

"Raising More Money with Fewer People – What You Can Do to Make a Difference"

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Develop a Fundraising Plan

- Set goals based on your organization's budget
- Determine how much do you need to raise
- Divide your fundraising between
 - Major Donor Solicitations
 - Annual Giving/Appeals
 - Events
 - Grant writing
- Don't depend on Planned Giving to support budget – best used to establish a reserve or endowment fund

Engage your Board for Greater Impact

- Build a board that is **connected, committed, capable**
- Board members should be able to help you
 - Identify
 - Solicit
 - Thank
- Make fundraising a board expectation
 - Every board member must contribute annually
 - Make the organization one of their top three giving priorities
 - Make a contribution that is generous in their household

Pareto's Principle or the 80/20 Rule

Roughly 20% of the invested input is responsible for 80% of the resulting output in any situation — Vilfredo Pareto (1906)

- Spend 80% of your time on 20% of your donors
 - 80% of your donations will come from 20% of your donors
 - Remember that 80% of all donations come from individuals NOT corporations
- Spend time Identifying and meeting with your largest and most loyal donors (top 10 – 20%)
- Talk 20% of the time and LISTEN 80% of the time!

Have the right systems in place

- A CRM “customer relationship management” system is NOT optional
 - An excel or access spreadsheet is not enough
 - Don’t create your own system – many affordable systems available
 - Let the system work for you (segmentation, etc.)
- Track EVERYTHING in your CRM
 - Donor meetings and communications
 - Family connections
 - Passions, interests, hobbies
- Your memory may be great, but do it for the person who follows you

Focus on Donor Retention

- It is more expensive to **acquire** new donors than to keep existing donors.
- According to AFP research, over 70% of people who give to an organization never make another contribution.
- The way you thank donors matters
 - **Promptly** and **personally**
 - Tell them how the gift **impacted lives**
 - Give the **DONOR** credit for the accomplishments of the organization
 - A donor thanked by a **board member** is 40% more likely to give again and more likely to follow up with a larger donation (Penelope Burke research)

Focus on Donor Retention

- Donors who give over multiple years are likely to increase their giving
- Donors who give for multiple years are more fully “engaged”
- Do creative things that make your donors feel “special”
- Donors who give long-term are your best Planned Giving prospects

Calculate donor retention: # donors in a Year 1

of donors *from the same pool* who gave in Year 2

Divide Year 2 # by Year 1# = Donor Retention Rate (%)

Schedule time for face-to-face calls

- Ask how the donor wants to communicate
 - Confirm that they want to see you periodically
- Easy to let the “small tasks” take over
- Remember to document the calls
 - Note interests, activities, family connections
- Keep them informed about the impact of previous donations
- Lay the foundation for future “asks”
- Ask for advice!
- Ask who else you should be talking to

Be strategic with events

- Four per year works for me
 - One per season
 - Can target different audiences
 - Engage a committee – don't do it alone!
 - Major donors who volunteer give much, much more!
- Events are good way to engage new donors
 - Friend raising and fundraising
 - Easy to “touch” multiple donors
 - Make sure your board is also “working” the crowd!

Be strategic about soliciting businesses

- Make a list of local businesses who:
 - Give to organizations similar to yours
 - Have a connection to someone at your nonprofit
 - Are located in your “neighborhood”
 - Your organization has done business with
 - Have a natural connection to your mission
 - Generally supportive of the community
 - Have an employee giving or volunteer program
 - Share your values

Be strategic about the grants you submit

- Set priorities and stick to them
- Develop a template
- Only submit grants you have a good likelihood of winning
- Develop an annual calendar with deadlines and reminders
- Have someone who is not part of the process review

Use Your Time Wisely

- **Develop a Fundraising Plan**
- **Engage your Board**
- **Have the right systems in place**
- **Focus on Donor Retention**
- **Schedule time for face-to-face calls**
- **Be strategic with events**
- **Be strategic about soliciting businesses**
- **Be strategic about the grants you submit**

Thank you!

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