

Back to Basics:

A fundraising pick me up for the small organization



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CAUSE & EFFECT[®]
INC.



Workshop rules:



- This is a taste, not the whole meal
- Share what's working for you
- There are no dumb questions



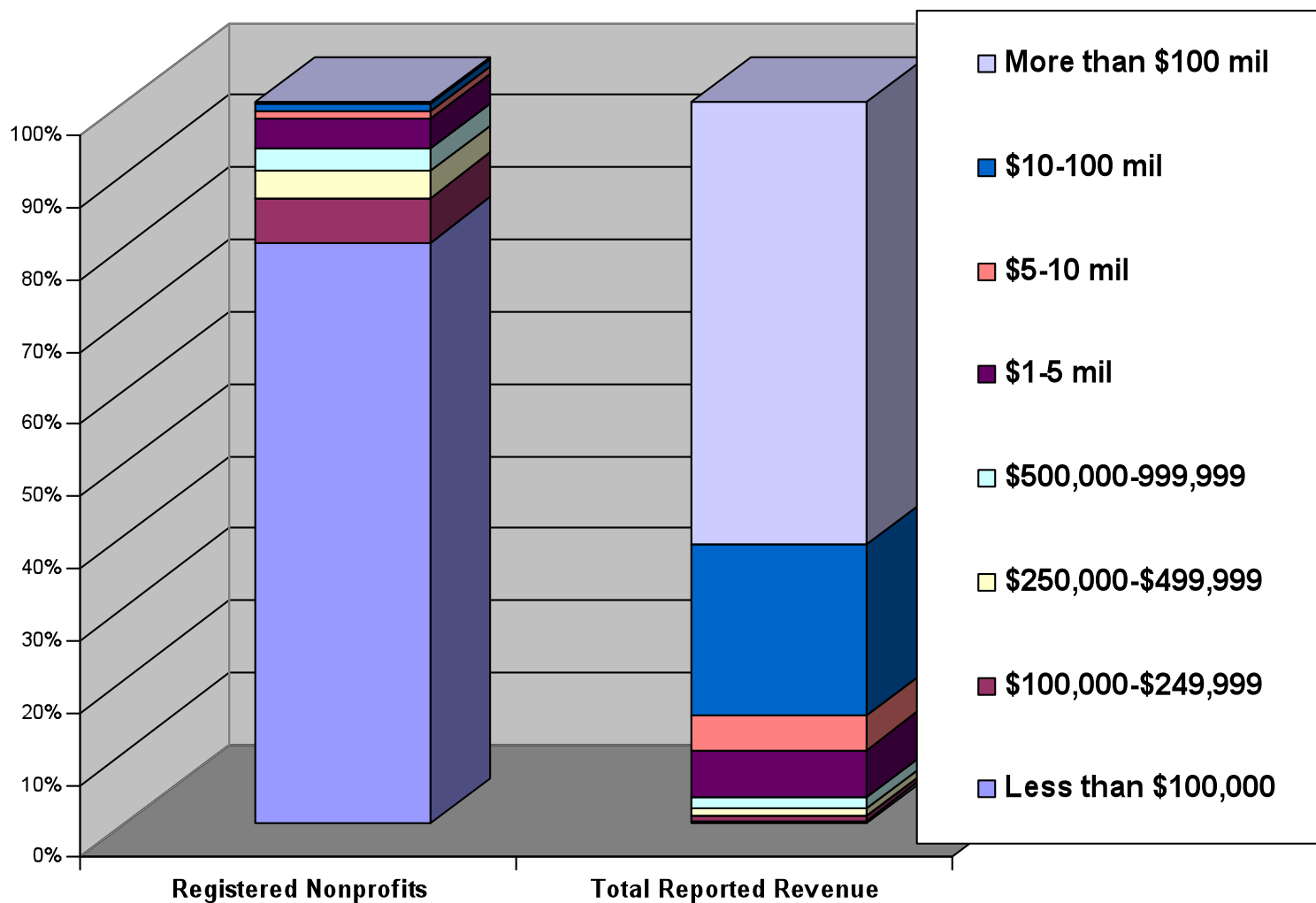
Topics



- Background
- 3 Basic Steps to raising more money
- Telling your story
- Math of fundraising
- Possibilities
- Q&A



Most nonprofits stay *REALLY SMALL*





Putting charitable giving in perspective

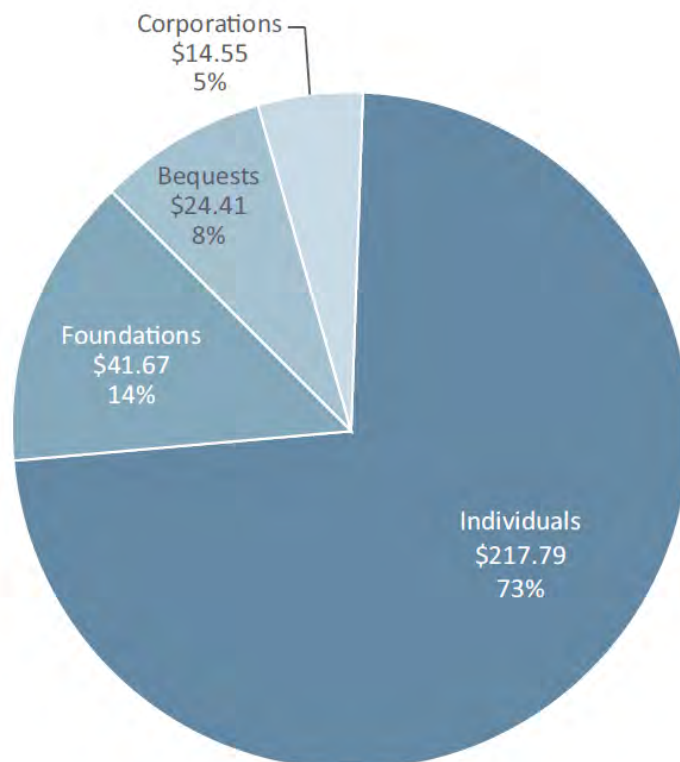
\$298.4 billion

\$73.9 billion





Philanthropy Sources



From *Giving USA 2012*

- Individuals
- Private Foundations
- Businesses
- Grant making public charities
- Bequests



It all comes down to this:

- Keep the money you have
- Replace what you lose
- Grow givers and gifts





How do I do it?





Tip # 1. Keeping your donors is the key to growth.

- Say THANK YOU
- Tell how gift mattered
- Keep them interested
- Ask till they say yes

TOOLS:

- LYBUNT
- Letters & notes
- Phone
- One on one
- Memorable experiences
- Surveys
- Solicitations





Tip # 2. Increase giving from your current donors.



- Be donor-centered
- Appeal to builders & buyers
- As for today & forever

TOOLS:

- Donor discovery
- Memorable experiences
- Matching and challenge gifts
- Monthly giving
- ASK
- Ask again
- Bequests



Tip # 3. Find new donors

- Your networks
- Your networks' networks



TOOLS

- Personal advocacy
- Connect-capture-convert
- “Point of entry”
- Mail, email, point-of-contact response
- People to people – real and virtual
- Public relations
- ASK



Tip # 4. Tell a powerful story

- Put impact first
- Touch the heart
- Link money to impact
- Find the donor's value



Tools

- Listening
- Case statement
- Projects/programs
- For Impact's 9 types of funding pitches
- Creative naming
- *It's a Wonderful Life*
- eNews, Annual Report, newsletter, letter



Tip # 5. Do the math

- Know your current donor data
- Set workable goals



TOOLS

- Retention rate
- Donor pyramid
- Long term value of donor
- Budget forecasts
- Gifts Pyramid
- Fundraising plan



The next \$100,000 if your strategy is...

grassroots **large gifts (to \$10K)**

Range	# Gifts	Running Total	Prospects
\$5,000	2	\$10,000	8
\$2,500	3	\$17,500	12
\$2,000	7	\$31,500	28
\$1,500	7	\$42,000	28
\$1,000	10	\$52,000	40
\$500	13	\$58,500	60
\$250	30	\$66,000	120
\$100	30	\$69,000	120
\$50	120	\$75,000	****
\$25	1000	\$100,000	*****
TOTALS	1213	\$100,000	5,000+

Range	# Gifts	Running Total	Prospects
\$10,000	1	\$10,000	4
\$7,500	1	\$17,500	4
\$5,000	2	\$27,500	8
\$3,500	3	\$38,000	12
\$2,800	5	\$46,400	20
\$2,300	5	\$11,500	20
\$2,000	7	\$71,900	28
\$1,500	7	\$82,400	28
\$1,000	10	\$92,400	40
\$500	20	\$100,000	80
TOTALS	61	\$100,00	244



The next \$100,000 if your strategy is...
larger gifts (to \$25K) **major gifts** (to \$50K)

Range	Gifts	Running total	Prospects
\$25,000	1	\$25,000	4-5
\$10,000	1	\$35,000	4-5
\$5,000	4	\$55,000	16-20
\$2,500	10	\$80,000	40-50
\$1,000	10	\$90,000	40-50
\$500	20	\$100,000	80-100
TOTALS	46	\$100,000	184-230

Range	Gifts	Running Total	Prospects
\$50,000	1	\$50,000	4-5
\$5,000	4	\$70,000	16-20
\$2,500	8	\$90,000	32-40
\$1,000	10	\$100,000	40-50
TOTALS	23	\$100,000	92 to 115



Tip # 6. Find the abundance

- Don't make giving decisions for your donors
- Consider partnerships
- If not money, what else



Tools

- Community sleuthing
- Optimism
- Your natural resource
- Passion
- Creativity
- Adaptability
- Ask



Tip # 7: Show Courage & Boldness





Questions?





Thank you

- Sign up for our free monthly eNews & our blog www.ceffect.com
- Call us at 401-331-2272
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Resources

Books

- *Asking*. Jerold Panas. Emerson & Church.
- *Donor-Centered Fundraising*. Penelope Burk. Cygnus Applied Research. 2003.
- *Friendraising, Community Engagement Strategies for Boards Who Hate Fundraising but Love Making Friends*, Hildy Gottlieb. Renaissance Press. 2006.
- *How to Write Successful Fundraising Letters*. Mal Warwick. Jossey-Bass. 2001.
- *Keep Your Donors*. Simone P. Joyaux and Tom Ahern. Wiley. 2007.
- Bookstore at ContributionsMagazine.com

Online

- The Butterfly Effect and the Toolbox at www.ceffect.com
- FutureFundraisingNow.com
- MovieMondays.com
- ForImpact.com
- Gift Range Calculator <https://www.blackbaud.com/company/resources/giftrange/giftcalc.aspx>