

Week Seven: Fundraising

- Special Events
- Personal Solicitation
- Telephone Solicitation
- Internet Solicitation



Special Events

- The process of using sports, arts, entertainment, festivals, fairs, auctions, and other gatherings of people to generate revenue.
- Functions of special events:
 - Generate revenue
 - Enhance reputation
 - Generate interest
 - Educate individuals
 - Generate publicity
 - Gain donors who normally wouldn't contribute
 - Foster social unity

Special Event Planning

- Consider
 - Fit with organization image
 - Timing
 - Energy required
 - Front money
 - Repeatability
 - Revenue potential (Break even analysis)

Types of Special Events

EVENTS

Examples:

<http://www.worldmsday.org/wordpress/2010/06/15/raising-money-for-ms-a-concert-and-a-cake-in-the-czech-republic/>

- Luncheons/dinners/auctions
- Musical or Theatrical Performances
- Sports tournaments
- Dances
- Festivals
- Trivia Nights

Special Event Planning

- It's all in the details!
 - Date and site
 - Budget
 - Timeline
 - Event leadership
 - Management structure
 - Sponsorships
 - Invitation lists
 - Printed materials
 - Public relations
 - Financial oversight
 - Record-keeping
 - Holding the event
 - Post-event activities
 - Murphy's law



Personal Solicitation

- Most effective way (and perhaps only way) to generate large gifts
- Close relationships are critical
- Who should solicit?
 - Represent organization
 - Known to prospect
 - Status equivalent

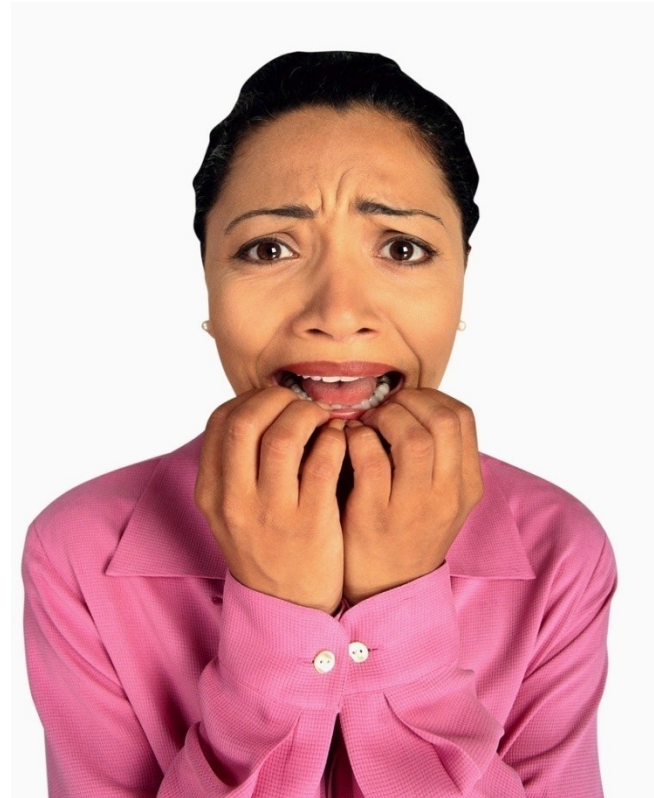


Question for Discussion

- Why Do Some People Like To Ask/
While Most People Hate To Ask?

What are you afraid of?

- Failure
- Embarrassment
- Alienation
- Obligation
- REJECTION



How can it be fun?

- Passion for the mission
- Positive interactions
- Joy of victory
- Peer recognition

Keys to Successful Personal Solicitation

- Attainable goal
- Solicitor makes gift first
- Solicitor is familiar with prospect and his interests
- Solicitation in person
- Teams used to strengthen the visit
- Case materials are used
- Solicitor listens and responds to questions
- Specific amount asked for
- Follow-up

Make the Case

- Introduce the cause/need
- Explain your interest and commitment
- Describe the organization and how it meets the need
- Explain need for and use of funds

Make the Ask

- Ask them to join you in support
- Ask for a specific amount
- Deal with (and be prepared for) “no”/delay in “no”
- Negotiate appropriate amount
- Accept and express appreciation

Practicing the ask

- Break into teams of two
- Each team drafts and role plays both:
 - 30 second conversation to engage a co-worker
 - A formal “ask” meeting requesting a \$15,000 gift from a fictitious (or real) donor/prospect who you know has the financial resources to give!

Asking for A Gift

- Levels of effectiveness (Best to worst)
 - Peer asking peer face to face
 - Non-peer/staff asking face to face
 - Peer asking peer via telephone
 - Non-peer/staff asking via telephone
 - Personalized customized letter
 - Personalized customized email
 - Bulk Mailing

Attitudes Needed for Successful Fundraising

- Unshakable conviction in the value of your organization
- Belief that people are willing to give
- Belief that, even in bad times, wealth exists in your community
- Willingness to step outside your comfort zone
- Resistance to tin-cup mentality



Know what you are asking for and why

- Mission and goals
- Organization's values
- Use of funds
- Results of gift
- Track record of organization

Important Rules of Thumb

- The best gifts are win-win propositions
 - Have donors thank YOU
- People tend to repeat pleasurable experiences and avoid painful ones
 - Help donors to enjoy their gift
- How you acknowledge the last gift determines whether you get the next
- Never beg – create partnerships
- Good planning precedes good fund-raising
 - The \$10,000 question – what are they able to give?

Telephone Solicitation



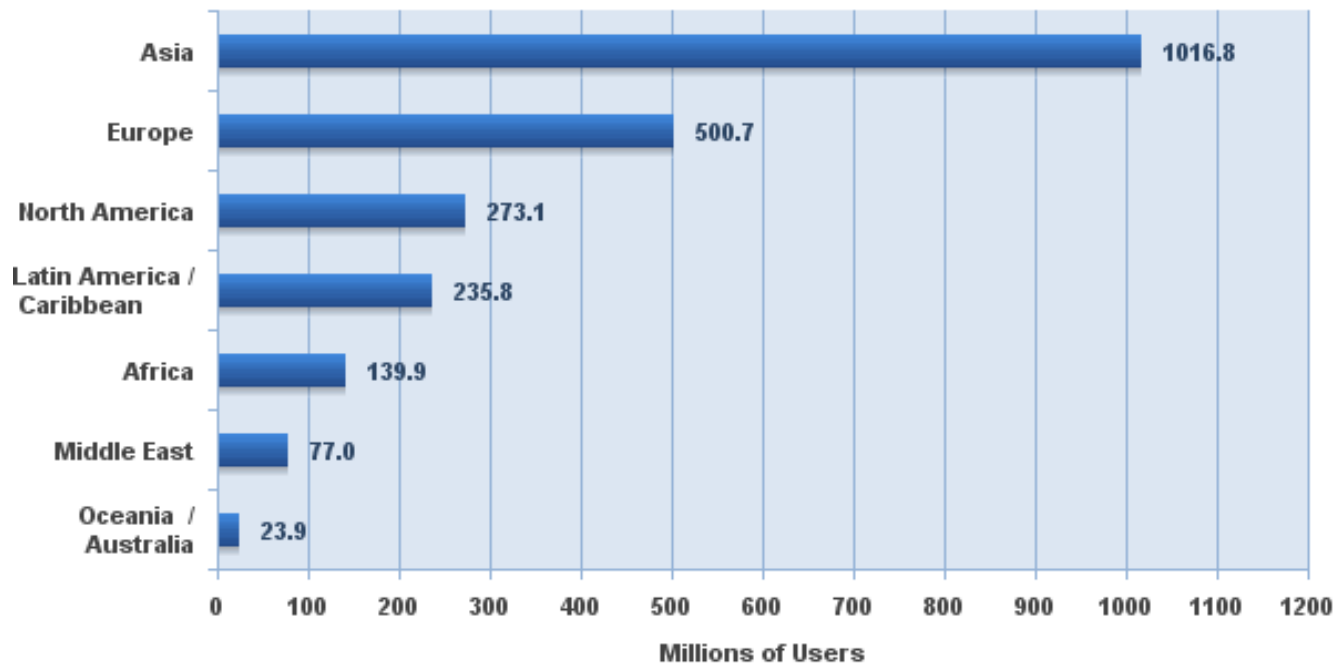
- Fit with image/goals
- Expense and yield
- Timing
- Details
 - Volunteer or paid support
 - Phonathons
 - Arming reps with facts
 - How to overcome objections

Fundraising on the Internet

- Reach
- Passive vs. active involvement
- Types
 - Membership fundraising
 - E-mail fundraising
 - Large gifts on-line
 - Pledging on-line
 - Merchandise sales
 - Auctions

Internet Usage 2011

Internet Users in the World by Geographic Regions - 2011



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Estimated Internet users are 2,267,233,742 on December 31, 2011
Copyright © 2012, Miniwatts Marketing Group

Planning: Ingredients...

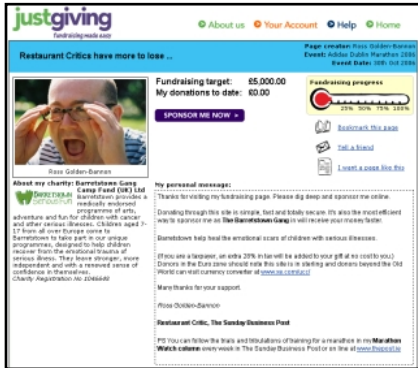
Website/Email



+ Online Donation Processing Vendor



+ Donation Pages



+ Supporter List



- Calendar of Appeals...

Planning: Donation Pages

- Customized for your campaign
- Ask for lots of information
 - Require only what's necessary
 - Pre-populate fields, if possible
- Keep copy short and sweet

Planning: Donation Processor

- Vendors process donations for you, take cut of amount processed (2%-5%)
- Many options:
 - Paypal
 - Google Checkout
 - eTapestry
 - Groundspring

Planning: Know Your Supporters

- Have an active, engaged list of supporters
- Know who they are
- Know what they are interested in
- Know why they signed up - that issue is what they'll give \$\$ to

Planning: Calendar of Appeals

Sample Online Calendar											
2007 Online Schedule											
KICKOFF	LAUNCH DATE	GOALS				PROJECT	AUDIENCE	THEME / CREATIVE / CONTENTS	QUANTITY	RESPONSE RATE	AVG GIFT
		Names	\$\$\$	Action	Good will						
January 2007											
								(retainer)			
12/26/06	1/16/07		X			Supporter Drive Msg 1	Full list, segmented	January is our Supporter Drive!	95,000	0.45%	\$ 40
1/2/06	1/23/06		X			Supporter Drive Msg 2	Full list, segmented	Supporter Drive Follow-up	95,000	0.70%	\$ 40
1/3/06	1/31/06		X			Supporter Drive Msg 3	Full list, segmented	Last chance!	95,000	0.55%	\$ 40
								MISCELLANEOUS WEB REVENUE			
								Monthly Total:			
February 2007											
								(retainer)			
1/15/07	2/5/07				X	Supporter Drive Msg 4	Supporters	Thankyou to donors who helped us reach our Jan. Supporter Drive			
1/30/07	2/20/07	X	X	X		Testing strategy and implementation of 2 tests	Internal	Would include: - 2 A/B tests of different sub.s - Would repeat each test 3 times			
								MISCELLANEOUS WEB REVENUE			
								Monthly Total:			
March 2007											
2/8/07	3/1/07		X			Monthly giving strategy memo & recommendations	Internal	Recommendations for FY 07 and beyond			
2/13/07	3/6/07		X			Monthly donor appeal	Full list, segmented	TBD	98,000	0.07%	\$ 10
								MISCELLANEOUS WEB REVENUE			
								Monthly Total:			
April 2007											
								(retainer)			

Online Fundraising Math

If you want to generate 10 gifts...

1,000 people must receive your email

250 must read it
(`open`)

50 must click donate (`click-
thru`)

Average response rate to fundraising
messaging [for NPOs] = 3%

Preparing for Success: The Website

- ✓ Is it up to date? (programs, events, services)
- ✓ Do you tell people what you want them to DO?
Over and over again?
- ✓ Good, clean writing?
- ✓ Easy to navigate?
- ✓ Does everything actually work?
- ✓ Opportunities for dialogue, engagement?
- ✓ Quick and easy email signup?
- ✓ Is it compelling
- ✓ \$Transparency?
(how is \$ spent? privacy policy?)

Preparing for Success: The List

A good list is key to successful online fundraising.

A good list:

- ✓ is large and responsive
- ✓ receives steady stream of trusted and relevant communications
- ✓ has opportunities for meaningful online engagement -- other than giving \$\$

Size Matters: List Building

- Bring your off-line donors on-line: Collect e-mail addresses vigorously!
- Conduct engagement campaigns (issues, advocacy, etc.)
- Do fun stuff to create interest (Flash, quizzes, e-cards, contests, etc.)
- Buy names and internet addresses (carefully!)

Preparing for Success: The Copy

- Keep it short
- Make it engaging
- Get right to the point
- Be specific
- Be relevant
 - Timing (send it after a big disaster)
 - Topic (target email to portions of your list who you know are interested in saving the banana slug)
- **Have a good ask** (the best writing won't save a bad idea)

Successful on-line fundraising campaigns

It gets opened *Think subject lines & timing*

It gets noticed *Think creative & design*

It's concise *Think scan-ability, length, and getting to the point*

It converts *Think specificity, transparency*

It minds its manners *Think thank you pages and follow-up*

Why it must be Creative..... **Your Donor's Inbox**



**America's
Second Harvest**



FREE LUNCH **4 KIDS**

[LEARN MORE ABOUT HUNGER >>](#)

Welcome! Here's where you can help provide a FREE LUNCH to a hungry child! In honor of National Hunger Awareness Day (June 5th), Quaker will donate \$1.00 for every time a person participates in this campaign, up to a total of \$20,000. This will help America's Second Harvest provide 220,000 lunches to hungry children and their families all across America. Did you know that \$1.00 provides more than 10 lunches? That's over three meals a day for three kids! All with one click.

1

[Why we ask for your name]

2 [click on the bag!](#)

\$1.00 will be donated in your name!

**HELP FEED
3 KIDS
1 DAY
1 CLICK
FREE**



GO



Quaker and its parent company PepsiCo are proud to support America's Second Harvest with donations of food, finances, and volunteer time. For Quaker, support of local communities is simply a way of doing business.

Here's how we do it ...

1 America's Second Harvest establishes and develops partnerships with:
Food & Grocery Donors
Growers, Processors, Retailers, Manufacturers, Wholesalers & Restaurants ... and encourages them to donate, not dump.



**Food & Groceries
Donated**

America's Second Harvest moves donated food and groceries to where they are needed most.

2

Every \$1 = 28 pounds



3 Network food banks and food-rescue organizations ensure safe storage and distribute groceries to local charities.



Donations are given to people in need at:

Food pantries
Soup kitchens
Kids Cafes
Senior centers
Homeless shelters
Community Kitchens
Youth programs



[> Learn More About A2H!](#)

Review

- Special Events
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