The Art of Fundraising: Core Strategies for Success

Presented by: Jenny Mitchell, CFRE, CEC
Virtually on October 21st

"Fundraising is a Team Sport."
"Fundraising is a Full Contact Sport."

Fundraising – Whose Job is it Anyway?

Chavender

- Host, Underdog Leadership Podcast
- Author, Embracing Ambition Book
- Fundraising Consultant
- Professional Musician
- People-connector
- GCP: Generally Curious Person

- Who are you?
- What keeps you up at night?
- What questions do we want to address today?

Fundraising Myth-Busting

Tax Receipts are the prime motivator for a gift	People genuinely like to give	The largest source of gifts to charity is corporations	Special events are the most effective way to raise money
You must give before you can ask	A person's wealth is the best predictor of getting a gift	There is one "right way" to ask	All gifts are important

Fundraising Myth-Busting

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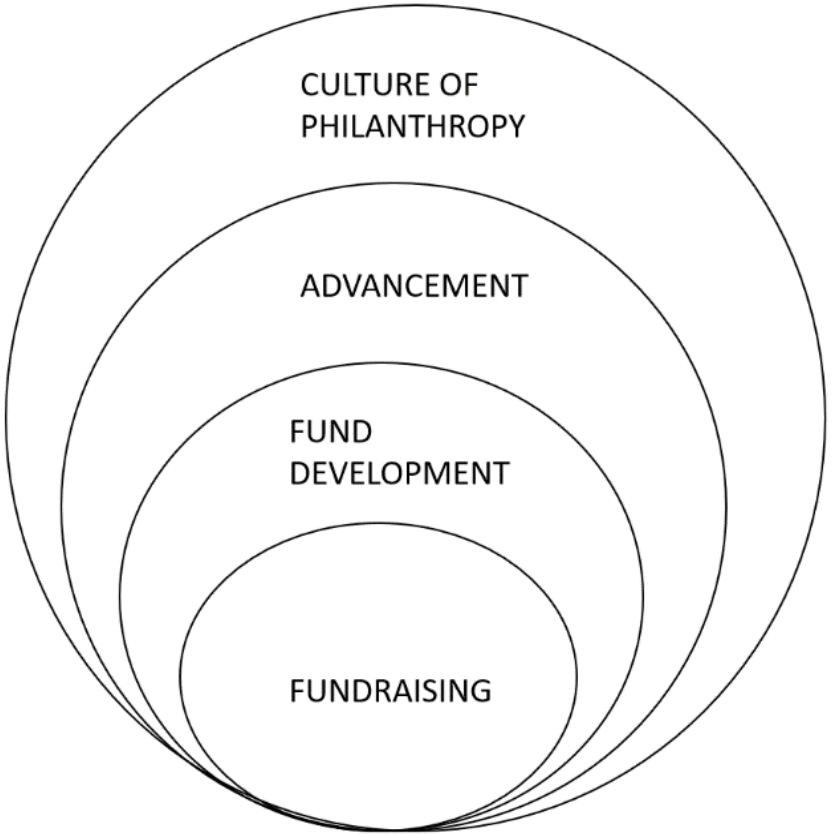
Culture of Philanthropy



Love of Humankind – helping others through giving money.

Advancing the Mission

Developing Relationships

Transactional

Today's Session

- What is Fundraising?
- How you communicate matters!
- All about Special Event Fundraising
- Sponsorship
- Raising Money Outside Events
- Resources and wrap-up

People Giving to People = Fundraising

Donors don't give to institutions. They invest in ideas and people in whom they believe.
- G.T. Smith

In good times and bad, we know that people give because you meet needs, not because you have needs.
- Kay Sprinkel Grace

Fundraising is the gentle art of teaching people the joy of giving.
- Hank Rosso

How you Communicate Matters!

Donors want to help solve problems

Donor investors want to help solve problems. What solutions does your organization offer?

Good cases focus on the future – what will be different? How will a donor's investment make a difference?

Cases must be motivational, persuasive, emotion based.

They are not giving to this, at least not initially

Memphis Child Advocacy Center

Helping Victims Become Children Again

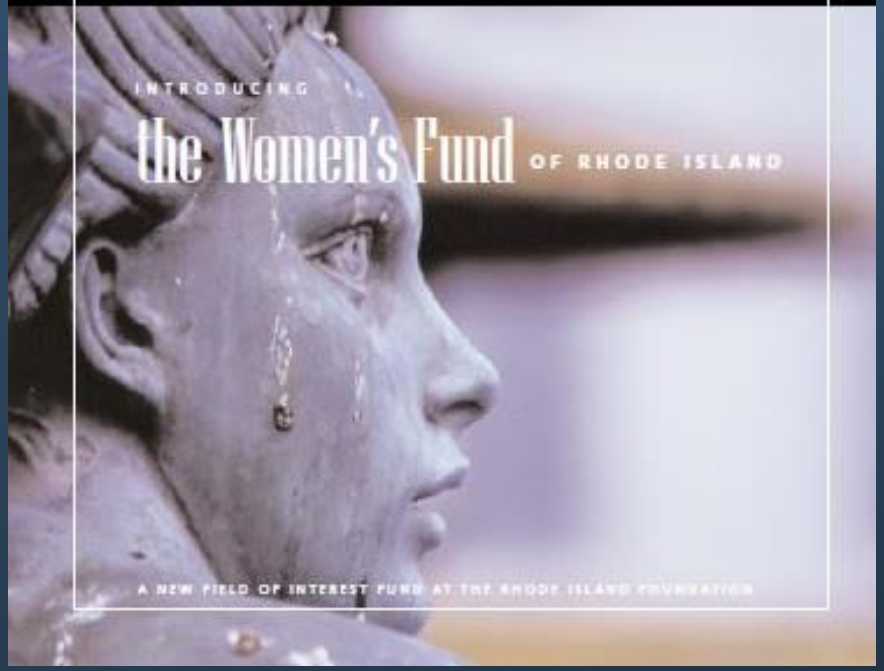
They are giving to *this*

"Old school building, good bones, desperately seeks your help to make dreams come true."

FOR WOMEN AND GIRLS IN RHODE ISLAND,

THE PLAYING FIELD ISN'T LEVEL YET.

BUT IT COULD BE, WITH YOUR HELP.



Linkage

How can you link the donor back to your organization? Have they made a gift in the past, are they a volunteer, or a recipient of your programs?

Interest

Do your donor's interests align with your organization's mission?

Ability

Does the donor have the wealth or capacity to give a significant gift now?

Special Events

..that are not so special, such your time, burn through volunteers and don’t raise much money

Fundraising Events

Have more than one GOAL for your event:

1. Raise money
2. Cultivate new community members (Friend-raising)
3. Recognize volunteers and donors
4. Build awareness (how will you measure? # new signups to e-newsletter, new visitors?)

Are you running a fundraising event, or a community engagement event?

USE THE BUDGET TEMPLATE TO FIND OUT

Be clear which one it is, and make sure that your Board is clear too.

TEMPLATE Build a Realistic Budget

EVENT BUDGET

	Projected	Actual
REVENUE		
Ticket sales target X tickets at $XXX/ticket	$	$
Sponsorships • Level #1 • Level # 1 • Be Creative!	$	$
Silent Auction		
Raffle		
Include in-kind but not in $ totals		
Total Revenue	$	$
EXPENSES		
Day-of-the-event staffing.	$	$
Staff time dedicated to event. Assume % of salary for months leading up to event.	$	$
Event planner fee, permits, food, catering, rentals	$	$
Include in-kind but not in $ totals		
Total Expenses		
Net Fundraising Revenue (Revenue minus expenses)		

Strategies for Success:

What to ask for…and how

Build your wish list

WISH LIST

Wouldn't it be wonderful if
Drop and Listen
Let them know the need
I am looking for….
Do you know anyone who…

Ambassadors, Advocates, Askers – everyone has a different comfort level.

PEOPLE WHO CAN HELP

Who can help me?
Don't assume
Seek advice if you can't ask…yet
How would you like to get involved in X (assumptive engagement)
Small asks and baby steps

Be specific. Respect the relationship (ask for big things from people you've known for a long time, and baby steps from new people. Build the relationship)

Don't overwhelm.

Special Events

What's your objective?

SOLICITATION
Cash

CULTIVATION
Prospects, sponsors, maintain interest

THANK YOU
Recognition at public event

The best events are the ones that will address all three!

Sponsorship:

Transaction with a Business Marketing Lens

Linkage

How can you link the company back to your organization? Have they made a gift in the past, are they a volunteer, or a recipient of your programs?

Interest

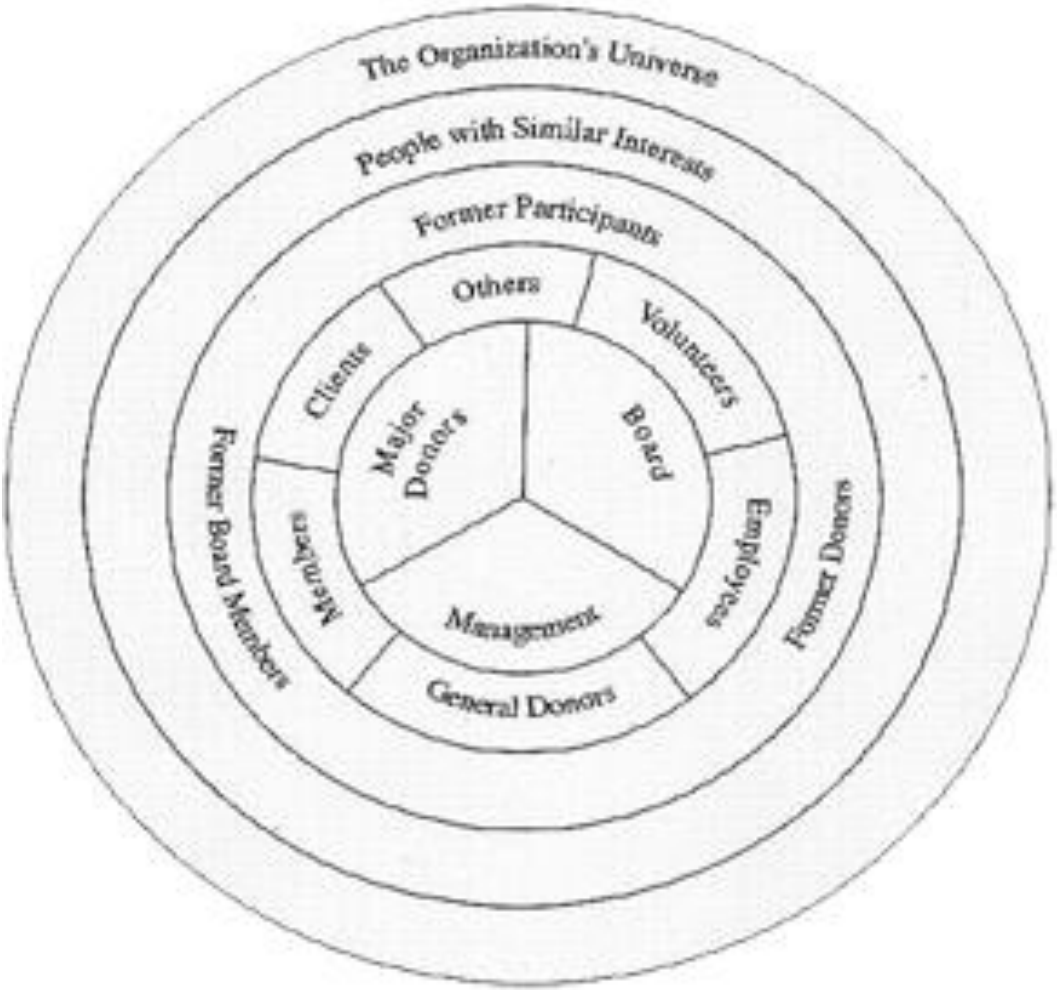
Does your company's interests align with your organization's mission?

Ability

Does the company have the wealth or capacity to give a significant gift now?

Keep it Simple

1. Focus on Marketing and Visibility Benefits for Company
2. Build Relationships that are personal and sustainable
3. Offer different levels of sponsorship
    a) Signature Sponsor
    b) Program Sponsor
    c) Table/Drink/Event Sponsor
4. Find multi-year partners (if possible)
5. Confirm agreements with a simple sponsorship template
6. Include follow-up post-event through a sponsorship fulfilment report
7. Renew early for next year


The Organization's Universe
People with Similar Interests
Former Participants
Others
Volunteers
Clients
Major Donors
Board
Former Board Members
Members
Employees
Former Donors
Management
General Donors

Raising Money Outside Events

Direct Mail
Major Gifts
Crowdsourcing
Corporate Sponsorship
Planned Giving
Peer-to-Peer Campaigns
Monthly Giving
Events
Annual Appeal
Online Giving
Grants

The Cycle of Giving

Key Takeaways

Thank you!

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