

# Welcome!

# Today's Topic

*Common Cent\$ Fundraising for Nonprofits*

# Common Cents\$ Fundraising For Nonprofits

**Cecily Harris, MBA**  
**Nonprofit and Government Strategic Planning  
and Fundraising Services**  
**<https://www.linkedin.com/cecily-harris-73a2b714/>**

# Poll #1

## Who's on Zoom today?

- Professional Fundraisers (Executive or Development Directors)
- Board of Director or other Volunteer Fundraiser
- Consulting Fundraisers
- Other

# Fundraising Truisms – Chestnuts to Heed

*People do not give to causes. People give to people with causes.*

*The principal reason people don't give – They're not asked to give.*

*Be prepared to hear a “no” as the first response. Is it a maybe or a definite no?  
Ask again. Generally the third “no” is the one that packs meaning.*

*The solicitation isn't completed until you close with an ask.*

*Fundraisers need to get over being embarrassed by a “No.” Every donor has the right to decline to make a gift.*

*Make your own gift before you ask.*

*Honor the donor by asking at the right level – at the level of the donor's perception of his/her own ability to give.*

*Effective solicitation is the right person soliciting the right prospect for the right gift at the right time.*

*Effective Solicitation is 50% listening and 50% talking.*

# What You Need to Know

## What's in a Case Statement or Elevator Speech?

- Know your Organizations Story
- Know Your Organizations Core Values
- Know Your Organizations Real Needs
- Know Your Plan
- Know Who You Know
- Know the Rules of Friendship

# Poll #2

**What are some ways to meet new potential individual donors?**

- Board or Key Volunteer Introductions
- Attend fundraisers of other nonprofit organizations.
- Attend community events or gatherings
- Existing Organizations Events and Programs.
- Other

# Matchmaking Approaches

## **Matchmaking is Introducing People to your Organization**

- Meeting One on One
- Meeting at Informal House, Organization or Office Parties
- Meeting at Organized Group Events



# Test for Readiness

Prospect Research

Data Collection Techniques

Evaluation of Gift Potential

Contract Services – Wealth Engine and Donor Perfect

Prospect Identification and Evaluation

# Why Do People Give?

## Although Obvious – Let's Not Forget!

- Because they were asked!
- Interest
- Involvement
- Tradition

# Effectiveness of Solicitors

## Who are the typical People who might ask for a Donation?

- Peer to Peer
  - Single or Team Solicitation
- Proportional Asker
- Institutional Asker
  - Staff
  - Board and Staff

# Process of Asking

## Four Required Steps for Success

- Opening
- Involvement
- Presentation
- Close

# Poll #3

## How do you thank your individual donors?

- Letter
- Email – Computer Generated or Personalized
- Phone Call
- Website
- Annual Report

# Seven Thank You's in Year One

- 1) Immediate computer generated acknowledgement
- 2) Follow up personalized e-letter or letter or card
- 3) Subscription to newsletter (i.e. "gift")
- 4) Invitation to programs, activities, or events
- 5) Invitation to Volunteer
- 6) Invitation to programs, activities, or events
- 7) Personalized Special Solicitation or Year End Solicitation

# Basic Fundraising Plan

## **Build a Case**

Fundraising Truisms  
What You Need To Knows

## **Identify Key Donors**

Matchmaking Approaches  
Test for Readiness  
Why Do People Give

## **Plan your Cultivation and Solicitation Activities**

Effectiveness of Solicitors  
Process of Asking in Four Parts  
Seven Thank You's in Year One

# Resources

- **Association of Fundraising Professionals – Minnesota Chapter**

<https://www.afpminnesota.org/home>

- **Minnesota Council of Nonprofits**

<https://www.minnesotanonprofits.org>

- **Propel Nonprofits**

[www.propelnonprofits.org](http://www.propelnonprofits.org)

- **St Croix Valley Foundation**

<https://www.scvfoundation.org>



# Questions?

# Thank you!