



Fundraising: Back to the Basics

By:

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Where do I start?

- Diversify: I like to think of fundraising like the stock market. The more options you are involved in the better.
- Mailings/Campaigns
- Special Events
- Grants
- Planned Giving
- Major Gifts
- On-line Giving



How do I find donors?

- Collect names whenever possible.
- Create opportunities to be around people who are interested in your cause i.e. market at horse shows, fairs, etc.
- Get names from your staff, board members and volunteers
- Provide short term volunteer opportunities to “touch” more people about your organization
- Use your website to attract donors
- Get active in the social scene – facebook, twitter, etc.

Finding donors, cont.

- Hold an event – collect names of people who attend by having them register, participate in a raffle, etc.
- Read the paper – good deed columns, etc. – see who is giving in your community
- Include your vendors – the people you do business with
- Target your constituency – if you are a church – your congregation, if you are a school your alumni, etc.
- 70% of Americans give donations, most give to 5-10 organizations each year – find people who are givers in your community

The 10 “Basics”

1. You don't get if you don't ask

- Asking can take many forms: “face to face,” mail, email, events, group meetings and many other possible ways.
- Being good at providing services and programs does not automatically get you donations. It helps but you still need to ASK.



Top 5 reasons why people give?

- To meet critical needs
- To give back by making society a better place
- A belief that those with more should help those with less
- To bring about a desired impact or result
- A request for \$\$\$ was made

#2. Connect to hearts and minds

- People are not going to make significant contributions to an organization that is of no interest and which they have no personal connection or feelings.
- Donors need to be educated. They need to “feel” the importance of what is being accomplished.
- Cultivation of relationships is important! FRIEND-RAISING = FUND-RAISING
- How do you do this? Focus on stories of how you help. Get media attention. Talk to people about the difference you are making – polish off your elevator pitch!

#3. Fundraising is both art and science.

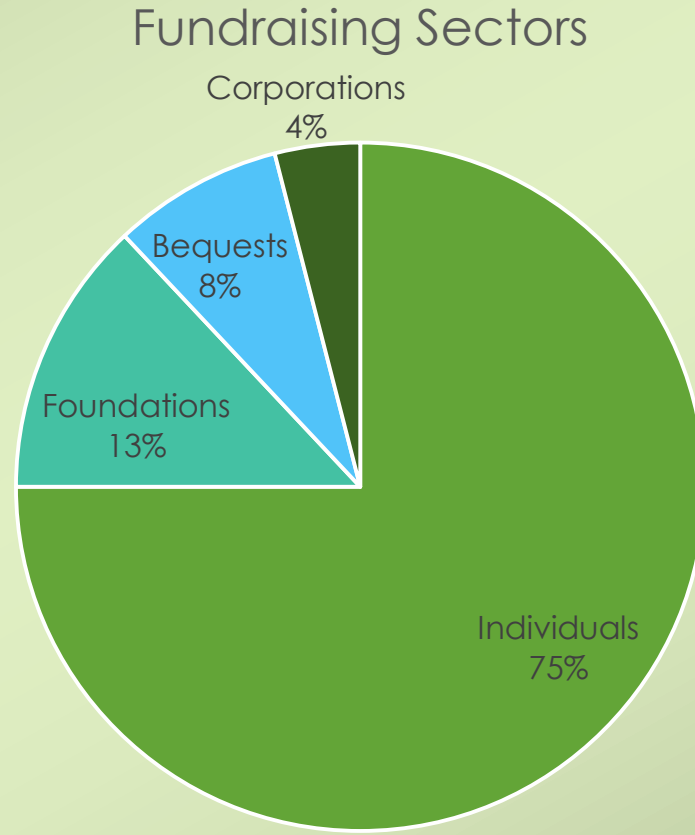
- The science: You need to know your state's guidelines when it comes to raising funds. Polish up on Tax Laws. Follow AFP's Code of Ethical Standards and the Donor Bill of Rights. Make sure you are providing tax receipts and that your accounting policies are in order.
- How to get funds? That is the art!
Relationships, developing fundraising plans, marketing, leadership, engagement and follow through.



The Donor Pyramid of Giving

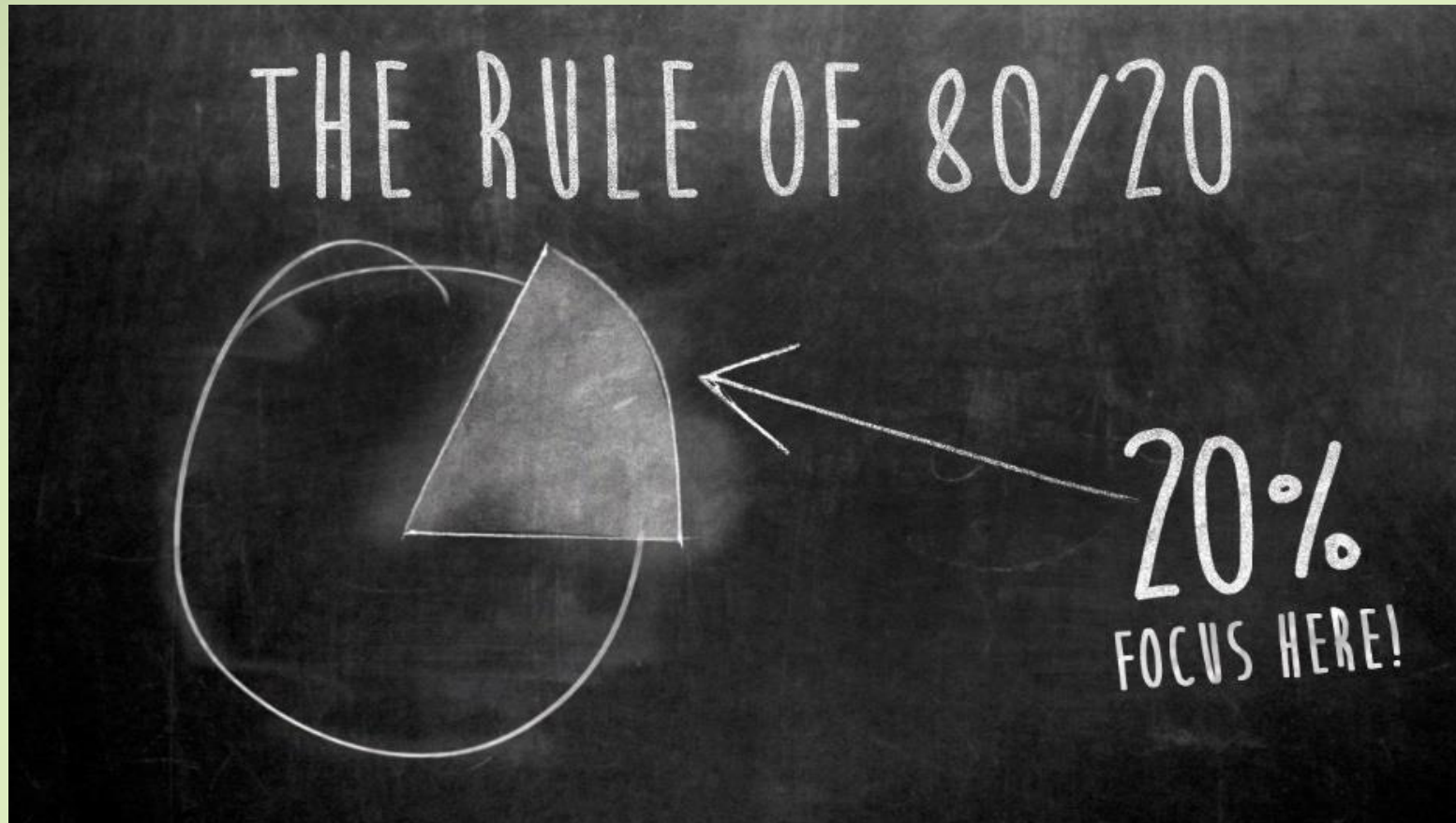


Where do the funds come from?



#4. The 80/20 or 90/10 rule applies.

- 80 to 90% of funds raised typically comes from 10 to 20% of donors. Most of us get the bulk of our donations from major gifts.



#5. If you fail to plan, you are planning to fail!

- Too often boards get caught up in getting funds right away. They make quick asks, unprepared.
- You need to make sure you are ready, researched and have systems in place. You need to be ready with your communications, marketing and have a well defined case of support.
- Make sure you focus on your donors not just the bottom line.
- Create a list of short term fundraising goals and long term fundraising goals that fit into your organizational picture.

What makes a good case for support? Answer these questions...

- Why?
- What?
- Why now?
- How much?
- What next? Call to action!

"When we talk about civil societies, we don't always include people with addiction and mental illness. How can we have a civil society if we don't treat these people with the same respect, and give them the same investment that we give to other illnesses."

Kelly Meighan
President, The T.B. Hoeghen Family Foundation, Transforming Lives Campaign Team Member

Sketch by Steve Swartz, Design Principal, CA

A Civil Society.

Take a walk through the CAMH facilities at 1001 Queen Street West. The halls are narrow and dark. The cinder block walls are cold and forbidding. The patient rooms are approximately 50% smaller than mental health patient room sizes recently approved by the Ontario Ministry of Health and Long-Term Care. And yet it is to this "architecture of despair" that our most sick and vulnerable people come to recover.

CAMH's bold new hospital will be home to the best care, research, education and health promotion anywhere in the world. It will become an integral part of the Queen Street West neighbourhood, rather than a fortress looming over it. Our redevelopment will play an important role in the renaissance of our city — bringing energy, excitement, economic prosperity and employment to the Queen West neighbourhood.

Once home of the Provincial Lunatic Asylum in the 1850s, the new CAMH will be a model to the world for reducing stigma and improving care through creative urban planning and architecture.

And it will be a tangible expression of the values of our civil society.

Open completion, the new CAMH will be an integral part of a revitalized and vibrant Queen West neighbourhood. The facilities' newly integrated architecture will be open to clients and residents alike, allowing visitors to experience parks, restaurants and gardens, and access to local in a dignified environment.

Tell your Story!

- Give people tours of your facility – let people see first hand what you are doing
- Show a powerful video about your organization – make sure the message, images and even music are compelling.
- Use testimonials from both your clients and your donors
- Use letters and photos! Give actual examples of your work if you can.



**What's
Your
Story?**

#6. Leadership sets the example

- Your leadership and Board of Directors need to show that they are also donors, to the best of their abilities.
- Full participation is probably more important than the dollars raised from leadership.
- Can't be do as I say not as I do.



#7. You cannot say thank you too much!

- How do you say thank you? Stewardship, public recognition, ongoing communications, personal thank you notes, member benefits, phone calls, token gifts, etc.
- Set levels... maybe every \$1,000 donor gets a call from the Director, every \$10,000 donor gets a thank you from several board members. All donors no matter what level gets thanked on time!
- Do something personal – send a picture, send a drawing/coloring, send a Valentine, send a Christmas card, etc.



#8. Donors expect and deserve a good return on their investment

- Treat your donors as stockholders.
- The more you can show they have made a good investment (or gift) the more likely they are to give again.
- Donors have knowledge at their fingertips with websites like Guidestar.
- Annual reports are excellent.



#9. Don't do anything you wouldn't want to read on the front page of the newspaper.

- Nonprofits must conduct themselves ethically.
- Challenges occur. Donors wanting special treatment, reporting, disclosures, personal conflicts, etc.



#10. Relationships are important

- Major prospects need attention. People give to people.
- LISTEN = SILENT Take the time to learn about your donors!
- The more donors know and feel comfortable the more they will give.
- Make giving easy for donors.
- Donors like to give to people they know.. use Board members, leadership and volunteers to help make asks.

Top 10 Fundraising Trends for 2014-2015

1. Donors are starting to trust again.
 - Trust levels went down during the recession. People lost trust in the government, the financial industry and even non-profits.
 - Donors want to know “How will you use my money?” Where will my money go?”
 - What should our strategy be?



#2. Major Donors See Gifts as an Investment

- Donors want to know that you are efficient and effective
- Donors can find out information on your non-profit through services like GuideStar
- What strategy should we use for our donors?



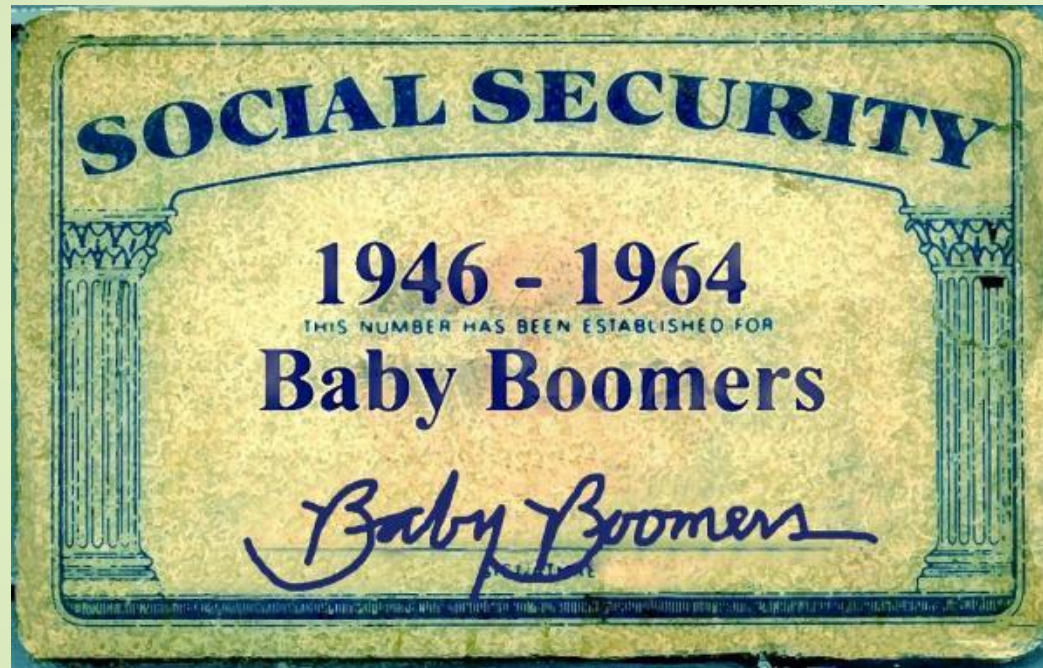
#3. Donors Want to See Your Financials

- Show your donors how much money you raised
- What projects you spent the money on
- What impact did you accomplish with the projects
- Make sure your financials are transparent – allow donors to see them if requested. Many major gift donors will want to see audited financials.



#4. Rise of the Boomers!

- The Boomers are the major donors of today. They are 34% of all donors and give 43% of all the money.
- How do you appeal to boomers? What can you do?



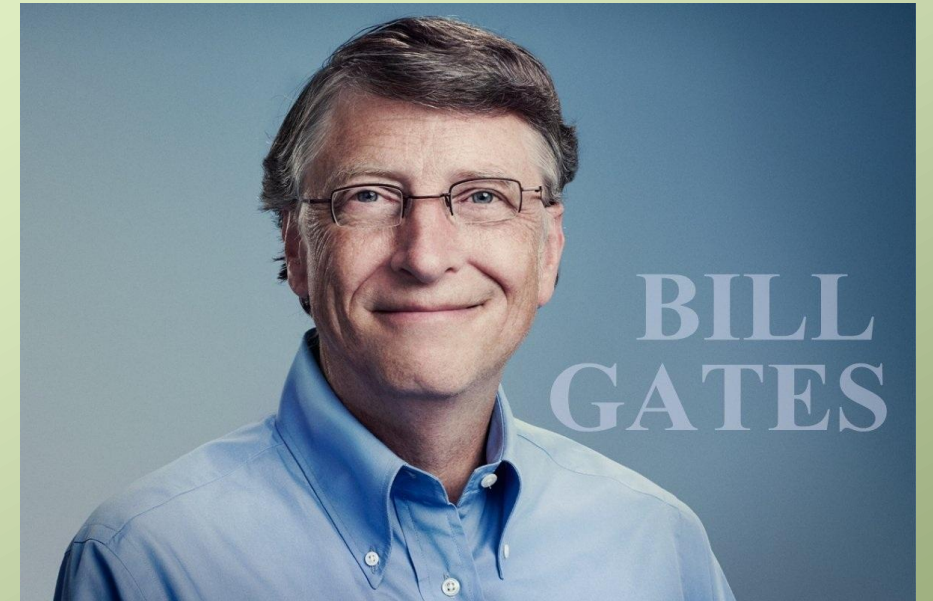
#5. Women are the #1 Donor Demographic

- 64% of all charitable gifts are made by women. (Huffington Post, June 2014)
- Boomers and Older Women are more likely to give and give more than their male counterparts
- 52% of women came into their marriages with assets equal to or larger than their partners (US Trust)
- Strategy?



#6. The MEGA Donor

- Mega gifts are back!
- The Chronicle of Philanthropy says that most mega gifts happen close to home. Do you know the millionaire next door?
- Keep your eyes open!
- Never stop trying to get the door open.



#7. Major Donors Who Volunteer Give Much, Much More

- 89% of high net worth individuals volunteer with non-profits
- Invite them to be on your board, focus group or ask them for advice
- Get them involved. Invite them to be a part of your planning process.

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#8. The Role of the Financial Advisor

- Donor-advised funds grew from \$38 billion in 2011 to \$45 billion in 2012.
- Befriend your financial planners, estate attorneys, CPA's and wealth advisors in your community. Do you send them mail? Invite them for a tour of your non-profit.
- Ask a financial advisor to be on your board.



#9. Big Data

- Big Data can watch thousands of donors and based on their activities, create customized experiences for them.
- It scores your donors in your file by how much they look like the major donors.
- What should we do?
- Clean up your database.
- Add as much data as possible about your donors interests and activities
- Services like Wealth Engine are becoming more popular

#10. Donors want a BIG IDEA!

- Share your big ideas and dreams. Donors want to feel like they can help you achieve something amazing!
- Use them to capture people's imagination. Donors might surprise you with what they come up with.
- Talk about how your idea will help shape your community and the world!



Questions?

- Thank you!
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