

8 Steps to Fundraising Success

Presented by:
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Growing Your Donors
April 22, 2013



Overview

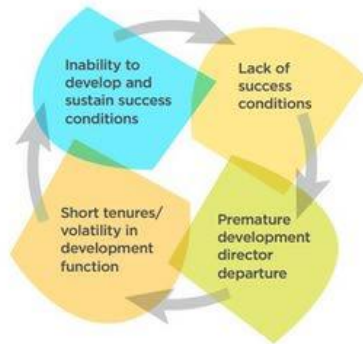
- Step 1: Know the Sector
- Step 2: Vision/Mission
- Step 3: Identify Your Target Audience
- Step 4: Case Statement / Materials

Overview

- Step 5: Raise Awareness
- Step 6: Asking
- Step 7: Your Plan
- Step 8: Building a Team

Step One: Know the Sector

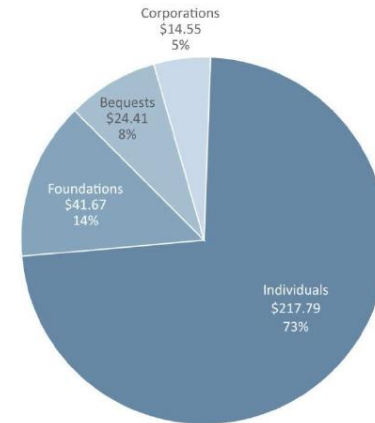
The Vicious Cycle



UNDERDEVELOPED:

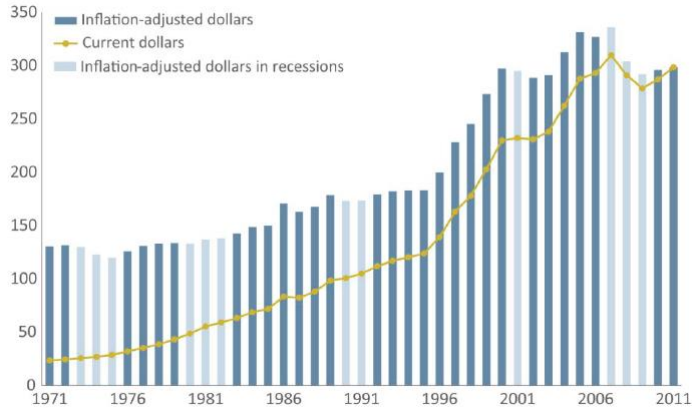
Available at: www.compasspoint.org/underdeveloped

2011 contributions: \$298.42 billion by source of contributions (in billions of dollars – all figures are rounded)



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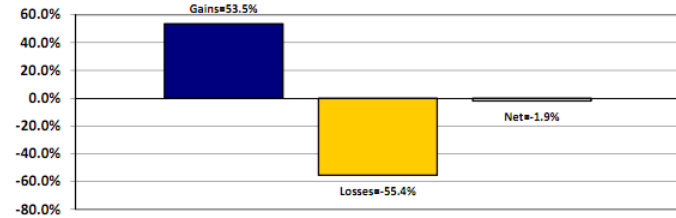
Total giving: 1971–2011 (in billions of dollars)



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Fundraising Effectiveness Project

Figure 1. Overall FEP Growth in Amount of Gifts, 2009-2010



Fundraising Effectiveness Survey Report, 2011

Nonprofit Donor Retention Primer

Commercial Business
Customer
Retention is **94%**



Attrition is **6%**

(Based on reported corporate 10Ks)

Nonprofit Donor
Retention is **41%**



Attrition is **59%**

(Voluntary given)

Donor Retention Past 5 Years



Step Two: Vision / Mission



What's Your Big Idea?

Step Three: Identify Your Target Audience

Who to Ask

- Linkage
- Ability
- Interest



Corporate Social Responsibility

TOP REASONS COMPANIES ENGAGE IN CSR	%
Make an Impact on Critical Issues	30%
Demonstrate Company's Values in Action	25%
Customer Loyalty	15%
Employee Retention and Recruitment	4%

Based on interviews with over 200 executives at large companies. October 2010. Research conducted by Weber Shandwick and KRC Research. Available at: <http://www.webershandwick.com>

Step Four: Case Statement / Materials

Communicating Your Vision

Components of the Case Statement

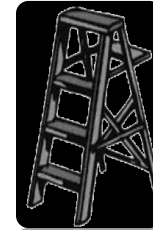
- The Need
- The Program
- The Cost
- Why You?

Step Five: Raise Awareness

Raising Awareness

High Engagement

- Recruit friends/family
- Upgrade monthly donation
- Signup for monthly giving
- Renew single donation
- Make single donation
- Make a phone call
- Write a letter
- Attend a "real world" event
- Sign petition
- Viral / Tell a friend
- Send an e-postcard
- Subscribe to e-Alerts / Issue Alerts
- Subscribe to eNewsletter
- Visit website



Low Engagement

Source: <http://groundwire.org>

Step 6: Asking for a Gift



Asking for a Gift



How to Ask: A Simplified Four-Step Model

- Introduce
 - Involve
 - Invite
 - Thank & Repeat

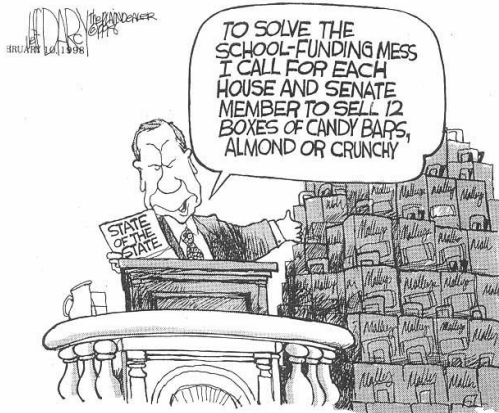
Growing Loyal Donors

93% of Study donors indicated these as the most important influencers of long term loyalty and gift value:

- Prompt and personalized gift acknowledgement
- Confirmation that funds will be used as originally indicated in the solicitation
- Measurable results on donors' last gift before they are asked for another one

Donor-Centered Fundraising, Cygnus Applied Research, 2003.

Major Gifts Campaigns Must Be Major Giver Campaigns



Used with permission.

Step 7: Your Plan: Set Goals / Identify Strategies

Metrics / Tracking

- Financial Goals
 - Cost of appeals versus income
 - Average gift size
- Participation Goals
 - Board / Staff participation
 - Total # of givers
- Interim Measurements
 - Number of solicitations
 - Number of Non-Ask Visits

Step 8: Build Your Team



Let's Stay in Touch!

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