

**“The Art of Fundraising”  
Or  
“What to Do BEFORE You Start  
Fundraising”**

Celeste Land, LWVFA  
2019 Leadership Training  
Workshop  
September 14, 2019

# Introduction

- Why Me?



- 26 years in nonprofit sector
- Over 20 years with volunteer-based, unstaffed, and grassroots nonprofits
- 10 years as grantmaker

# Why Fundraise NOW?

- Additional resources needed to build capacity and programming
- Old strategies are no longer working
- Stakes are high



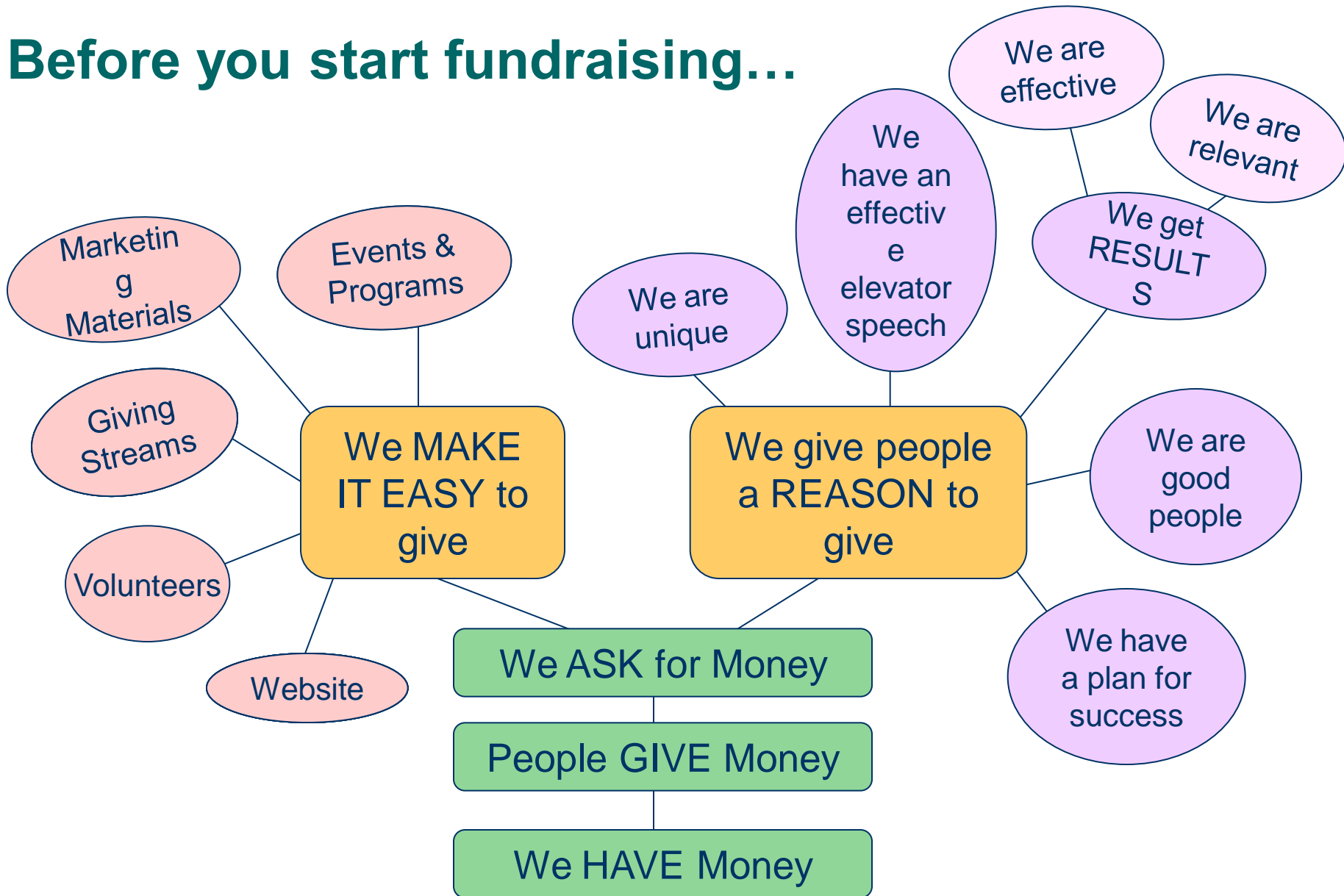
# Fundraising Is Easy....Right?

We ASK for money

People GIVE us money

We HAVE money

# Before you start fundraising...



# Before You Get Started Fundraising....

- TAKE STOCK of Your Current Situation
- Understand How Donors THINK
- Make Giving EASY
- Give People a REASON to Give



# Taking Stock



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- Your fundraising culture
- Your financial wish list
- Your current donors and funding sources
- Your donor appreciation strategy

# Financially Healthy Nonprofits Have a Healthy Fundraising Culture

- Outward-faced fundraising
- A culture of abundance
- Fundraising is integrated into every decision and every event
- Volunteers have a positive, constructive attitude about money and fundraising
- Is this YOUR organization?





# How Much Money Do You NEED?

- What's in your FINANCIAL WISH LIST?
- Include **every** thing, person, and resource that you don't already have.
- Calculate approximate cost of each item



# What Are Your Funding PRIORITIES?

Examples:

- Our top three funding priorities are...
- Our one year/three year/five year funding plan....
- This is what we will do with the first thousand dollars we raise....the first five thousand dollars...



# Do You Have a WINDFALL Strategy?

- If someone gives us a windfall, this is what we'll do...



# Don't Forget to Identify Your “Walkie Talkie” Problems

- Administrative/Operational Problems
- Small, Annoying, Unglamorous
- Impact on Morale

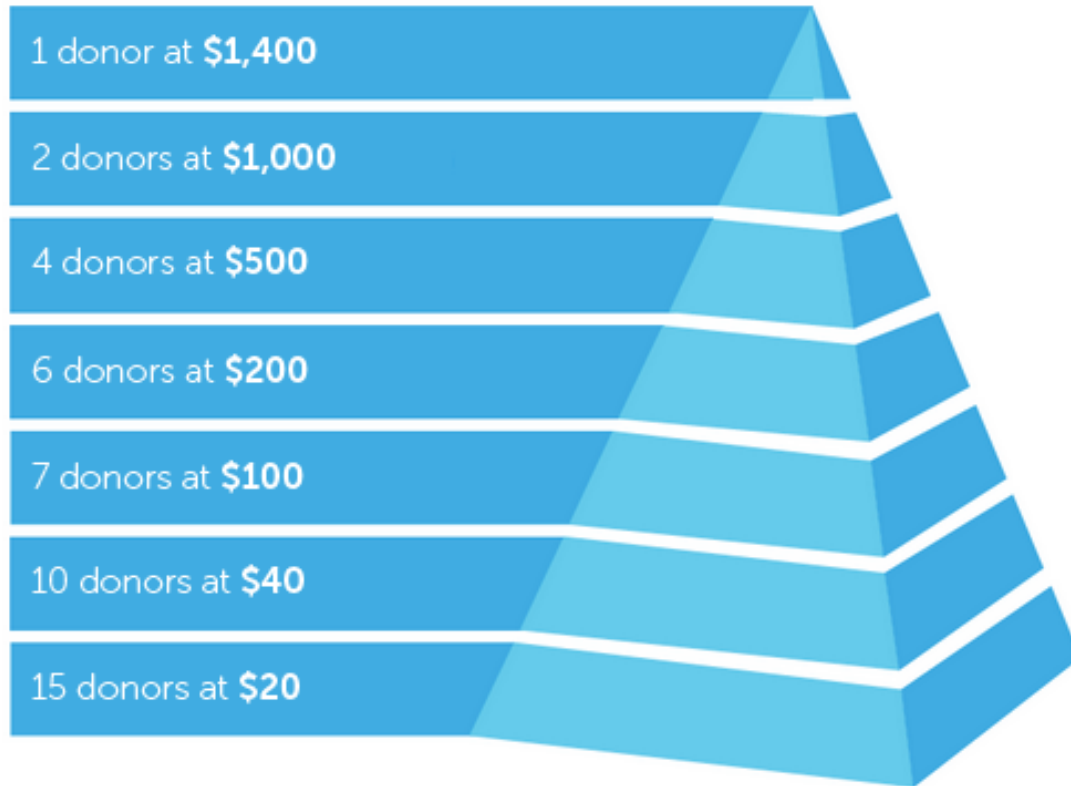


# Do You Have a Donor Database?

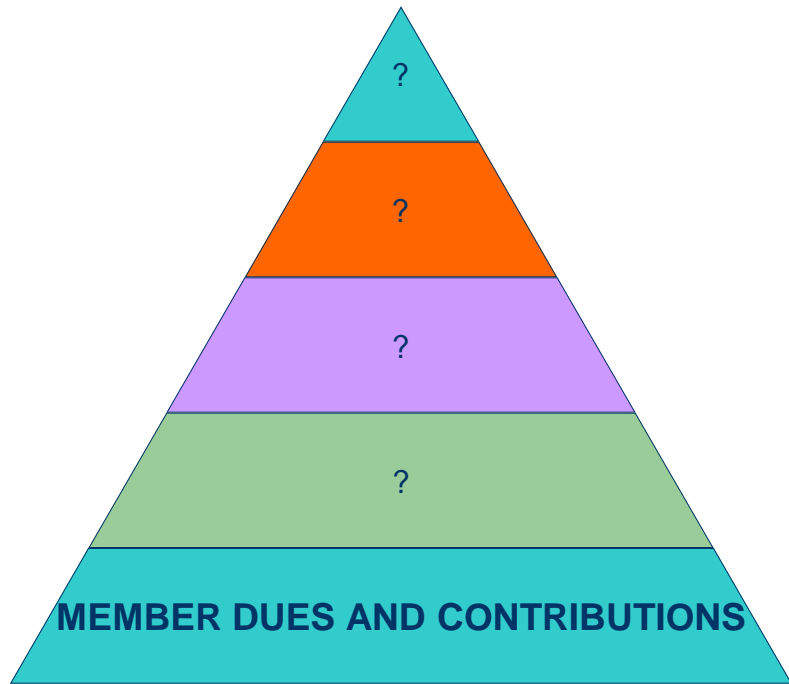
- Who is currently donating, and how much?



# Look for Donor Patterns



# What Are Your Current Funding Sources?



- Do you have a “donor pyramid” or just a foundation?

# A Better Funding Model?





# Donor Appreciation?

- How do you acknowledge donations?
- How do you show appreciation to your current donors?
- Do you keep non-member donors informed about your programs and accomplishments?



# Understand How Donors Think



# HEART DONORS AND HEAD DONORS

- “I like who they are AND they get results.”



# “Heart Donors”

- Emotional
- Unpredictable
- Often Irrational
- Impulsive
- Extremely Generous
- Speedy



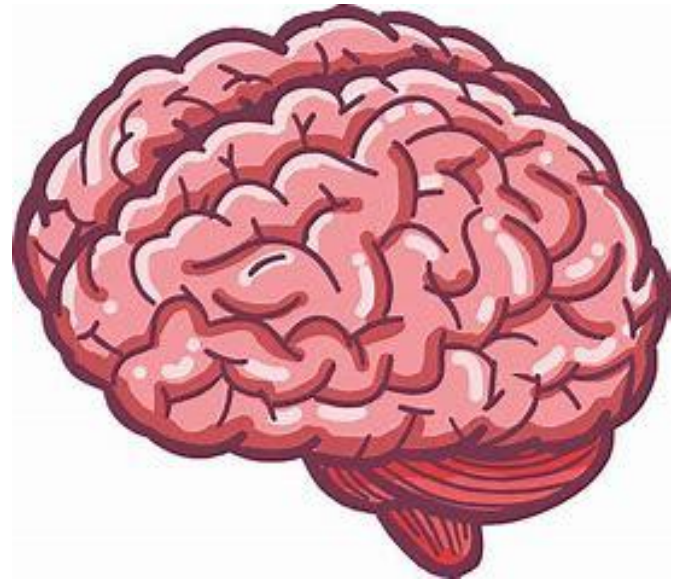
# Why Do Heart Donors Give?



- “They’re such nice people”
- “It’s a noble cause”
- “They have a great history”
- “They helped me”
- “They asked me for help”
- “They made me feel good about giving”
- “They NEED me”
- “This is my community”
- “I feel optimistic”
- “I feel proud”
- “I feel guilty”
- “I feel nostalgic”
- “I feel involved”
- “I feel angry”
- “I feel important”

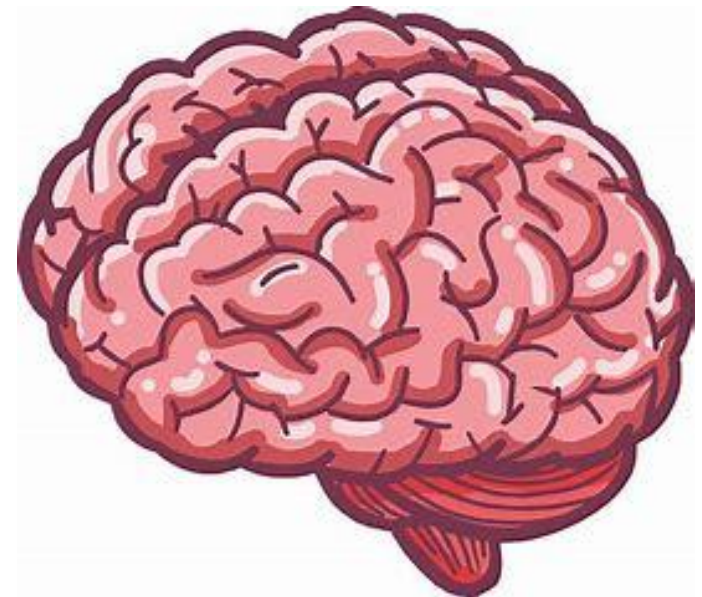
# “Head Donors”

- Logical
- Analytic
- Scheduled
- Strategic
- Critical
- Quantitative
- OUTCOME focused



# Why Do Head Donors Give?

- “They get proven results”
- “They’re well organized”
- “They’re relevant”
- “They’re measurably the best in their field”
- “They’re well run”
- “They meet our specifications”
- “They’re a good fit for our portfolio”
- “They have proven capacity for growth”
- “They’re moving the needle”
- “They fit into our bigger strategy”
- “They will spend our money wisely”
- “They can win”



# A Surprising Number of Wealthy People Give from the Heart.

- Individual Donors
- Donor Advised Funds
- Many Unstaffed Family Foundations





# Persuading Head Donors Can Be Labor Intensive

- Competitive
- Selective
- Cynical



# Be Prepared for BOTH Types of Donors

Make it EASY to Give  
AND  
Give People a REASON to Give



# Got Questions? (10 minutes)



# Make Giving EASY

- “If you build it, they will come.”



# HOW Do You Make It Easy to Give?



# Do You Offer a Variety of Giving Options?

- Individual donations
- Corporate donations
- Recurring giving
- United Way/Combined Federal Campaign
- Commonwealth of Virginia Campaign
- Employee matching
- Fundraising events and opportunities
- Donations of Appreciated Stock
- IRA Distributions
- “Legacy Giving” (charitable bequests)
- 501c4 and 501c3 Education Fund options
- How do you promote these options?



# Is Your Website Fundraising Friendly?

- How easy is it to make an online donation?
- Are all the donation pages and links accurate?
- Does EVERY page have a donate button or link?
- Is donation information at the TOP of the page?
- Is it as easy to make a donation on a mobile device as on a desktop or laptop?
- Are you thanking your donors?
- Is there information about upcoming fundraisers?
- Is there information about all possible giving options?



# Do You Have Adequate Marketing Materials?

- Donation-Focused Business cards (volunteers)
- Donation-Focused Fliers (meetings & events)
- Donation-Focused Posters and/or Displays (meetings & events)
- Do your members have access to your marketing materials?





# Do You Integrate Fundraising into Your Programs and Events?

- Do you have fundraising materials and displays at every public event?
- Does the host consistently mention fundraising at every public event?
- Do you plan for how you will accept contributions at every public event?



# Are Your Volunteers Prepared to Talk about Fundraising?

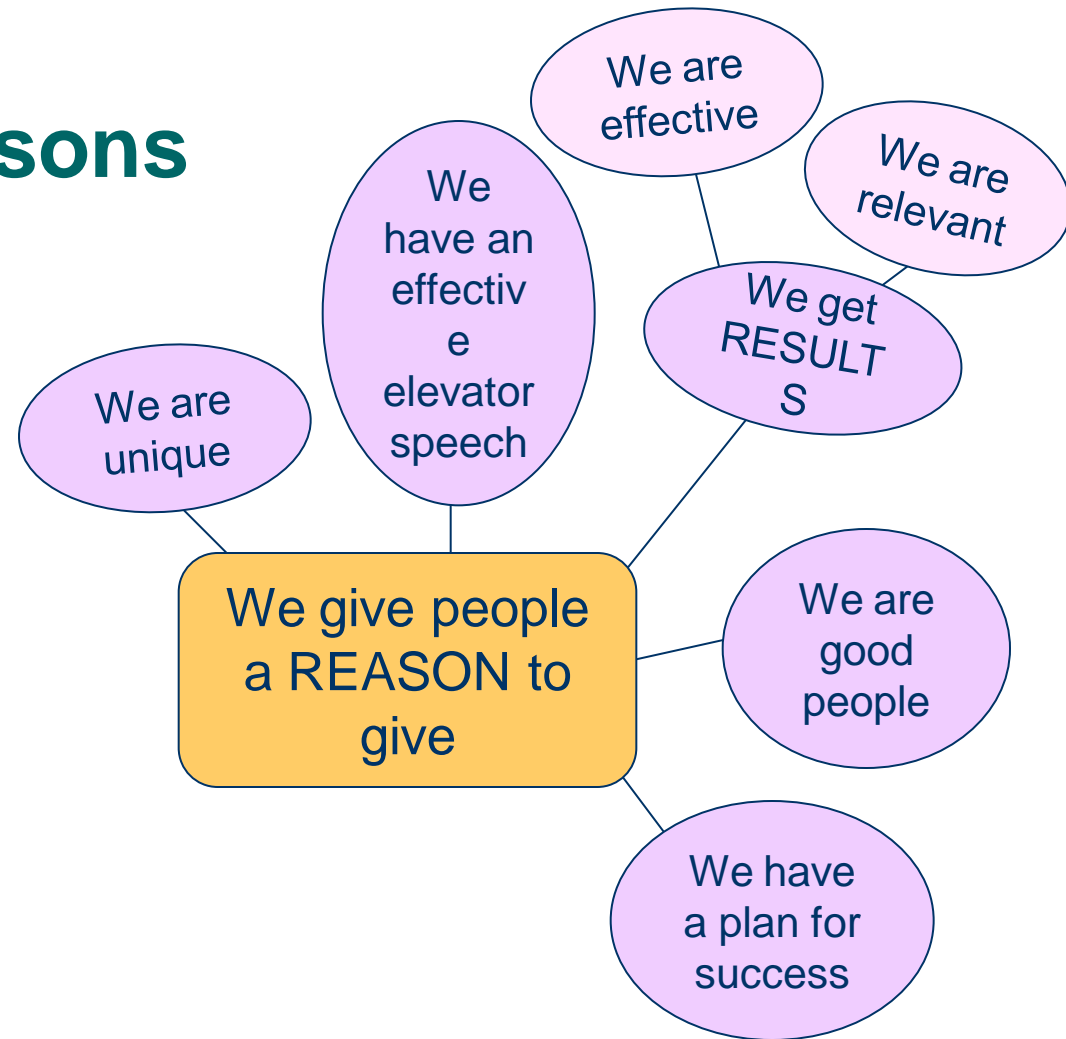
- “League events are always free and open to the public. If you’d like to support our work and help us keep these events free, please see Julie in the back.”
- LWV appreciates all its wonderful supporters and members who help us do all this work in the community. If you’d like to be one of our supporters, please see Julie in the red jacket.”
- “Information is always free, but the paper we print it on costs money. If you’d like to support our programs and services, please talk to Julie after the meeting.”
- “I’m happy to take your money. Here’s the procedure. ”
- “Julie can answer your questions....”



# Give People a Reason to Give

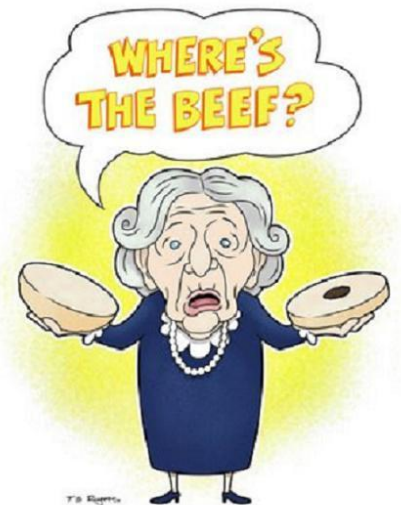


# Compelling Reasons



# Can You Answer These Questions?

- What are your greatest accomplishments?
- What do you expect to accomplish in the future?
- What makes you stand out from other nonprofits in this sector?
- What is your strategic plan?
- What are your funding sources?
- What are your financial goals?



# Are Your Website and Displays Sending the Right Message?

Donors and funders want to see:

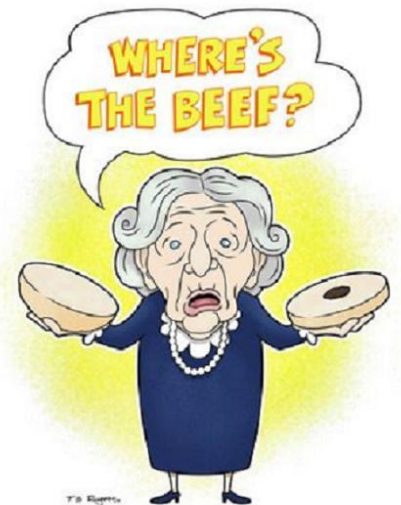
- RESULTS
- ACCOMPLISHMENTS
- RELEVANCE
- COMMUNITY IMPACT
- GOALS and ASPIRATIONS

Are these things easily visible to the public?



# Are Your Volunteers Sending the Right Message?

- How are you educating your volunteers about fundraising and donation options?
- How are you educating your volunteers about communicating with the public about your League's financial needs and accomplishments?



# Consider Creating a Donor Newsletter

- Engages both Head and Heart donors
- Updates non-member supporters about League activities, programs, and accomplishments
- Spotlights special projects and achievements
- Updates on financial campaigns
- Thanks donors for their assistance
- Provides content for volunteers





# We're Ready to Ask for Money Now!



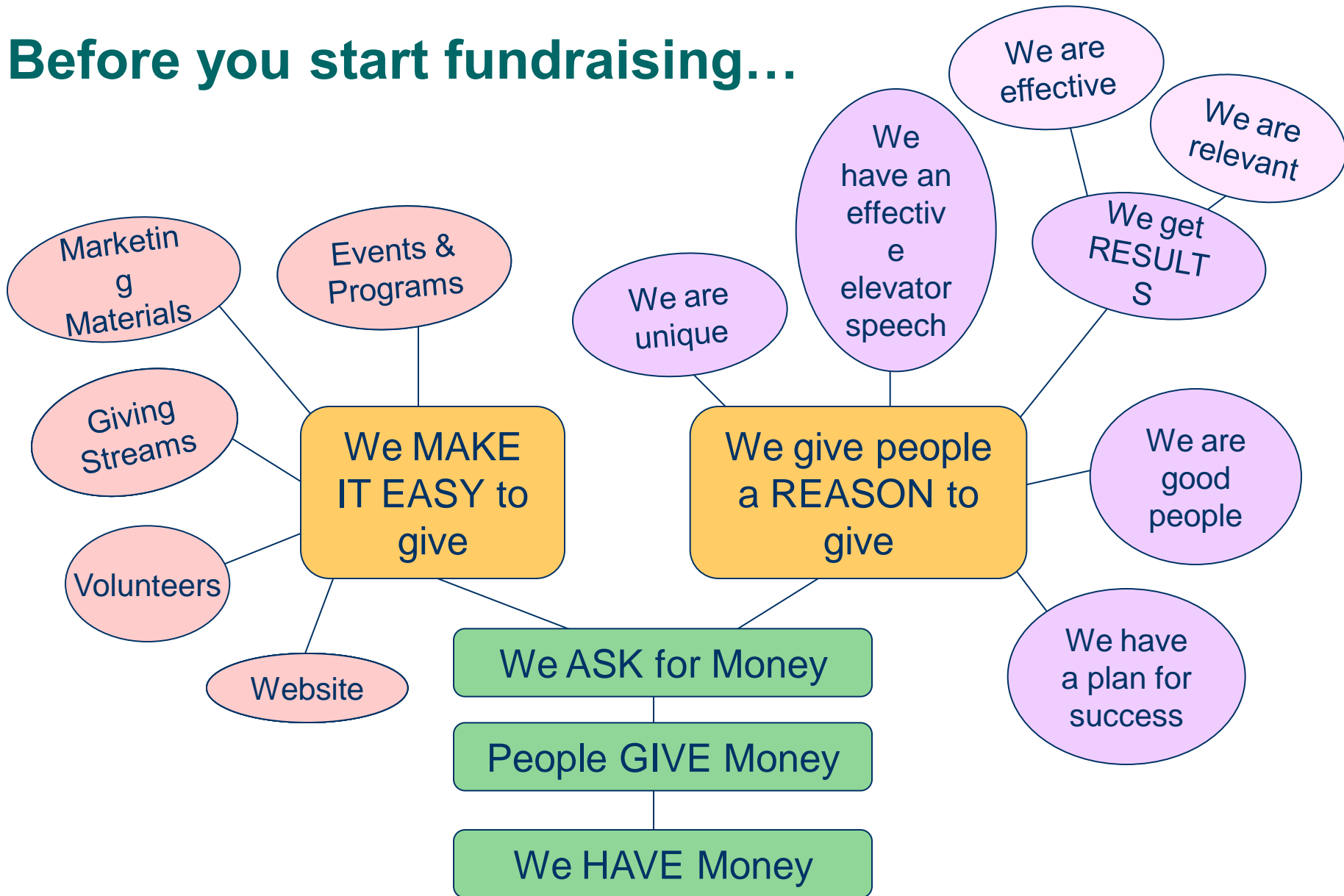
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T. B. Rogers



# Before you start fundraising...



# Resources

- Little Book of Gold by Erik Hanberg
- Fundraising for Social Change by Kim Klein



# More Resources

- GIFT (Grassroots Institute for Fundraising Training) [grassrootsfundraising.org](http://grassrootsfundraising.org)
- Blue Avocado ([blueavocado.org](http://blueavocado.org))
- The Fundraising Authority [thefundraisingauthority.com](http://thefundraisingauthority.com)



- LWV Fundraising Training Modules
- <https://www.lwv.org/league-management/manage-your-league/fundraising>



# Thanks for coming!

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# Got Questions?

