A little music and fun facts as you join our Webinar

• Ben Franklin was the first fundraiser in the US – raising money for both a hospital and a library in Philadelphia.

• YMCA led a campaign in 1905 where two innovative fundraisers – Charles Sumner Ward and Frank Pierce were the first to set a campaign deadline and goal, hire a publicist and enlist corporate support. They went on to lead campaigns throughout the world.

• Bishop William Lawrence, head of the Alumni Association at Harvard was the first to develop an appeal letter to alumni asking them to support salaries for professors – instead of a new building.

• Si Seymour perfected the campaign, setting gift tables and developing the “public phase of the campaign” for the War Chest during WW II, which later became the United Fund, then the United Way.

• Later, in the 1950’s Seymour led a legacy campaign for the YMCA which resulted in numerous bequests to Y’s all over the country.

These fundraisers raised millions – and never organized a single fundraising event!
A NEW AGE OF FUNDRAISING

Presented By:

Danosky & Associates
Consulting for Nonprofit and Business
Introductions

Presenter:
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About Today’s Seminar

• Housekeeping:
  • Everyone’s devices are muted to diminish background noise
  • You will receive a copy of the deck and a recording of this presentation
  • There are several polls we will be asking you, look for them as we go.
  • If you have a question or comments, please type them in the Q&A. We will try to get to as many as we can.
  • If I cannot answer your question during the webinar, please e-mail us at info@danosky.com and we will answer your question off-line.
Poll
How long have you been engaged in fundraising?

Q&A
How did you learn to raise money?
What is your role in your organization?
Fundraising – on the verge of collapse?

- Originally fundraising was about connecting donors with the cause.

- As fundraising became more professional, fundraisers created products to help the process.

- Fundraising became scalable; defraying costs for larger margins.

- Fundraising became mechanized in order to reach more people and fundraising became less personal.

- Fundraising became exclusively an activity to raise money, not a vehicle to connect donors without a cause.

- Donors rebelled and stopped renewing their gifts. And donor retention plummeted.
The Joy of Giving Reborn

• There is joy in being part of a shared experience, of making something happen, in being part of a larger community.

• As that community experience fades, so too does the joy.

• During COVID-19 that sense of community was reborn.

• And donors responded.
Before Fundraising Events

• Prior to events, fundraising was:
  • Segmenting your donors
  
  • Reaching out to them in various different ways before you asked
  
  • Targeting the asks at their interests
  
  • Researching major donors
  
  • Engaging boards in the process and supporting board members as they did the work.
  
  • Thanking donors as many times and in as many ways as we possibly could
The Move to Events

- Events became a thing
- 2000’s hit their stride
- Fund the Need filled donor’s immediate need for gratification and created a temporary sense of community
- Without follow-up, the donor dis-engaged and attended the next event
- Development staff moved from event to event with no time to develop or cultivate relationships
How many of you have become frustrated by the huge focus on events?

Please take our poll
Donors Choose their Charities

- Donor loyalty is diminishing
- Donors do not stop giving
- They stop giving to your organization
- Your organization holds more events
- More new donors; more donors dis-engage
Giving Stats

$427.71 Billion in 2019

GivingTuesday – 2019
• $511 Million!

GivingTuesdayNow – 2020
• $503 Million!
When equity markets dropped 40% during the Great Recession, charitable giving dropped 4 percent.

Some behaviors changed. Some donors didn’t want to commit to multi-year pledges, but were willing to make a first payment ...
Voice for Children

2009

- Goal: provide every foster child a volunteer court advocate
- 2009: Goal in jeopardy, 25% of their 36 staff members laid off
- Board committed to implementing serious development program
- Hired seasoned professional and staff.
- Focused on major gifts -

Today

- Budget of $6 million
- 73 employees
- Goal in tact

Voices for Children
A child heard. A life changed.
What are the Lessons Learned

• Have a vision and a goal people can believe in
• Invest in fundraising
• Boards – it is up to you to commit to this investment, understanding the data and what goes into fundraising
• Great fundraising is predicated on great relationships – which is where major donor support comes from
• Smaller donations are important, but only if you are able to build those relationships as well.

Life shrinks or expands in proportion to one’s courage.

~ Anais Nin
Poll for Seasoned Professionals

How are you spending your time?

• Consultants, seasoned professionals and those who teach fundraising all say the same thing.

• The more time you spend investing in donor relationships, the more sustainable money you will raise.
“A Crisis is a Terrible Thing to Waste”
Paul Romer

- There is an opportunity to re-imagine your fundraising
- You can take some time and assess what you are doing
- You can learn what is working well
- You can build the fundraising program you want – the one you know will raise more money

Even though, not a single one of us has chosen this... we all get to choose who we become after this is over
jill massura
START WITH YOUR VISION
What are you raising money for?

• Fundraising succeeds best when there is a vision?

• This is a time to focus on strategy.

• Think about the possibilities for the next 6-18-24 months

• Imagine and come to terms with multiple future scenarios
Share your success and your outcomes

• What does success look like?
  • Is it simply more people served?
  • Or is it more people having access to different opportunities and what did they do with those opportunities?
• What is different today than yesterday because of you?
• How can you tell your donors that you have made a difference?
Tell me a story

- Storytelling is in our DNA
- It is the most powerful way to share the difference you are making
- It allows donors to visualize the challenges and how, because of the work your donor has made possible – the world is different.
KNOW YOUR DONORS
Where the majority of funding came during COVID-19

- Corporate: 43.99%
- Foundation: 48.08%
- Individual: 64.96%
- Institutional, govt., etc.: 28.01%

Source: CAF America Survey Volume 2
Who are your donors?

- Analyze your donor base
  - What is a major donor in your organization?
  - How are you attracting donors?
  - How often do certain donors give to you?
  - What are they most likely to respond to?
  - What prompted a gift?
  - Did they return to your events?
    - How often? What did they give?

- Look at patterns and trends
  - Begin to segment donors relative to behavior
  - Understand what is working and what isn’t

80% of your funds come from 20% of your donors
Develop a strategy for each donor segment

Strategy means a plan for engagement; Not a tactic for asking

**Major Donors** - What will you do to fully engage and make your charity their premiere charity of choice? And what will you do to keep it that way?

**Mid-Level Donors** - What will you do for those who keep coming back to you, but are not at a major donor level – and may never be?

**Lapsed Donors** - What will you do to re-engage and show that you are worthy of their renewed support?

**New Donors** - What will you do to make them feel welcome and keep coming back to you?

**Legacy Donors** – How will you show your appreciation and inspire them to leave you in their wills?
Have a written plan for each segment of your donors and follow it regularly.

One size does NOT fit all.
TOOLS OF ENGAGEMENT

No Event!
What donors want from you

- Acknowledgement that the gift was received and you were pleased to get it. (92% said this was critical)

- Assurance the gift was “set to work” as intended

- Confidence that the purpose for which the gift was given is having the desired impact

Research conducted by Cygnus applied Research, Inc./Burk & Associates LTD.
What would happen if you did that?

- 87% would give again
- 64% would give more
- 74% would continue to give indefinitely

Noteworthy findings:

- 41% of people with a Will said they would give a portion to a charity IF asked. Only 9% list a charity in their Will.
- 71% of respondents said they have much more money to give but are holding back due to fundraising practices
Talk to Your Donors! Really talk ....

- Phone calls
- Zoom meetings – in groups or individually
- A meaningful e-mail to each donor
- Written letters saying how you used their money
- Text to check in or share similar observations

- And sometime, in the not too distant future, you will again be able to visit with your donors in person
Group Zoom Meetings

- Excellent way to engage multiple donors
- Keep it simple
- Invite up to 20 donors at a time
- CEO or Program Expert can present with Development Director acting as Host
- Keep it short, introduce the other donors and leave time for questions and comments. Always less than 45 minutes
- Repeat until nearly every donor has been able to participate
Virtual Events -- Maybe

Virtual events can draw current donors and new donors to your organization and create a sense of community.

- Virtual jazz ensemble around a meaningful theme
- An author or local celebrity can bring people together
- A nationally known speaker who can talk to the issues you address

Virtual fundraising events detract from your mission and your sustainable fundraising initiatives. Plus – the take time and cost money that could be better used on real donor engagement
Virtual Events tied to your mission

• Tied to your mission
• Expert Keynote Speakers
• Entertainment
• What’s your sweet spot?
• The people who come are the people who care about your mission
Re-Imagine Corporate Sponsors

- Programs
- Volunteers
- Outreach
- Videoconferences
- Virtual Events
Attracting New Donors

- Attract them with your mission
- Videoconferences on expertise
- Board member invitations
- Virtual event

Donors who attend an activity based on your mission are donors you will retain
Raise unrestricted funds and Communicate a sense of urgency

- Unrestricted revenue is like gold.
- Because of COVID-19 donors are understanding the importance of supporting operations – to keep their nonprofits afloat
  - Don’t blow this opportunity
  - Let your donors know how the funds were used and what they were able to do
- Urgency conveys that the funds are really needed
- Don’t communicate “emergency” unless it really is one – and few things really constitute a real emergency

Cash is King
THE DEVELOPMENT OFFICE OF THE FUTURE
Research

• To better understand your major donors, you will need to do more research than current offices are doing now
  • Build an electronic donor portfolio
  • Look at demographics, relationships, past work history
  • College, children, grandchildren
  • Awards, board service, areas of interest
• Build a dossier that you can refer to in the future
Engagement Officers

• Also – major gifts officer, development relationship managers,

• People whose job it is to meet with, develop relationships, engage the donors and understand the donor’s interest.

• Each Engagement Officer has a portfolio of 150-200 donors

• An Engagement Officer is expected to have a strategy and game plan for each donor
Stewardship Management

What is stewardship

• Donor stewardship is the process that occurs once a donor has given to your organization. ...
• Stewardship involves managing gifts as donors intended
• Updating donors on the progress and impact of their gifts
• Easing donors into the next cultivation process by keeping them involved with your organization.

How do you do it

• Stewardship management needs to rest somewhere in your organization.
  • One-person shop, it is a line fairly high up on the job description
  • Multiple-person shop, someone has to have accountability for building a stewardship program.
• Stewardship includes donor acknowledgement letters, communication with donors individually if warranted and as a group at least twice a year.
Digital Technology Management

- Technology will become increasingly important
- Donor database is an essential tool
  - Must have integrity
  - Must generate frequent reports
  - Must have skills and expertise
- Online giving platforms
- Social media that is relevant
- E-servers that can direct your message to your entire database or sub-sects
Artificial Intelligence – emerging potential

It’s all about your donors …

• Target the right amount to ask for
• Reach more donors in a way more appropriate for the donor
• Direct your message specifically to the donor’s interest

• Here’s some of what you can do
  • Automate routine tasks
  • Have routine chats with individuals who visit your website frequently
  • Sift through massive amounts of data, not only in your own database but throughout the web, to target asks, interests, wealth indicators and more
  • Do in-house research on patients, alumni, patrons
What Will be the Role of the Board

Hopefully, better than it is now!

• Boards can and should play the role they have always been meant to play:
  • Introduce new potential donors to the organization
  • Help the development staff cultivate the donors you have
  • Steward a few major donors to create a mutual benefit

• To the staff leading the fundraising effort – provide them with the tools and watch the magic happen.
The Opportunity Before Us

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<thead>
<tr>
<th>What you don’t need</th>
<th>What you do need</th>
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<tr>
<td>• Multiple, recurring physical events</td>
<td>• A vision of what you will do</td>
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<td>• Events that provide a buffer to real connections with your donors</td>
<td>• Data that illustrates that</td>
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<tr>
<td>• Virtual “fundraising events” that ask donors to buy something instead of just supporting you.</td>
<td>• Stories to share</td>
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<td>• Gimmicks of any kind</td>
<td>• Outcomes that show success</td>
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<td>• A commitment to engage with your donors</td>
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<td>• A journey that both donors and your organization can do together</td>
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“If there is a silver lining to all of this, it’s that nonprofits have the opportunity right now to have more meaningful conversations with their donors”
The future belongs to those who prepare for it today
Danosky & Associates helps non-profit organizations build the capacity to move their strategic vision forward with a solid foundation and an army of support behind them.

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