Build It and They Will . . . . Donate

LSTEN/PATH Region 8 Conference

August 7, 2016

1. Building Your Fundraising Program
	1. Fundraising Today
	2. Fundraising in Your Center
	3. Fundraising Tomorrow
2. Fundraising Today
	1. Definition of Fundraising

Fundraising or fund raising (also known as "development") is the process of gathering voluntary contributions of money or other [**resources**](https://en.wikipedia.org/wiki/Resources), by requesting donations from individuals, businesses, charitable foundations, or governmental agencies.

* 1. What are some broad categories of fundraising?
		1. Estate Planning
		2. Gifts in Kind
		3. Mega Gift/Influential Giving
		4. Events
		5. Membership/Subscription Giving
		6. Grants
		7. Small/Mid Level Giving
		8. Begging
	2. Methods to do **Small** to **Mid Level** Giving
		1. Peer to Peer
			1. a method of fundraising that **leverages** your supporters to fundraise on your behalf.
			2. Utilizes existing donors’ **networks** and encourages supporters to reach out to their peers, friends, coworkers, and family members for donations.
		2. Crowdfunding

Utilizes Social Capabilities of the Internet to connect people with like-minded **interests** and help fund **projects** and **causes** they care about.

* + 1. Membership/Subscription Giving Programs
			1. An **informal** membership program is a practical way to integrate supporters or subscribers into the organization.
			2. Usually for a **fee**, members receive **benefits** such as newsletters, discounts on resources, priority registration for workshops, and free admission to events.
			3. These members have no say in the **running** or **governing** of the organization.
			4. They are normally interested in its **mission** and find the benefit package useful.
			5. This type of a membership program does not need to be defined in the **official** documents of the organization.
		2. One Time Gifts
1. Fundraising in Your Center
	1. Make a Fundraising **Plan**
		1. Doesn’t have to be long
		2. **2-3** pages to start
		3. What gets measured gets **done**
		4. Parts of the Fundraising plan
			1. The **Why**
				1. This is the **heart** of the fundraising plan.
				2. Build a strong case for support by first asking “WHY”?

Why are you raising funds?

Why should people give funds to you?

Why do you **exist**?

Why is your organization a good social investment organization?

Why is your organization **necessary** to enrich, engage, and enliven your community?

Why **support** this organization NOW?

Why do you need an investment TODAY?

Why is your organization poised at this very moment to deliver and implement **solutions** to complex problems?

What **Outcomes** can we expect from our partnership?

What long-term effects will emerge thanks to an immediate investment?

* + - 1. The **GOAL**
				1. Why are you raising funds?
				2. The goal of your fundraising

How **much** do you want to raise?

Increase current levels by a % or set amount

Raise enough for a specific project

* + - * 1. This is the **dollar** of your plan
			1. The **HOW**
				1. The **method** of how you are going to raise the funds
				2. This is the **logic** part of the plan
			2. The **TIME**
				1. It may be the **time** from start to finish or it may be for an annual timeline
				2. What are you going to do **when**
	1. Create an **Environment** of Giving
		1. **100%** Giving among your board member
			1. How **much** doesn’t matter, just that they **do** give
		2. Get volunteers, participants, and families **involved**
			1. **Amount** doesn’t matter, just that they **give**
			2. You are only limited by your imagination in creating ways to involve volunteers, staff, participants, and their families.
		3. Make it part of your center environment
			1. Signs posted
			2. On all brochures, posters, fliers
		4. Make it **Easy**
			1. Website
			2. Donate Online
		5. Donor **Retention**
			1. Software for Donor Management
			2. Relationship Development
		6. Trends in Fundraising
			1. Kai Zen is Japanese for “Good Change” meaning **constant** improvement
			2. **Individuals** continue to be the significant portion of donated funds.

In 2013

* + - * + 72% -Individuals
				+ 15% - Foundations
				+ 8% - Bequests
				+ 5% - Corporations
				+ 2016 indicators show it is still greater than 70%
			1. The more **engaged** a donor is, the more they tend to give
			2. We are on the cusp of a massive transition in our donor base as the largest generational transfer of wealth in history begins
				1. Greatest Generation (aka Bob Hope Generation) are in their twilight years
				2. Baby Boomers are passing their activism to Generation X’ers
				3. 34% of all Donors giving 43% of all funds
				4. GenXers are reluctant leaders in giving
				5. Millennials are chomping at the bit to assert themselves philanthropically but their lives are in such chaos that it is tough to focus on giving
			3. In an environment of massive change and magical technology, limitless data, instant celebrity, and prompt obscurity, what matters more than ever is simply **impact**.
			4. **Data** – the importance continues to increase for tracking, managing, and learning from data
			5. Donors are educated by and acclimated by the mass **personalization** available to them from sites such as Netflix, Amazon, and Apple
			6. Social Media is maturing and becoming de facto standard for **communication**
			7. Non Profits must be able to adjust **quickly** to changes in the economic, geopolitical, generational, technological, and business trends in our world.
			8. #GivingTuesday
				1. Comes after Black Friday and Cyber Monday
				2. 2014 giving on #GivingTuesday increased 63% over 2013
			9. Donors are returning to pre recession giving habits, offering increased support for causes such as arts, education, and environment. Trust is being **rebuilt**.
			10. 2016 Giving Climate may be **challenging** with global economic worries and what looks to be an intense election year with a focus on politicized giving.
			11. **Increase** in Recurring Giving
				1. Recurring donors give 42% more than one time donors in a given year
				2. 80% more retention
			12. Major Donors see their gifts as investments to achieve **good**. They want to know that you are efficient and effective.
			13. Donors overall want to know how their gift is used to directly **impact** others.
			14. Women are the **#1** donor demographic
				1. 64% of all charitable gifts are given by women
				2. 52% of all women come to marriage with equal or greater assets than their partners
			15. Mega Gifts are back as the recession based caution is **loosening**
			16. Major donors who volunteer give much more
				1. **80%** of high network individuals volunteer with non profits
			17. Internet of **Things** (IoT)
				1. Connect as many everyday objects to the internet allowing them to quantify and send data, whatever that data may be
				2. RFID technology
				3. Watches, doors, roads, coffee makers, cash regsiters, cameras, etc.
			18. Technology
				1. Data
				2. Automation
				3. People
				4. Mobilization – smart phone apps

Smart Phone Usage 190 Million in 2015; 207 Million in 2016

* + - * 1. In the Cloud
1. Questions?