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!