Fundraising Training

[Fund]amentals For Nonprofit Success

Connor Yakaitis - Thursday, February 16th

Glossary of Terms - The Donor Cycle

- **Identification:** Identify prospective donors and current donors that have the potential to upgrade their giving.

- **Qualification:** Determine whether the prospects you have identified are likely to give after cultivation.

- **Cultivation:** Communicating with your prospects and engaging them with your organizations mission (emails, phone calls, attend events, set up meetings)

- **Solicitation:** The actual "Ask" for a donation

- **Stewardship:** Building the relationship with the donor to keep them engaged and upgrade their giving. You may also be able to tap into their networks to identify more prospective donors.

Developing A Fundraising Plan
Your ultimate guiding document for funding strategy

- Vision, Mission and Values driven

- Set a measurable and attainable funding goal for your organization

- Identify main sources of income

- Determine action items and objectives to achieve goal

- Develop case for support documents

- Set timeline/calendar to carry out your plan and assign roles

- Create budget

Mission & Values
Selling your organization to a donor

- Practice storytelling with staff and board to identify common themes around your mission.

- Develop a Vision Statement - this is a handout that explains your organization and the fundable opportunities available.

- Use testimonials and anecdotal evidence from other donors

- Sell donations as an investment for furthering your cause

- A good vision is emotionally driven and relatable

Identifying Top Income Sources
What are the "buckets of income" for your organization?

- Individual Giving

  - Board Contributions

  - Membership (low donors)

  - Middle Donors

  - Major Gifts

- Events

- Institutional Giving (Foundation Grants & Corporate Grants)

Individual Giving - Board Contributions

Your board is your main driver of income!

- Board give/get policy: Your organization should consider implementing a give/get policy, where board members are required to either donate or facilitate a set amount of gifts per year. *Example: $2,000 Give/Get Policy - Board member writes a check for $1,000 and has two friends each donate $500*

- **100% Board Giving Rate:** Ensure that every single board member contributes something each year. It is important to have full board engagement in your work AND many grant funders will ask this question.

- Form a board development/fundraising committee that meets regularly to ensure your organization is meeting the goals of your fundraising plan.

Board Development Committee
Let them guide and implement your plan!

- Consists of board members (including chair/co-chairs), non-members and development staff

- Should help develop the annual fundraising plan

- Should identify top prospects in all funding categories

- Should assist in cultivation and stewardship, potentially solicitation

- Regularly assess fundraising goals and calendar to ensure the plan is being adhered to/identify any necessary adjustments in the plan

- Should create host committees as necessary for events that have a high fundraising capacity/potential

Individual Giving - Members & Middle Donors
Elevate these gifts over the longterm

- Members should have the least amount of personal attention and will usually respond to email and mail solicitations. They give smaller amounts and you should work to elevate their giving throughout the year. Members who frequently give should be considered for monthly giving.

- Middle donors require more attention to keep them engaged, though less attention than major donors. Consider this group your future major donor group and work to elevate their giving through annual appeals or monthly giving. Engage these people through attending events and making phone calls to thank them, update them on work and solicit donations.

Individual Giving - Major Donors

Most of your attention should be focused here!

- Major donors require individual solicitation and stewardship plans

- They should have at least 5-8 touches per year (this includes phone calls, mailings, emails, event attendance and a personal visit)

- Utilize your board for help in identifying major donor prospects as well as stewardship - if a board member identifies a MD prospect, they should build the relationship and potentially even make the ask

- Correspondence should be personal - add personal notes to TY letters, solicitation letters, emails etc.

- Personal, face-to-face interaction should be the priority

How do I determine donor levels?

It depends on your organization, but strive to have the following:

- Member/low dollar donors: $1-$999

- Middle donors: $1,000 - $24,999

- Major donors: $25,000+

For smaller organizations:

- Member/low dollar donors: $1-$99

- Middle donors: $100 - $999

- Major donors: $1,000+

Events
Great for identification, cultivation, solicitation, AND stewardship!

- Event revenue can come from ticket sales, sponsorships, auction/raffles etc.

- Good rule of thumb: Ticket sales cover event expenses, sponsorships will provide long-term revenue.

- Events provide an opportunity to connect with existing donors and identify new sources of income.

- Events also provide a chance to remind people of your mission and demonstrate your goals and values.

- Be sure to invite major/middle donors as well as the most engaged members.

- Utilize your board development committee and consider forming a host committee that focuses primarily on planning the event.

Foundations & Corporate Giving
Huge funding potential if you know where to look!

- This can take the longest to produce results, so begin this work early and maintain a consistent pipeline of prospective funders.

- Consider Community Foundations, Family Foundations and corporations whose values align with your organization.

- Utilize your board to help find opportunities: Very often, board members serve on many boards and may have connections to foundations and corporations.

- Enlist a grant research database

- Track grants and prospects closely and know the grant cycles (rolling, quarterly, annually etc), reporting deadlines, key contacts, etc.

Fundraising Organization
Software pays dividends!

- CRM "Customer Relationship Management" - software that helps track communications and donations with your donors.

- Examples include Salesforce, EveryAction (Bonterra), Virtuous, etc.

- Grant Research - GrantHub, Candid, GrantStation, Instrumentl, Chronicle of Philanthropy

- Wealth Screening/Prospecting - WealthEngine, iWave

Questions?

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