

FUNDRAISING 101

Presented by

Barbara Dunsford

Director of Development ~ Lowell House, Inc.

for

Enterprise Bank Non-Profit Collaborative

May 23, 2017

ICE BREAKERS

- **1.** Johnny's mother had three children. The first child was named April. The second child was named May. What was the third child's name?
-
- **2.** There is a clerk at the butcher shop, he is five feet ten inches tall and he wears size 13 sneakers. What does he weigh?
-
- **3.** Before Mt. Everest was discovered, what was the highest mountain in the world?
-
- **4.** What word in the English language is always spelled incorrectly?
-
- **5.** Billy was born on December 28th, yet his birthday is always in the summer. How is this possible?
-
- **6.** If you were running a race and you passed the person in 2nd place, what place would you be in now?
-
- **7.** Which is correct to say, "The yolk of the egg are white" or "The yolk of the egg is white"?

TOOLS OF THE TRADE

(or what's the take-away today)



- Standards
- Helpful Hints
- Follow the Leaders
- Best Practices
- Analytics



WHY – do we do what we do?

- Engagement
- Build on relationships
- Raise \$\$
- Share your story
- Mission driven
- Keep the doors open
- Dig roots in our communities
- Save lives

WHY – do people give?

- Mission aligns with their own interests
- Sense of obligation
- Love & respect of others; tribute giving
- Giving feels good; giving is personal
- Addressing a sense of urgency vs. desperation
- Personal stories
- Leadership
- Gratitude
- Charitable concerns - tax deduction, recognition, a family legacy of philanthropy

WHY ... group questions ?



- Do you give to certain nonprofits?
- Do you give to your nonprofit?
- How important is 100% participation by you of your Board and Senior Administrators?

WHAT ARE YOUR TOOLS?



- Mission Statement
- Case
- Fundraising Vehicles – Appeals, Events, Campaigns
- Database Management - Identification, Cultivation, Solicitation, Stewardship
- Board
- Volunteer involvement
- Social Media
- Analysis/Measureable Outcomes
- Donor Centered Fundraising

MISSION STATEMENT



- Only one sentence to define you
- Purpose – why you exist, what is your cause, who you are serving (cats, trees, children, rivers, the sick, poor, substance abuse, etc.)
- Actions – what are you doing (that also makes you different from “like” nonprofits)?
- Impact – what is the tangible (emotional, measurable) change

EXERCISE

- Take 1 minute to write your mission down
- Break up into pairs and exchange your mission
- Now ask ...
 - Purpose – is it clear?
 - Can you tell what they do?
 - Actionable?
 - Too short, long, just right? What makes it better?
 - Impact
 - Would you give to this NP and why?
- Take 4 minutes to share results with each other

MISSION STATEMENTS

- **Wounded Warrior Project:** To honor and empower wounded warriors.
- **The Humane Society:** Celebrating Animals, Confronting Cruelty
- **Amazon.com:** To be Earth's most customer-centric company where people can find and discover anything they want to buy online.
- **March of Dimes:** We help moms have full-term pregnancies and research the problems that threaten the health of babies.
- **Smithsonian:** The increase and diffusion of knowledge.
- **CARE:** To serve individuals and families in the poorest communities in the world

CASE

- A compelling message
- Specific, relevant, urgent, emotional
- Tell your story. Use a REAL story of a Board member, staff, client, volunteer, partners, third party, community leader
- Make it come ALIVE/REAL for the reader
- Consistent branding/messaging based on mission
- Use the “case” in all your “appeals”
- One page or two?

YOU WANT YOUR CASE TO ...



You may tell a tale that takes up residence in someone's soul, becomes their blood and self and purpose. That tale will move them and drive them and who knows what they might do because of it, because of your words. That is your role, your gift."

□ — Erin Morgenstern, *The Night Circus*

FUNDRAISING VEHICLES



- Direct mail
- Donor retention appeals
- Lapsed donors appeals
- Segmentation for individuals, corporates, and foundations - do you “treat” them all the same?
- Monthly giving
- Acknowledgements
- New donor, increase donor, special “packages”
- Incentives –challenge grants, clubs, tchotchkes

OTHER FUNDRAISING VEHICLES

- Fundraisers, mega-\$\$\$raisers, medium \$\$raisers
- Third party fundraising
- Friend-raisers, house parties, non-\$\$ engagements
- Giving Tuesday – Nov. 28th
- Campaigns -Mini or Major & the Giving Pyramid
- Personal Asks
- Grants
- Phonathons
- Thankathons
- Calculating your ROI

DATABASE MANAGEMENT

- Good, user friendly database software
- Generate letters-direct mail, TY, reminders, etc.
- Track giving histories
- Event management
- Produce standard reports
- Segment constituents, levels, campaigns, etc.
- Send eblasts
- Central hub for all donor info

DATABASE AS ENGAGEMENT TOOL

- Identification – know your people in your database, their patterns of giving, are they an influencer/affluencer, segmentation and who isn't on your list?
- Cultivation – how do you get them involved
- Solicitation – do you homework, screen them, set an appointment then (see The ASK section)
- Stewardship – go beyond an annual TY letter
- Other Touch Points

THE 4 G'S of BOARDS

- Governance – Legal, financial, ethical oversight
- Giving - %100 participation supports mission' makes a strong statement
- Getting – Introductions to influence and affluence.
24/7 Cheerleaders
- N-Gagement - Stewards for you. Saying thank you in many ways. Representing you in the community.
What other ways to engage?

HOW TO FIND THE BEST PEOPLE

- Start this process early looking at vacancies now, NOT later
- Ask the question... who will make a difference for you?
- Analyze needs/what experience is missing on your Board
- Nominating develops a “job description/ responsibilities”
- Identify who in the community fits this role
- Look at donors, volunteers, natural partners, community leaders, up and comings, etc.
- If someone is not involved, get them involved someway- add to mailing/email list, ask them to **volunteer, ask for their specialty advice, invite in**, etc.
- Other thoughts on getting the right people?

USING SOCIAL MEDIA

□ Website

Is your page easily navigated?

Is your donate button prominent;

Is Giving

Is your appeal on your website?

Email

○ Face book

○ Twitter

○ You Tube

○ Other venues that are working for you?

ANALYSIS/MEASUREABLE OUTCOMES

- Annual goals and objectives – measureable – increase annual fund by xx donors; add xx items to the silent auction; make xx personal calls; etc.
- Quarterly grid – your plan – your timeline
- Appeal or event analysis – what is your ROI?
- Success?? The good, the bad and how to do better

QUARTERLY GRID

□ See Handout

MEASURING SUCCESS

So how are you measuring success?

donors retained vs. donors lost/lapsed

new donors, new volunteers

increases/decreases in levels of giving

\$ dollars raised

\$ cost per dollar raised

program expansion, new hires, new buildings, etc.

+/- media posts, likes, responses, etc

+/- Media coverage

What are you comparing this to - 1 year, 2, 3, goals?

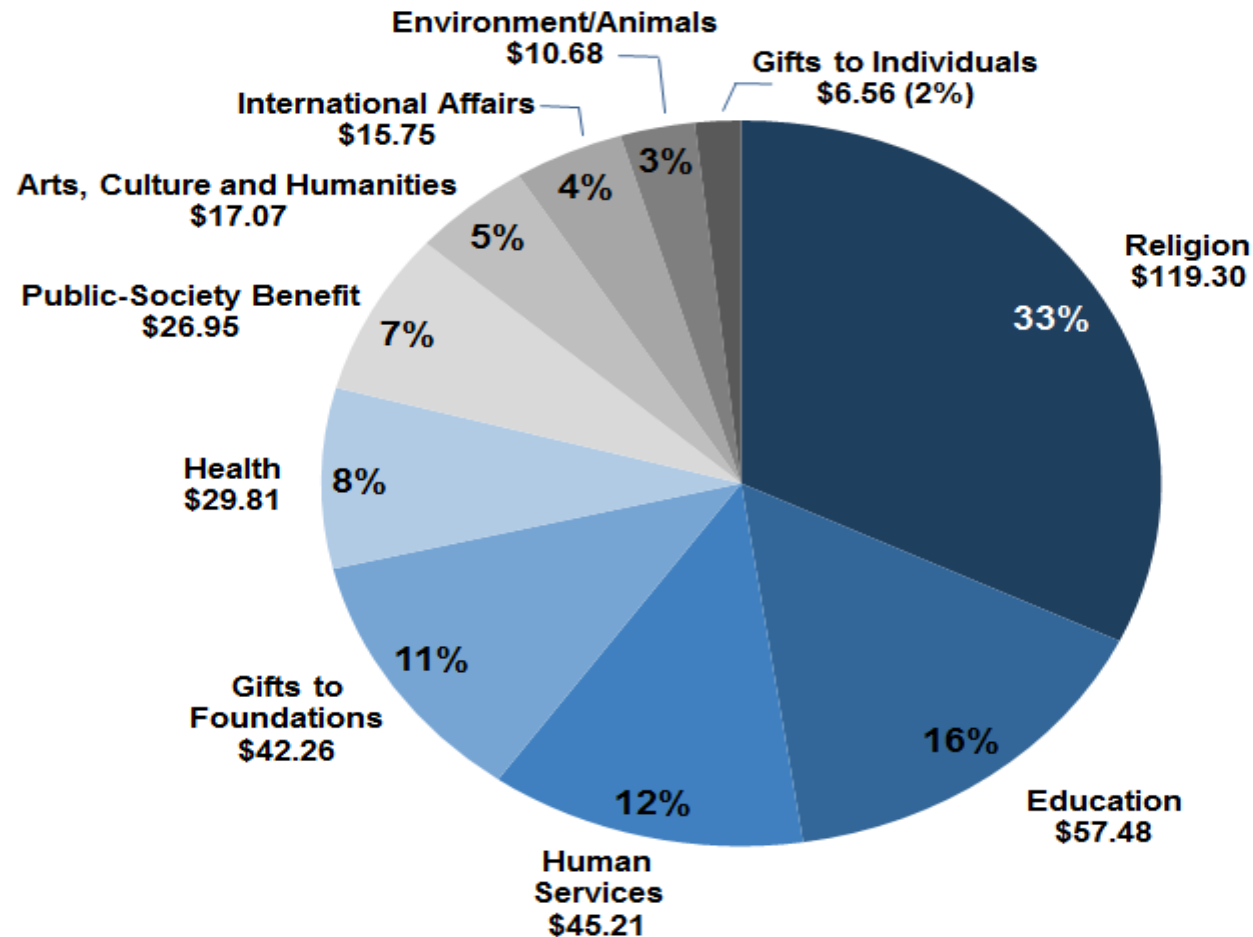
DONOR CENTERED FUNDRAISING

(or share/spread the love)

- It's not about "we" did this or that. It's "you" the donor.
- Know about your donors?
- Engage them?
- Thank beyond the acknowledgement letter
- Segment – specialized, personalized messaging/asks
- Retain & renew donors – learn from the profits - ongoing engagement ALL YEAR LONG ex., TJ Maxx Rewards Card, KOHL'S. Others??
- The end result - involved and loyal donors

\$373.25 BILLION GIVEN IN 2015 (or how do we get a piece of that pie)

2015 Contributions by Type of Recipient Organization
(in billion of dollars)



ADDED THOUGHTS ABOUT DONORS*

- Segmentation is about the right message for the right individual, **the more specific the better**
- Relevant, targeted messages get **more opens, more donation conversions, and higher gift amounts**
- Lapsed donors are more valuable than new donors, it's far less costly to get a previous donor to give, **half as expensive**

MORE ABOUT DONORS



- When asked to increase their giving by a reasonable amount (25% to 50% with a specific ask) **most donors accept**
- Some constituents can be sent automatic messages, some need a higher level of touch, you need to know the difference

My advice... Keep your constituents engaged all year long.

*From Network for Good



**WHO IS THE MOST IMPORTANT
PERSON IN YOUR SPHERE?**

YOU ARE!

(so go to Disney or even Canobie)



- Beware of spreading yourself too thin; learn to graciously say “NO”
- Time Management - remember you have goals to reach
- Do you (and your boss) have an understanding of OVERTIME?
- Troubleshooting problems – prioritize urgency
- Turn off the office- know when to take a day off

ETHICS

- Read the AFP Standards
<https://www.afpnet.org/files/ContentDocuments/CodeofEthics.pdf>
- Read Donor Rights
<http://www.afpnet.org/files/ContentDocuments/DonorBillofRights.pdf>
- Always do the right thing.
- When in doubt, seek advice. Ask a mentor or peer.
- If you make a mistake, own it.

DEADLY MISTAKES IN FUNDRAISING

- No PLAN
- Never (actually) asking for money
- Delayed acknowledgements
- No follow-up
- Not knowing your constituencies
- Getting pull in too many directions
- Getting in over your head i.e., watch the ROI
- Begging
- Add your own mistakes here...

FINAL THOUGHTS

- Fundraising is ongoing. It doesn't start and stop in December; at the end of an event; just because you got the \$1M gift or made your goal.
- If you do the same things this year as you did last year = same results. Fundraising is dynamic – shake it up!
- Tell your story - all the time. Connect emotion with results.
- Donors are your customers. Thank them more than the acknowledgement letter.
- Keep your constituents engaged all year long. Invite them to visit, out for coffee, to an event, to play goal, etc.
- Plagiarize and learn from the best. Think about those nonprofits you respect or have gobs of marketing money. Take a look at their literature, their website, call them for coffee, ask questions, mimic good standards
- Be confident in what you do. Your organization is the most deserving nonprofit out there. Be its passionate cheerleader.

QUESTIONS ???



AND WE BEGIN AGAIN!



THE ANSWERS

- 1. Johnny's mother had three children. The first child was named April. The second child was named May. What was the third child's name? **Answer: Johnny, of course**
- 2. There is a clerk at the butcher shop, he is five feet ten inches tall, and he wears size 13 sneakers. What does he weigh? **Answer: Meat.**
- 3. Before Mt. Everest was discovered, what was the highest mountain in the world?
□ **Answer: Mt. Everest; it just wasn't discovered yet.**
- 4. What word in the English language is always spelled incorrectly? **Answer: Incorrectly**
- 5. Billy was born on December 28th, yet his birthday is always in the summer. How is this possible? **Answer: Billy lives in the Southern Hemisphere**
- 6. If you were running a race, and you passed the person in 2nd place, what place would you be in now? **Answer: You would be in 2nd. Well, you passed the person in second place, not first.**
- 7. Which is correct to say, "The yolk of the egg are white" or "The yolk of the egg is white"? **Answer: Yolks are yellow.**

THANK YOU!



BARBARA DUNSFORD
DIRECTOR OF DEVELOPMENT
LOWELL HOUSE INC.
bdunsford@lowellhouseinc.org
978.459.8656 x147