

# Welcome!



# Today's Topic

#### Common Cent\$ Fundraising for Nonprofits



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#### 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

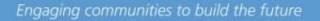
Prospect Identification and Evaluation



### 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

• St Croix Valley Foundation

https://www.scvfoundation.org



## Questions?

# Thank you!