Overcoming the Poverty Mentality and Strategies for Reducing Isolation about Fundraising

Debby Tucker, National Center on Domestic and Sexual Violence

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Fundraising Materials and Resources

NOTE: all the resources listed below are available at
http://www.ncdsv.org/publications_fundraising.html, unless otherwise indicated.

Basics

10 Most Important Things to Know about Fundraising

1. If you want money, you have to ask for it
2. Thank before you bank
3. Donors are not ATMs
4. Most money comes from people, and most of these people are not rich
5. People have the right to say no
6. Cultivate three traits to be good at fundraising:
   a) belief in the cause
   b) have high hopes and low expectations
   c) have faith in the basic goodness of people
7. Fundraising should not be confused with fund chasing, fund squeezing or fund hoarding
8. Fundraising is an exchange – people pay you to do work they cannot do alone
9. People’s anxieties about fundraising stem from their anxieties about money
10. Four fundraising steps
    a) plan
    b) plan
    c) plan
    d) work your plan

– Kim Klein
Resources


Fundraising Frequently Asked Questions, Alliance for Nonprofit Management, Washington, DC.


Board

Board’s Role in Fundraising

1. Contribute (time spent as a Board member is not money)
2. Develop and approve fundraising plan and goals
3. Serve on fundraising committees
4. Solicit funds
5. Share the work and the ‘asks’

Resources


“Fifty-Three Ways for Board Members to Raise $1,000,” Kim Klein, Grassroots Fundraising Journal, Oakland, CA.

Database


Direct Mail

Fundraising Letter

1. Use the opening paragraph to tell a story – either about someone your group has helped, some situation your group has helped rectify, or about the reader of the letter

2. Use the middle part of the letter to tell more stories, provide back up statistics, describe philosophy and stress the need for money

3. Letter needs to be 2-3 pages long so readers get the sense that you have enough to say and that all of the information they might want is in the letter

4. Use the closing paragraph to tell people what to do specifically (i.e., “Send your gift of $25, $50, $75 or what you can afford. Use the enclosed envelope and do it today.”)

5. Use the P.S. to tie people back into the letter by telling a story or offering an additional incentive for acting immediately

6. Make envelopes look first class
   a) addressing by hand is optimal
   b) using a precanceled bulk-mail stamp
   c) using different size envelopes
   d) using words, graphics or photos to give an impression of urgency related to the agency or use come-ons (i.e., “survey enclosed”, “free address labels enclosed”)

— Kim Klein

Resources


Donors

Common Mistakes with Donors

1. Treating them as nameless and faceless
2. Running hot and cold (one time they are treated with utmost care and then they never hear from you again)
3. Shortchanging them translates into losses on three levels
   a) personal contact
   b) public relations
   c) advocacy

   – Stephanie Roth

Donor Cultivation

1. Treat a donor like a whole person, instead of a checkbook
2. Get to know your donor to find out things you have in common, especially what you each most like about your organization, so you can talk about something besides money
3. Do what you have to do to get the donor to trust your organization
4. Keep in touch with your donor, especially with personal touches like birthday cards

   – Kim Klein

Resources


General Fundraising Information

Two Absolutes
1. In order to raise money, you have to ask for it.
2. Once you receive a gift, you should thank the person who made it.

– Kim Klein

Asking
1. 80% of donors say they made their most recent donation, “because someone asked me.”
2. Of that group, only 50% can remember the organization they gave to, but almost all of them can remember something about the person who asked them, even if that person is a stranger.

– Kim Klein

Resources
Grassroots Fundraising Journal (http://www.grassrootsfundraising.org/index.html) – practical tips and tools to help you raise money for your organization

Greenlights for Nonprofit Success (http://www.greenlights.org/) – resources in a variety of issues facing nonprofits


Grants
Government Grant Opportunity Assessment Worksheet, Greenlights for Nonprofit Success, Austin, TX.
Internet/Online Fundraising

Seven Ways to Raise Money Online
1. Website appeals
2. E-mail newsletter appeals
3. Commission from the sale of books, CDs, etc.
4. Benefit from online auctions
5. Sponsors donating advertising on your website or your e-mail
6. E-mail solicitation of donors who joined via direct mail but gave permission to contact them by e-mail
7. Sell something related to your mission

– Nick Allen

Resources
“Fundraising on the Internet: Using E-mail and the Web to Acquire and Cultivate Donors,” Nick Allen, Grassroots Fundraising Journal, Oakland, CA: June 2000 (vol. 19, no. 3).
Groundspring.org (http://www.groundspring.org/index_gs.cfm) – affordable Internet fundraising, email and advocacy for nonprofits

Major Gifts

Gift Range Chart

<table>
<thead>
<tr>
<th>Gift Amount</th>
<th># of Gifts</th>
<th># of Prospects Needed</th>
<th>Total</th>
<th>Cumulative Total</th>
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<td>$5,000</td>
<td>1 (10% of total goal)</td>
<td>4</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
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<td>$2,500</td>
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<tr>
<td>$100</td>
<td>50</td>
<td>150</td>
<td>$5,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>88 major gifts (10% of donors and 60% of $ goal)</td>
<td></td>
<td></td>
<td>$30,000</td>
</tr>
<tr>
<td>$25-99</td>
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<td>≈ 600</td>
<td>Varies w/ strategy</td>
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</tr>
</tbody>
</table>

– Kim Klein

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Resources


Organizational


http://www.ncdsv.org/publications_nonprofitmgmt.html

Planning

Fundraising Plan

1. Assess current fundraising efforts
2. Identify strategies to best fit needs/timeframe
3. Develop plan
4. Identify prospects
5. Set goals/timeframe/who is responsible
6. Establish fundraising calendar
7. Implement
8. Evaluate

Resources

Development Action Plan, Greenlights for Nonprofit Success, Austin, TX.

Discussion Questions for Development Self-Assessment, Greenlights for Nonprofit Success, Austin, TX.


Raising Funds Quickly

“8 Ways to Raise $2,500 (or more) in 10 Days (or less, sometimes),” Kim Klein and Stephanie Roth, Grassroots Fundraising Journal, Oakland, CA: September/October 2003.

Rural


Special Events


Special Event Timeline/Checklist, Greenlights for Nonprofit Success, Austin, TX.

Target Funding Group (http://www.charityauctionhelp.com/) – successful auctions for non profits

Strategy

Pattern of Gifts

1. 50-70% of an organization’s income comes from 10% of its donors
2. 15-25% of an organization’s income comes from 20% of its donors
3. the remaining 15-25% of an organization’s income comes from 70% of its donors

– Kim Klein

Resources


Wise Women’s Favorite Fundraising Strategies, North Carolina Coalition Against Domestic Violence, Durham, NC.