Upwards of 750,000 people lost their homes, 17,000 people suffered injuries, and 8,600 people died from what emerged as the most devastating earthquake in Nepal's history.

Direct Relief recognizes that the generous supporters who made financial contributions to Direct Relief following the earthquake in Nepal did so for the clear purpose of assisting people in Nepal. In accepting funds for Nepal, Direct Relief understands that both those who contributed and people in Nepal for whose benefit the contributions were made deserve to know, in detail, how Direct Relief is using these funds.

Three months into the response, this report offers a summary of Direct Relief's activities to assist people in Nepal affected by the Earthquake and support ongoing recovery efforts.

4) Share Stories

You know you have a lot of them – go find them and compile a story file

- When you hear a story – share it
- Let them see how they have made a difference –
- Let them see how others are making a difference, too



Make lots and
lots of videos!

5) Open Doors

- A first date without a follow up is just a dinner
- A single donation without stewardship is a lost opportunity
- It could be the beginning of a beautiful relationship



It's About What You Are Saying

Most charities use only one piece of information —

how much each person contributes

to shape the communications their supporters receive while ignoring other important factors.

Tell a Good Story



People Who Care Share Stories

- The best speakers are good storytellers
- The best writers are good storytellers
- The best leaders are good storytellers
- The best teachers and trainers and coaches are good storytellers
- It might even be argued that the best parents are good storytellers



Why a Story?

- Stories powerfully *connect* us to our listeners.
- When we share our own real-life stories or the stories of others our audiences feel that they get to know us as *authentic* people –
- People who have struggled with problems and who have figured out how to overcome them share their stories.



Types of Stories you can tell

1. Your Founding:
2. Your Focus:
3. Your Impact Stories:
4. Your People:
5. Your Strength Stories:
6. Your Future:
7. A Good Storm



So You Are Off To A
Great Beginning –
Now What Can Board
Members Do?

No One Likes to Ask For Money



So Start Saying
“Thank you”
Instead!

Boards are Great Stewards

Communicate Via E-mail or Notes

- Personalize a thank you for a gift
- Call them and thank them for the contribution
- Add an e-mail note to a newsletter you received
- Write a personal note on an invitation or appeal



Fundraising is a Conversation

When Socializing with friends over dinner, golf or shopping, have a (deliberate) 5-10 minute conversation about the organization:

- I was out hiking today and
- I have really gotten involved with
- I just heard the most amazing story



How to Steward a Donor Instead

- Call and say thank you
- Ask a donor out for coffee
- Talk on the 12th hole
- Bring it up when you're out to dinner
- Invite them to join you at the gala
- Ask them to be ambassadors



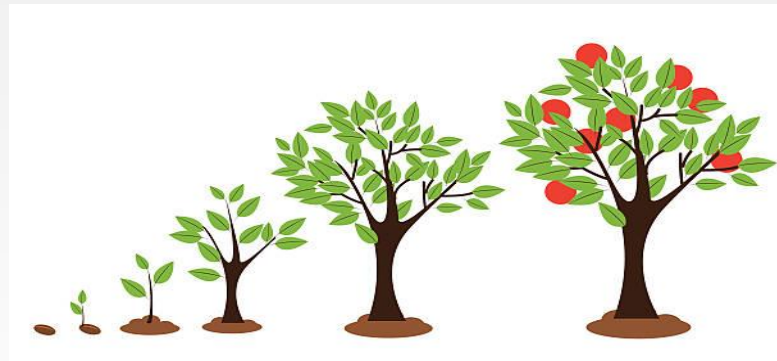
Use An Event

ASK THEM TO JOIN YOU

- Invite them to sit at your table or walk with you on the trail
- Ask them to join you for the Annual Meeting
- Include them when there is a particular activity

ASK THE RIGHT QUESTIONS

- How are you connected with this organization?
- What made you decide to come here tonight?
- Why does this organization matter to you?

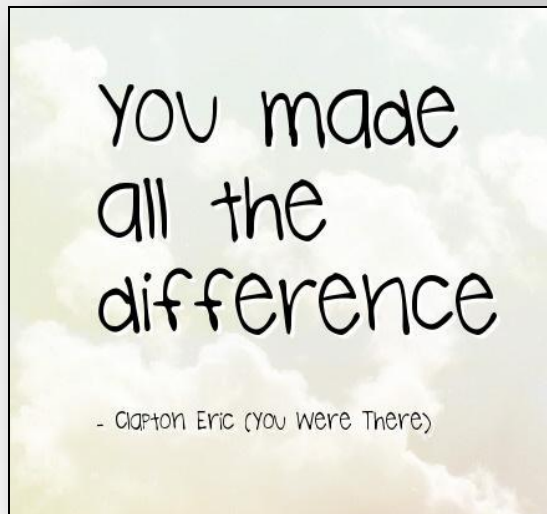


So The One Thing You
Need to do WELL is.....



THANK YOU.

We Made A Difference.
You Made It Possible.



THANKS TO YOU!

Your support makes a difference every month...

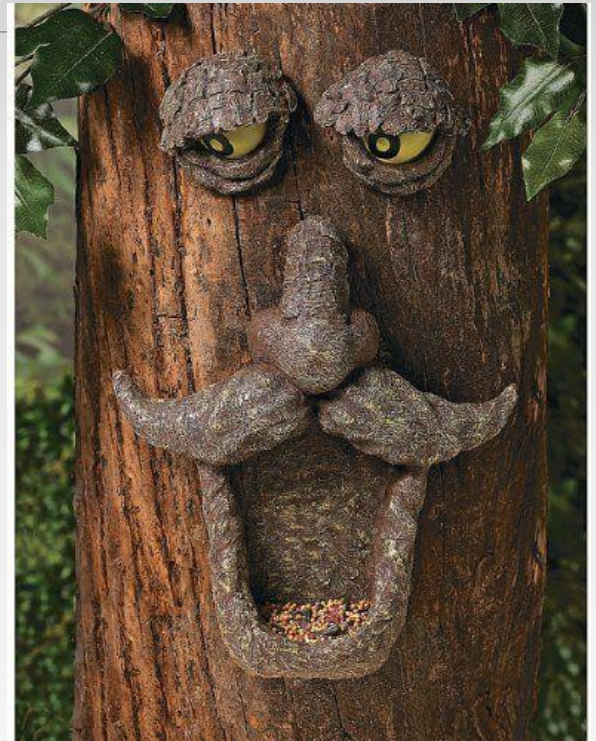
Why People Give

- They believe in the work you do
- They were personally touched by the organization
- They were asked

And the reason they give a major gift

- They feel appreciated
- They have become vested in your organization

They understand the impact they can have

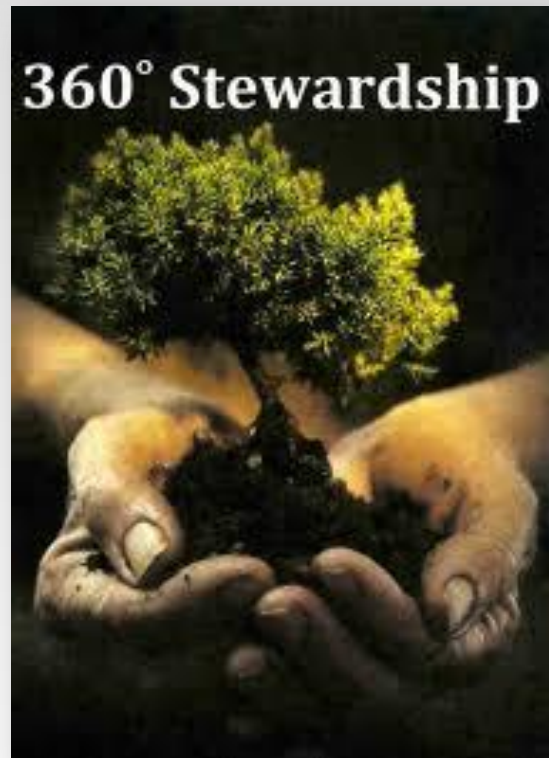


No Need To Ask

Donors Will Choose To Give



Questions to Ask Yourself



- When a donor gives to you – how do you really make them feel?
- Will you keep the donors you have and give them a reason to grow with you?
- Do you build relationships with the emerging philanthropists of your organization?

RITA



Group Exercise

Share

Turn to the person next to you and tell them the one thing you are going to do when you go back to your shop that will help you: -----



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