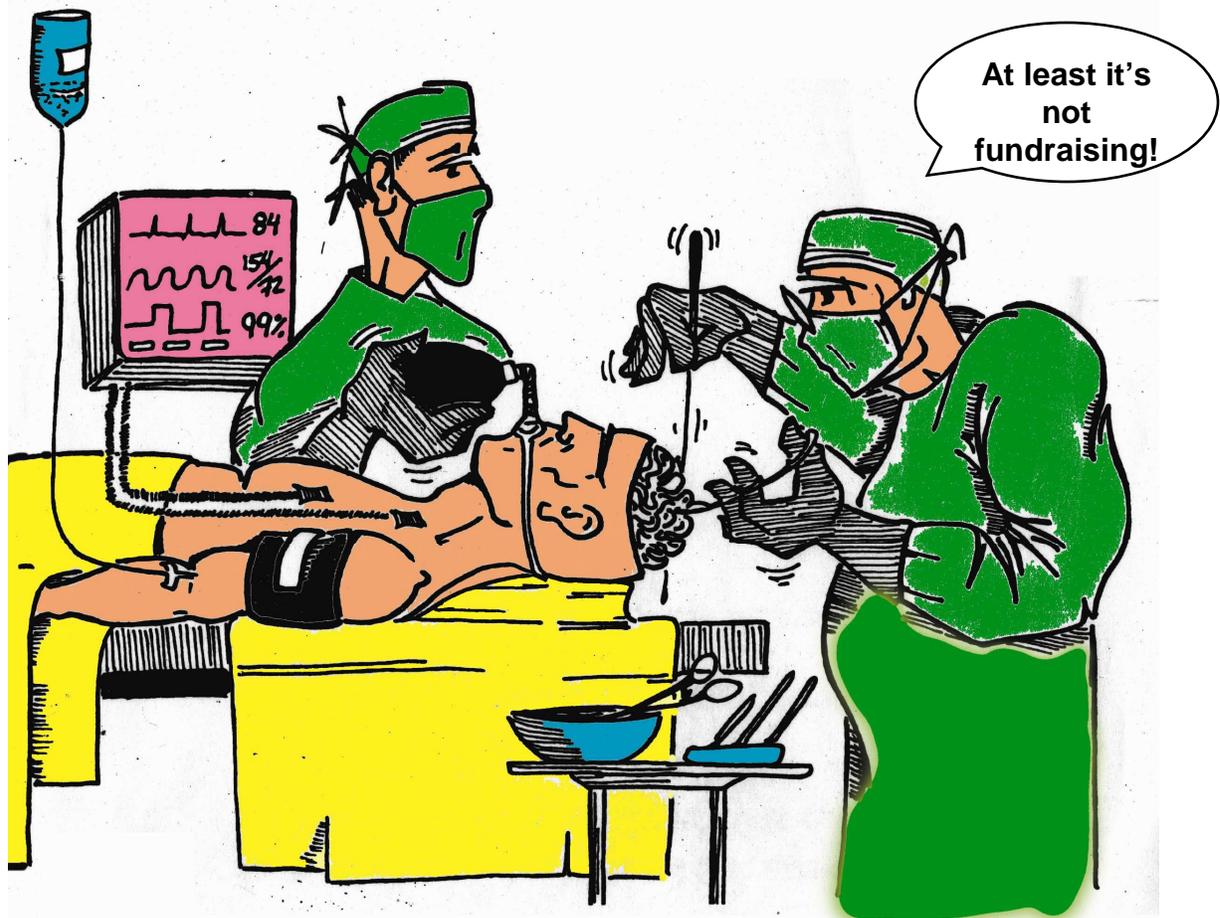


# Fundraising... Its Not Brain Surgery Simple Tips and Techniques



**My goal for today is  
that you find ways  
to work smart and  
not hard as well as  
learning from the  
fundraising  
successes and  
“learning  
opportunities” of  
your colleagues.**

# The 2008 stats on giving in America

From the Association of  
Fundraising Counsel:

## \$307 Billion Given

Individuals \_\_\_\_\_

Bequests \_\_\_\_\_

Corporations \_\_\_\_\_

Foundations \_\_\_\_\_

If you don't have a strategy that involves soliciting individuals, why not?



An individual approach should have a heart and head component

# The evolution of a fundraising plan.....

Many nonprofits are started in a kitchen and everything is paid for by the founder.



# Initial funding is frequently from:

Foundations who are looking for innovative programs

Other nonprofits with a stake in the venture succeeding

Religious institutions

The challenge is that this is NOT sustainable.

# As an organization matures, funding comes from:

Fees for service

State, federal and local government funding

Direct mail

Special events

The web

The beginning of major donor gifts

# Mature organizations get funds from

All of the aforementioned  
sources plus:

Major donors

Planned giving

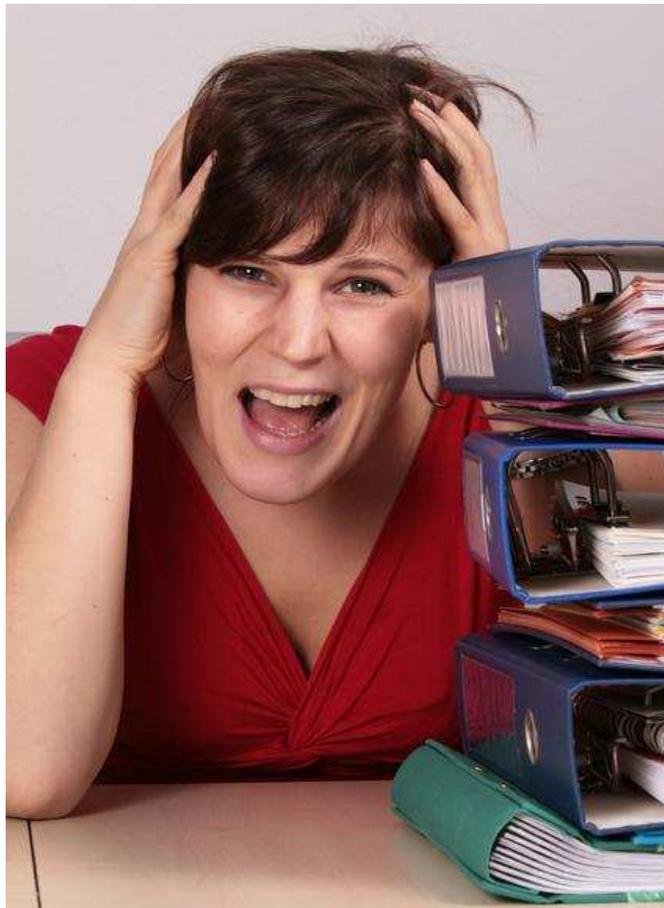
Cause-related marketing

Purchasing other businesses

**The big bucks question...  
how are you training your  
board in fundraising? Make  
fundraising training a part of  
your annual board retreat!**



What kind of  
continuing education  
is your staff getting in  
fundraising?



# The three steps in fundraising:

1. Cultivation

2. The Ask

3. Stewardship



# Web based cultivation

1. Sending a news clipping to friends, donors and supporters
2. Researching a potential donor
3. Looking for funding sources
4. Creating an e-zine or blog
5. Putting event photos on your web site
6. Writing informational articles for your web site
7. Writing e-books that can be sold

# High touch cultivation

1. Invite a friend, relative or business associated to the agency
2. Have a meeting of a group you are involved in at the charity and organize a tour
3. Have an “at home” and have a rep from the organization tell the story
4. Initiate a lunch, dinner or other visit with a “closer” and a potential donor
5. Invite a potential donor to a special event

# Mass Market Cultivation

Write an article for publication.

Don't forget the national media and the web based media.

Connect your organization with breaking news.

2. Go on the speaking circuit. Rotary, churches, temples, Junior League etc. NEVER leave without getting their contact info including e-mail address. Remember to ask for more than money...time, volunteers, clients.

# The Ask

1. The folks who ask for money need to study the case and know how to overcome objections. There is a different rhythm to development than other sales processes.
2. Set up meetings with clients, friends and other potential donors with someone who can fill in pieces of the case that you don't know.

# Mass Market Ask

1. Work with someone who knows the case and then close the sale at speaking events. Create a powerful tag-team approach. Tell your story and ask the audience to get involved.
2. This works in person, on video, can be on the web, sent to TV stations, DVD, shown by others at home events and in offices etc.

# Stewardship

1. Thank people often, creatively, graciously and cheaply!
2. Research shows that 94% of all donors will give a second gift and a larger gift if thanked by a board member!
3. When you thank a donor, instead of asking for more money, consider for asking for more information and advice!

# Traditional Ways to Thank Folks

Hand written thank you notes

Phone calls

Lunches, dinners, thank you  
events

Naming buildings, walls, rocks,  
animals, plants, anything  
that is nailed down or not  
nailed down after the donor.

Remember, these are tried and  
true and work on the  
Millionaire next door!!!

## Other Ways to get involved in stewardship:

1. Behind the scenes tour
2. Ask to be involved in a focus group (people love to give their opinion even more than money!)
3. With permission, publicize the gift with the media, internally, on your website.

Always,  
always  
always have  
an on-going  
wish list.

# Have your wish list available:

In your newsletter

On-line

In your waiting room

In the newsletters of  
contributors

In the holiday letters of  
staff, board & volunteers

In hotels, restaurants

On the beach

In bathroom stalls.....

# The Ability to Motivate

Mastering the Platinum  
Rule...beyond the  
Golden Rule



# Resources for Training:



Available at  
[FundraisingSuperheroes.com](http://FundraisingSuperheroes.com)

The National Association for Fundraising Professionals [www.AFPNET.org](http://www.AFPNET.org)

BoardSource (formerly the National Center for Nonprofit Boards) [www.BoardSource.org](http://www.BoardSource.org)

Carol Weisman, [www.BoardBuilders.com](http://www.BoardBuilders.com), [Carol@boardBuilders.com](mailto:Carol@boardBuilders.com)