

Strategies for Meeting Your Fundraising Goals

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Eight Keys to Success

1. Yes we can
2. Be candid
3. Stay positive
4. Mission
5. Active planning
6. Don't stop asking
7. Report your date
8. Different strategies and tactics

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The Current Economic Situation

Unemployment:

September 2009 - 9.8%

October 2010 - 9.5%

Dow Jones Industrial Average:

September 2009 - 11,388

October 2010 - 10,924

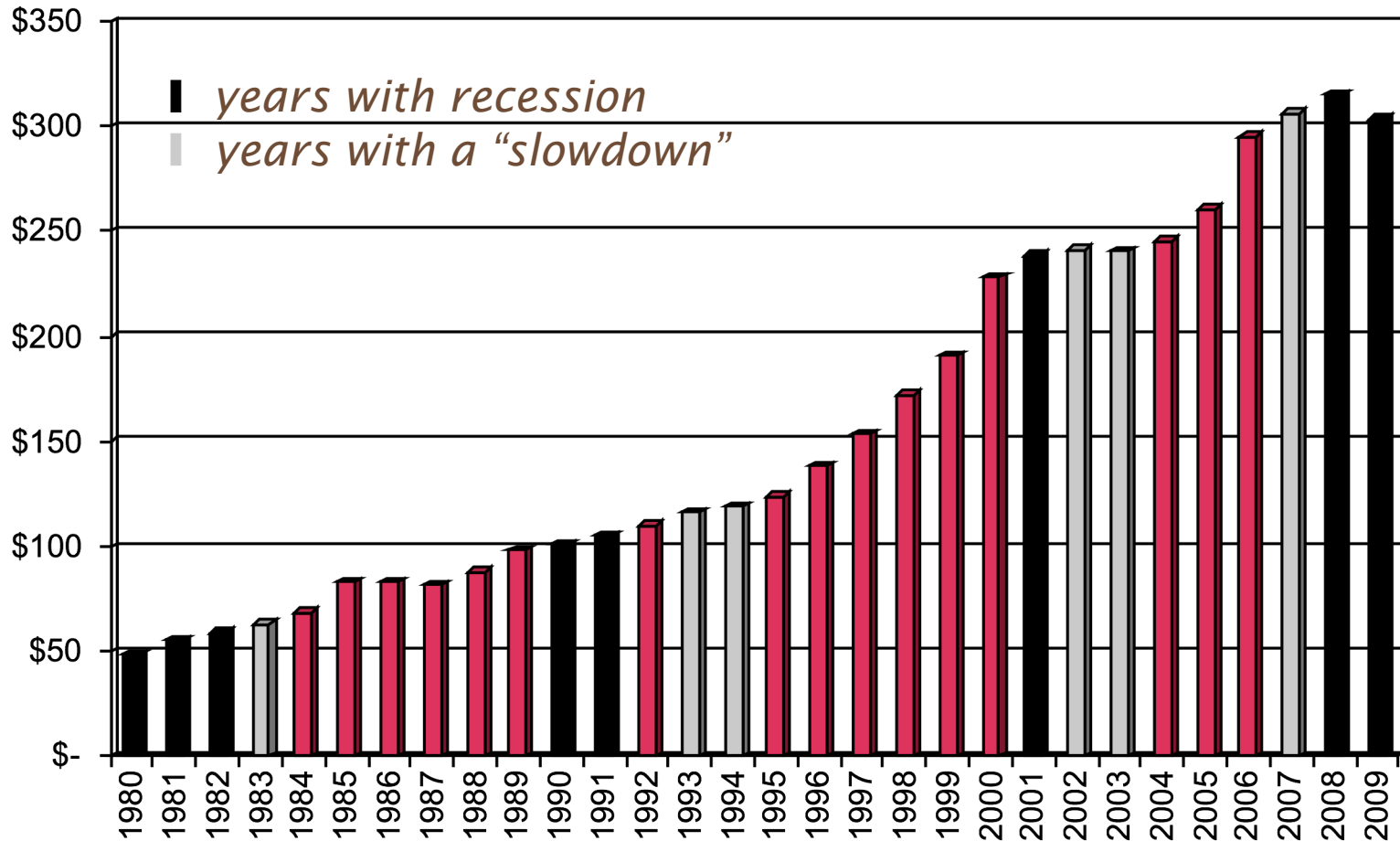
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Sources: U.S. Bureau of Labor Statistics and Bloomberg

Giving Weathers Economic Storms

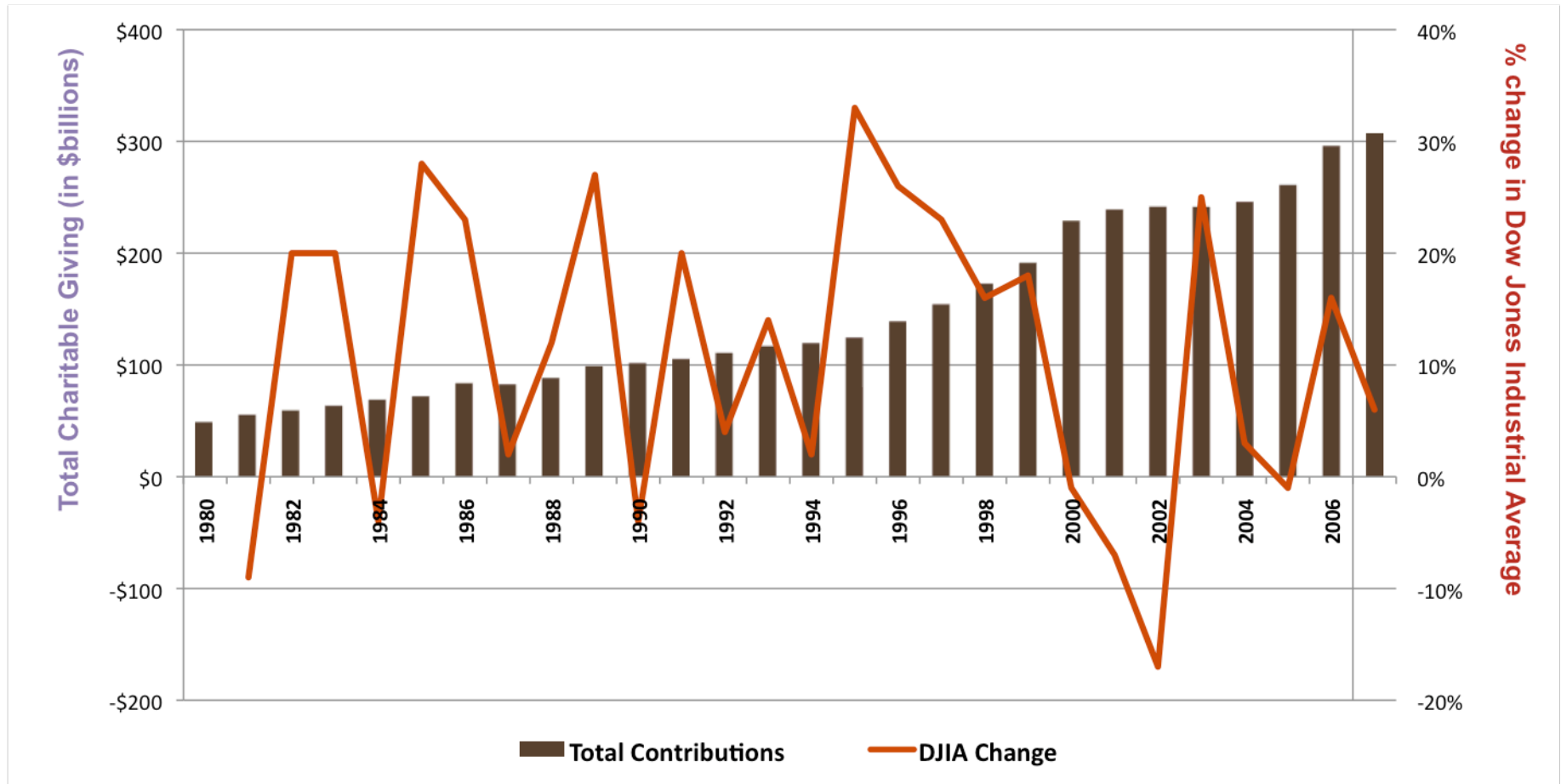


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Giving \neq the Market



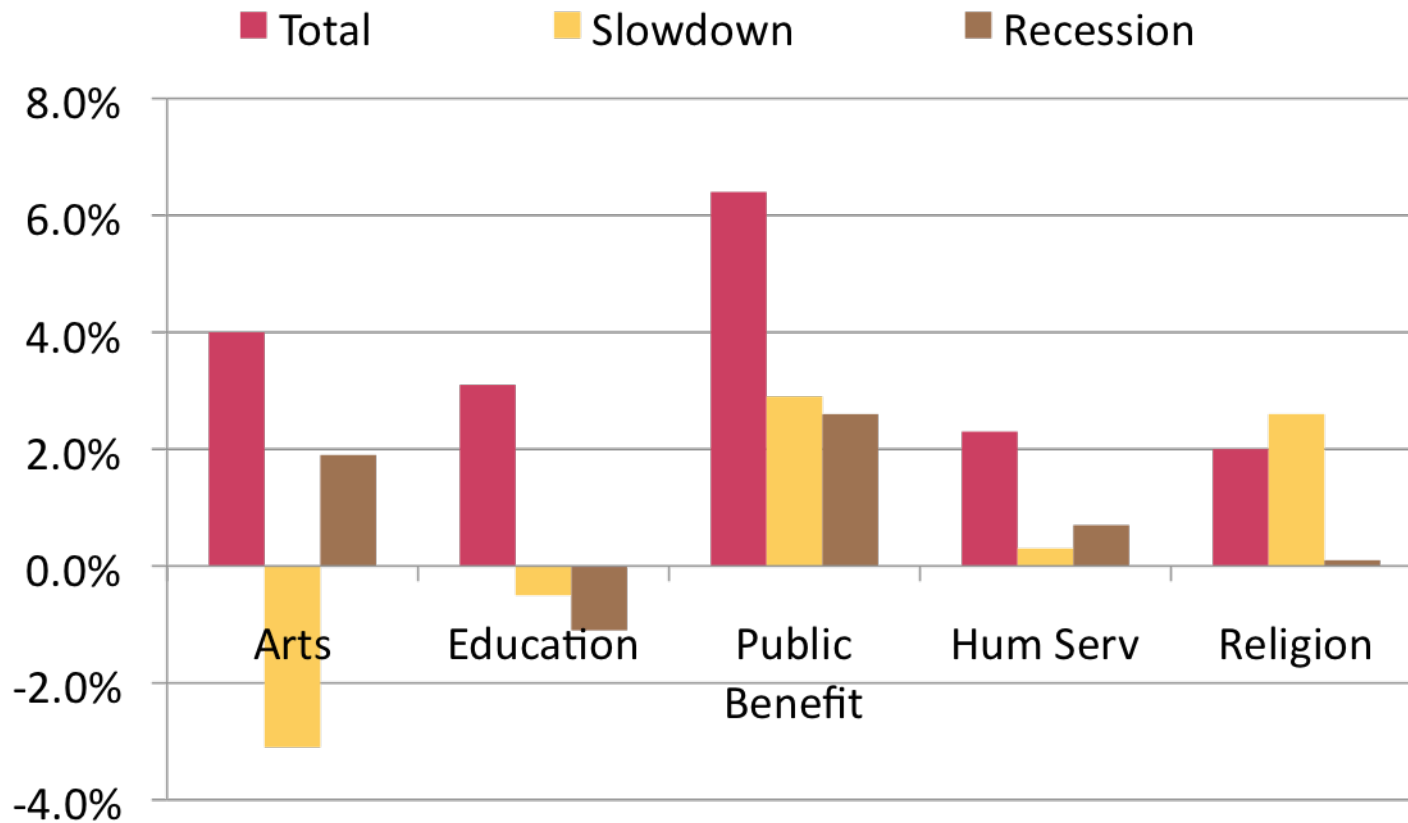
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Giving by Sector

Average change in giving under various conditions (inflation adjusted)

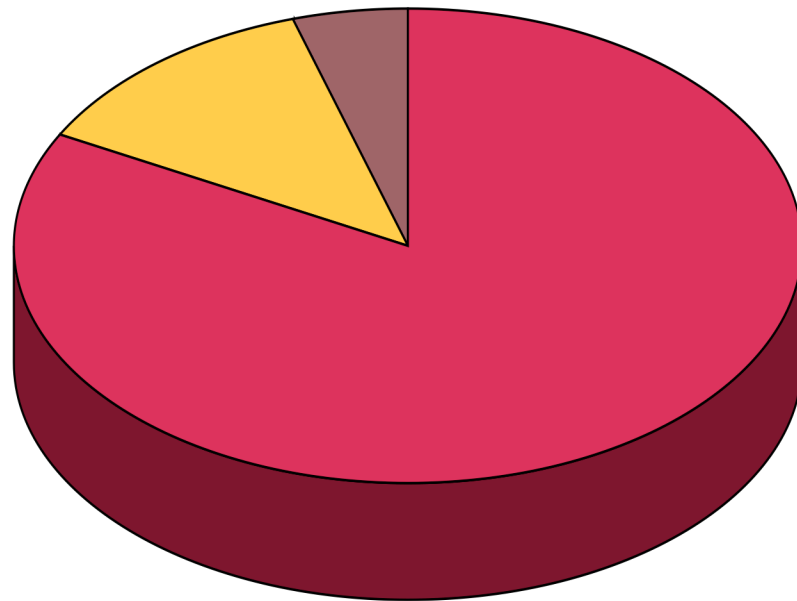


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Who Makes Charitable Contributions?



■ Individuals ■ Foundations ■ Corporations

- 2009: \$304 Billion Given to Nonprofit Organizations
- Individuals: \$228 Billion + \$24 Billion Bequests
- Foundations: \$38 Billion
- Corporations: \$14 Billion

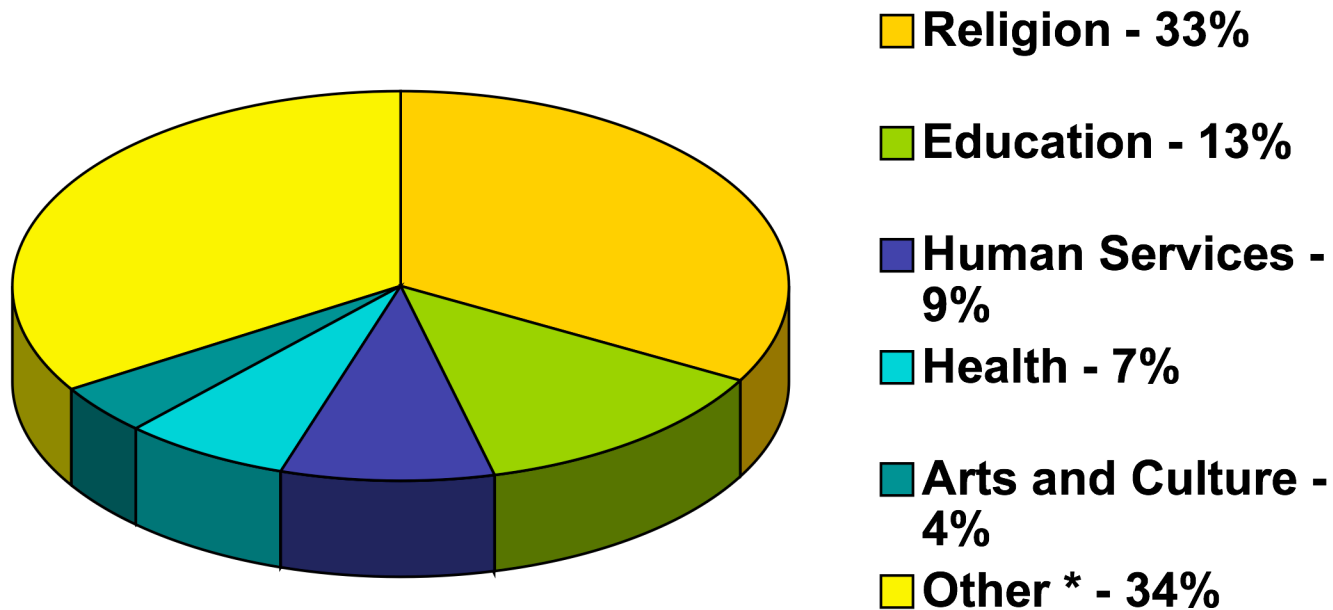
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Source: *Giving USA 2010*

Who Receives Charitable Contributions?



**International aid, environment, public-benefit, foundations, unallocated*

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Source: Giving USA 2010

Giving by Individuals

“...a majority of Americans who give to charity still plan to donate as much this year as they have in the past” - “52% of Donors Plan No Decrease in Giving in 2009” *The Chronicle of Philanthropy* (3/13/2009)

“Of those who planned to give at least as much in 2009, 50% said they were willing to make compromises in other areas of their life to do so.”

“Many people in the survey (42.5 percent) said they would give to a charity they had not supported in the past if someone they knew was seeking the gift.”

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Retaining Donors

- The key to retaining donors is through thoughtful stewardship
- Now, more than ever, is the time for connecting with existing donors and lapsed donors to ensure they will continue to give in the future

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Strategies for Meeting or Doubling Your Fundraising Goal

- Don't cut back
- Don't stop communicating
- Don't change core mission
- Don't be a Debbie Downer
- Don't decrease communication with donors

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Strategies for Meeting or Doubling Your Fundraising Goal

- Do realize that everyone is a fundraiser
- Do make the case easier to understand
- Do get closer to donors
- Do create a vision for the future
- Do stick to your plans

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Recession Mistakes to Avoid

- Spending less on fundraising
- Becoming pessimistic
- Apologizing when you ask, or becoming afraid to ask

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What Organizations Can Do: Get Back to Basics

- Remember why your organization exists
- Revisit your core mission
- Stay focused on core services
- Eliminate extraneous activity
- Donors expect their gifts to support core services, especially in hard times
- Look at creative ways to cut costs

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Follow (or Develop) a Plan

- Return to your **fundraising plan**
 - Modification is OK, but keep asking
- Stick to your **stewardship plan**
 - Use cost effective methods to thank and recognize
- Don't abandon your **communication and cultivation plan**
 - Staying in touch now will pay big dividends when the economy improves

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Fundraising Activity/Method

National Cost to Raise a Dollar

- Capital campaign/major gifts: \$.05 to \$.10 / dollar raised
- Corporations and foundations (grant writing): \$.20 / dollar
- Direct mail renewal: \$.20 per dollar raised
- Planned giving: \$.25 / dollar raised and a lot of patience!
- Benefit/special events: \$.50 of gross proceeds
- Direct mail acquisition: \$ 1.00 to \$ 1.25 / dollar raised
- National average: \$.20

James Greenfield: Fund-Raising: Evaluating and Managing the Fund Development Process (1999).

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Using Your Foundation Comprehensively

- Financing for the college
- Property holder
- General contractor
- Support and operate programming

“A strong community foundation does a lot more than raise funds.”

*-- Dr. Rebecca Paneitz-Danks
Northwest Arkansas Community College*

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Case Studies

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- Financing
- Construction
- New development office



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Sinclair Community College

- Endowment
- Moving to an institution advancement model
- Benchmarking with four year institutions



Sinclair
Community
College

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Northwest State Community College

- Transformative deferred gift
- Donor stewardship strategies



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Give Attention to Volunteers

- Provide information about how the recession is affecting your organization
- Be sure each board member is currently giving
- Encourage board to remain active advocates during hard times
- Use volunteers to make thank-you calls

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What Donors Want

- Prompt, personal gift acknowledgment
- Confirmation that gifts have been applied as intended
- Measurable results

Penelope Burk – Donor Centered Fundraising

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What Donors Get

- Prompt but impersonal gift acknowledgment
 - Form letter with computer signature
- General appeals with few measurable results
 - No difference between donors/non-donors
 - No acknowledgement of previous support
- Taken for granted.....

Penelope Burk – Donor Centered Fundraising

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Donors Want Information

- About their gift, what it did, how it helped
- The status of the organization, especially during hard times
- Where the organization wants to go, why and how it plans to get there
- Donors enjoy getting the inside scoop

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More Useful Information:

for Face-to-Face Visits, Letters and Newsletters

- Tell about the mix of funding sources the organization relies upon
- Explain how private support helps the organization to fulfill its mission
- Let donors know what needs your organization still has and how much they will cost
- A significant number of donors say they stopped giving due to lack of information

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Finding Donors in a Recession

- Individuals are still the most important source of giving – 85%
- Use media contacts to place stories about your organization, its clients and its needs
- Donors who have already invested will be the most committed to seeing your organization survive hard economic times

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**Make 30 one-on-ones
next month!**

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Focus on Renewing Gifts

- Previous donors best source of future gifts
- Ask current donors to increase support
- If reduced income is affecting the size of a donor's annual gift, use this time to talk about making a planned gift
- Explain legacy method of annualizing current annual gift

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Doubling the Impact of Your Foundation & Fundraising

- Turn off the computer and get out of the office
- Identify meaningful cultivation activities
- Have a simple, compelling case
- Spend as much time stewarding as asking
- **JUST SAY NO** to the next event
- Build a culture of philanthropy at your college that involves *everyone*
- Spend your time in equal parts at your institution and out in the community

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Thank you for your time

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