

The Fundraising Role

Diana Sheldon

www.smith-dale.com

deb@smith-dale.com

(520) 548-3440



A Fundraising 101 and Mini-Training

A lack of fundraising knowledge can lead nonprofit boards down a dangerous path. Successful fundraising is important to ensure your mission is known and supported by many, and provides critical financial security and autonomy. Demystifying and understanding the process allows our board partners to move forward with confidence and support staff in their efforts.

Presentation Objectives:

- Deepen your understanding of the how healthy boards impact successful fundraising
- Learn about nonprofit giving statistics and fundraising best practices
- Understand a 'Culture of Philanthropy' and what role you play
- Have fun!

Part One: Congratulations! What have you gotten yourself into...?

Overview of giving trends, basic fundraising responsibilities and best practices

Part Two: A Culture of Philanthropy

How every team member engages to make it work

Part Three: A quick fundraising training

...In which no one has ever died, we promise

The Fundraising Role

Deborah Dale, CFRE
Smith & Dale LLC

www.smith-dale.com



Smith & Dale, LLC Philanthropic Counsel

- Deb Dale, CFRE & Angie Smith
- Professional fundraisers, nonprofit executives, consultants over 25 years, consulting together 8 years
- Over 250 nonprofit (arts, education, environment, social services), foundations and corporate clients, locally and regionally

• Contact Info: Deb Dale

deb@smith-dale.com

(520) 548- 3440

Angie Smith

angie@smith-dale.com

(520) 990-0634

FREE ADVICE! S&D Podcast

- Debunking the Nonprofit Debt Myth
- Maximizing Board Engagement
- Can nonprofits Lobby? YES! They MUST!
- Can Arts Impact Be Measured?
- Finding the Humor in A Challenging Sector
- Fundraising for an Historic Theater ~ From \$0 to Capital Campaign!
- How Public/Private Partnerships Enrich our Communities



Part 1 – Congratulations!





We
Need
Your
Help
Please

Business
ON BOARD
NONPROFIT BOARD TRAINING



Alliance
OF **ARIZONA**
NONPROFITS

Deb Dale
Smith & Dale LLC

www.smith-dale.com

Goals & Objectives

- Deepen your understanding of the how healthy boards impact successful fundraising
- Learn about nonprofit fundraising best practices
- Understand a 'Culture of Philanthropy' and what role you play
- Have fun!



Board Operations

There is substantial evidence that board effectiveness is directly related to nonprofit organizational effectiveness.

Review: Board Governance 101

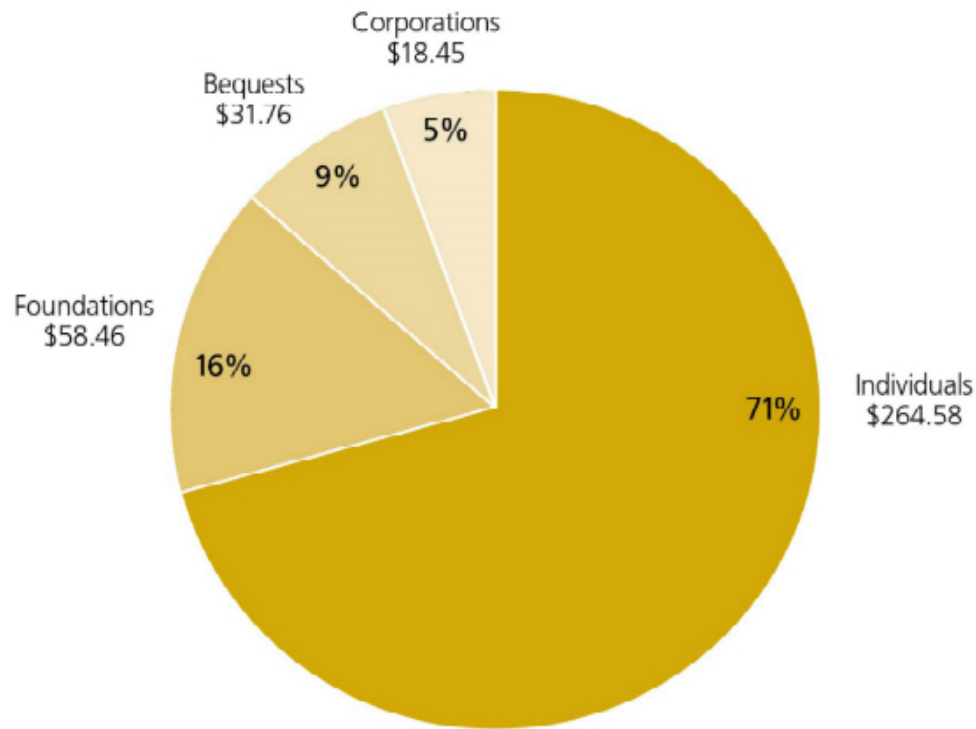
1. Define the organization's mission and vision
2. Provide overall leadership and strategic direction to the organization
3. Actively set policy
4. Ensure the organization has adequate resources to carry out its mission
5. Provide direct oversight and direction for the executive director and be responsible for evaluating his/her performance
6. Evaluate its own effectiveness as a governing body, as a group of volunteers, and as representatives of the community in upholding the public interest served by the organization

Why MUST Nonprofits Fundraise?

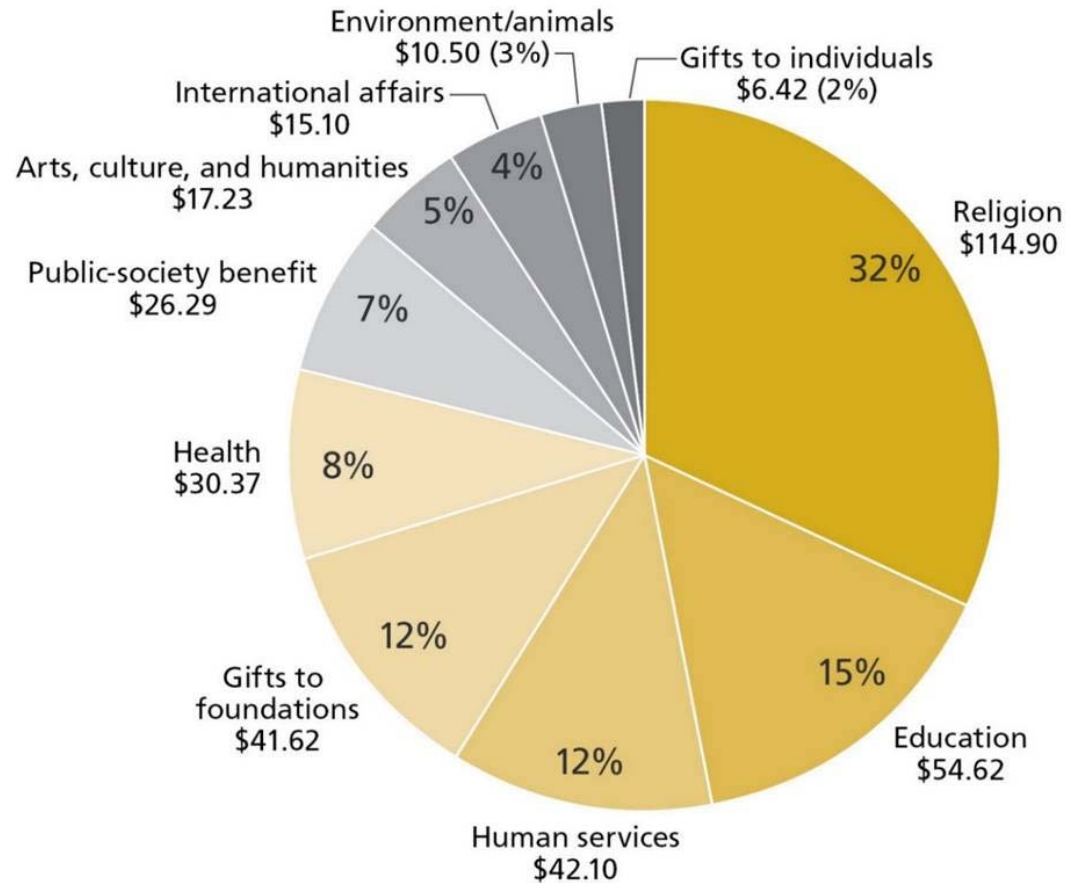
Key Findings:

- Diversification of funds
 - Public Funds
 - Private Funds
 - Earned Income
- Filling the 'buckets' at year end
- 'Administration' ~not a dirty word...
- Marketing, Professional Development

U.S. Giving Snapshot \$358.38B



Sector Percentages



Crawl, Toddle, Walk...

- Board of Directors
- Development Plan
- The Annual Fund
- Special Events

Then Run ...!

- Capital and Endowment Campaigns
- Planned Giving

Development Plan

- Annual Fund
 - Board and Staff giving
 - Direct Mail
 - Special Events
 - Third Party Events
 - Newsletter
 - Annual Report!
- Budgets by activity
- Timeline, annual and by activity
- Volunteers by activity

Important:

1. In concert with the organization's annual budget
2. Board approved annually



The Donor Pyramid

Planned Givers

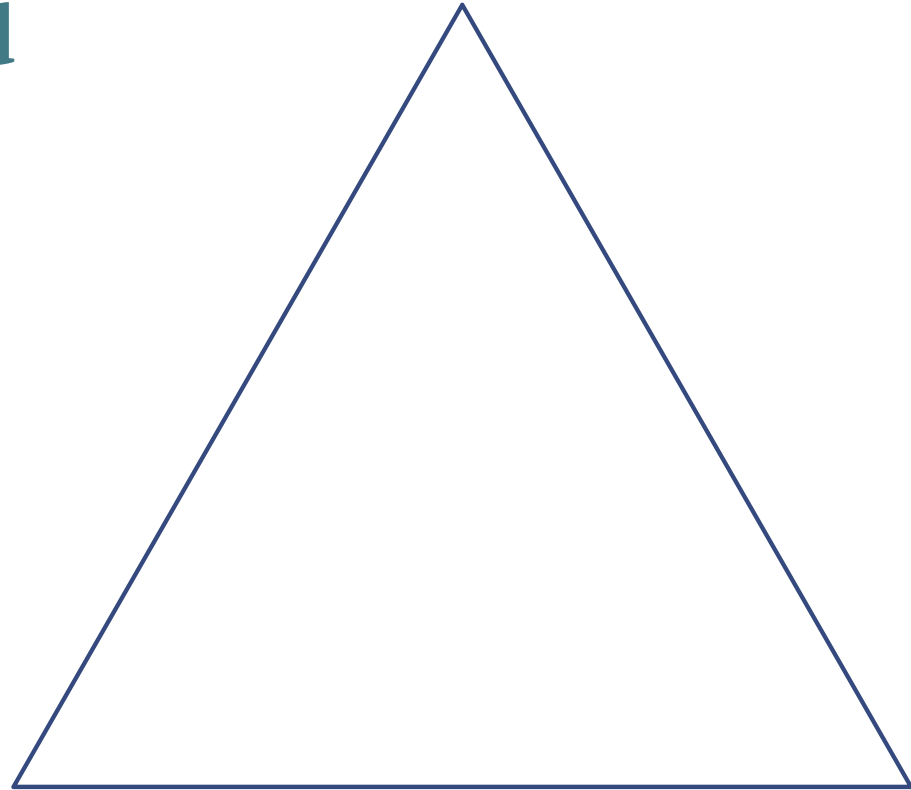
Manna From Heaven

Major Givers

Fewer givers, larger gifts

Annual Givers

Large number of givers,
usually smaller gifts from events, mail



Annual Report

The ONE piece that may be thoroughly read...

- Annual Operating Budget
- Leadership (Board AND Senior Staff)
- Mission
- Program Results
- Success Stories
 - Program
 - Fundraising

Special Events

- More promotion ('friendraising') than fundraising
 - PR/media
 - Word of Mouth
 - 'Mission Moment'
 - ASK FOR SUPPORT!!!
- Can take 2-3 years to gain a foothold
- Entry Point for Future Bigger Support
- Corporate Entre and Partnerships
- The Power of the Committee!
- PLEASE be creative...

Companies...

Go From Dating To Marriage!

- Build A True, Long-Term Partnership
- Senior Executive to Senior Executive
- Know THEIR Business as well!
- Are You Their Customer?
- How can YOU help THEM?

Ready to RUN...?

- Planned giving
 - (Almost) never too soon!
- BIG Campaigns!
 - Capitol
 - Endowment
- Precursors
 - Strong Annual Campaign and Leadership
 - Image, Case, Prospects, Leadership, Plan and Resources...
 - Do a Pre-Campaign Study, Please!

Part 2 ~ The Culture of Philanthropy



Building a Culture of Philanthropy

- Philanthropy and fund development belong to the entire organization – every individual, every committee, every volunteer
- It's an attitude, an understanding, a behavior
- Fundraising is 'Mission-Based' not 'Needs-Based'



Basic Principles of Fundraising

YOU ARE NOT BEGGING!

You are offering an opportunity to invest in a better community.

- People give because they are asked.
(And if you don't ask, someone else will)
- People give to people
(Foundations & corporations don't give to people, they people there do)

Basic Tenets of Fundraising

- Face to Face is most effective.
- Acknowledge prior gifts first.
- Ask for a specific amount or thing.

You can never thank your donors enough!

Thank-a-thons, baked goods...

Thank you. Thank you. Thank you.

It's the WHY, not the What

- WHY do you do this...???
 - Why does it matter?
 - What does it mean to those you serve/educate/save?
 - Why should it exist?
- Simon Sinek's Ted Talk: 'Start with the WHY'
- Why do YOU care about your organization?



Part 3 ~ How can YOU help?



'AAA' Board: Ambassadors, Advocates & Askers

AMBASSADORS

- A role everyone can play!
 - Making friends for the organization ~ relationships, cultivation, stewardship
 - Well oriented and coached in the message
 - Masters of the “elevator speech” (and the “elevator question”)

'AAA' Board: Ambassadors, Advocates & Askers

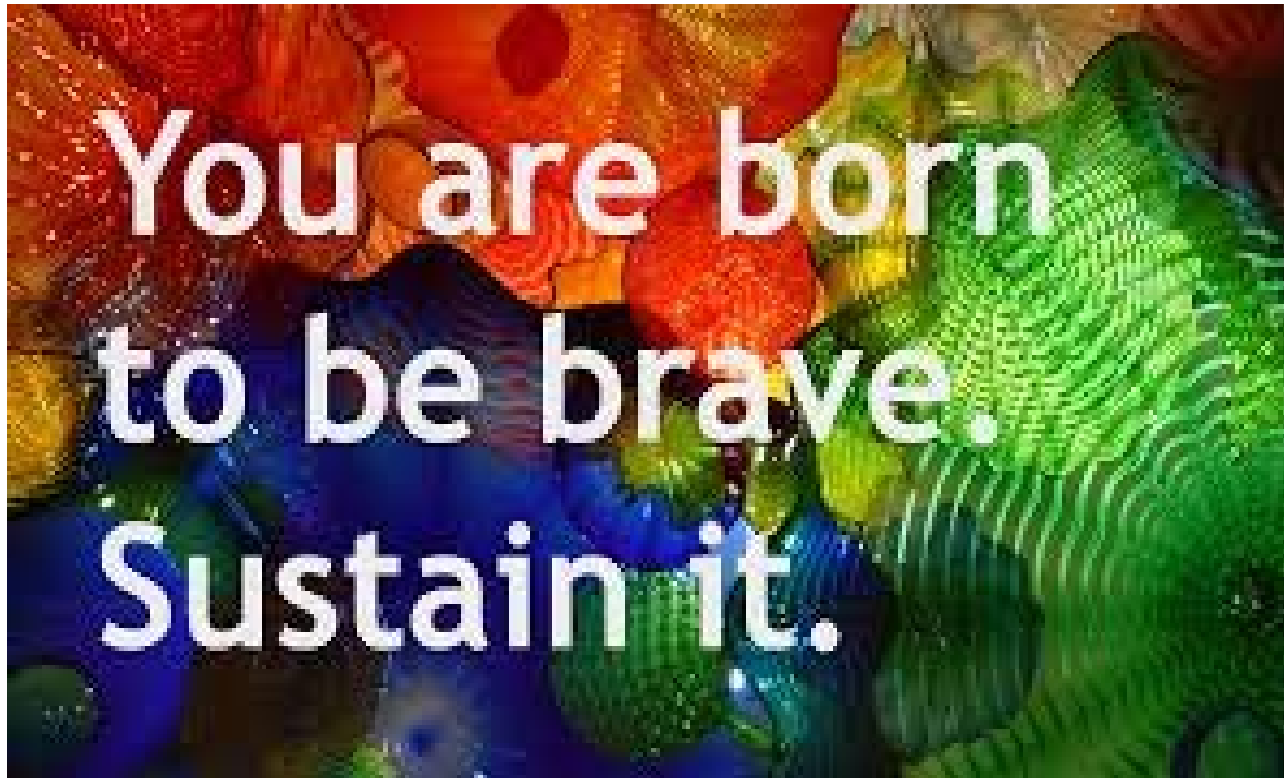
ADVOCATES

- Key to solid board recruitment
 - Making the case (formal and informal): strategic plan and vision
 - Strategic in their information sharing
 - Advocate with government, partners or funders
 - Well coached on desired results of the advocacy and handling objections

'AAA' Board: Ambassadors, Advocates & Askers

ASKERS

- 'Front line' fundraisers
 - Enjoy asking!; "matched" for maximum possibility of success
 - Prepped and organized with single purpose of getting/renewing the gift



Before YOU Solicit a Gift...

- Make your gift first
- Ask Yourself the Question:

“Why Did I Give?”

Few actions of consequence in the world have been accomplished without passion.

-Jerold Panas

Now What...?

It starts with a well-vetted list of
prospects,

and then...

The Phone Call...



Scheduling the Appointment

- Often the most overlooked aspect of fundraising
- Picking up the phone is daunting...
 - “What should I say?”
 - “They’re going to know what I want money!”
 - “WHAT IF THEY SO NO???”

Well...
what if they
say YES?!



Prepare

- Script Yourself
- Practice
- Say it out loud
- Call a peer for moral support before you call
- Remember the other leadership involved with you... Use those names!
- You are doing this for the future of... the betterment of... the end of... the children, the dogs, the trees...

Yup.

I have tried raising money by asking for it,
and by not asking for it.

I always got more by asking for it.

- Millard Fuller

Parting Thought

Never think you need to apologize for asking someone to give to a worthy objective, any more than as though you were giving him an opportunity to participate in high-grade investment.

The duty of giving is as much his, as the duty of asking yours. Whether or not he should give to that particular enterprise, and if so, how much, is for him alone to decide.

- John D. Rockefeller



Questions?



Deb Dale, CFRE
(520) 548-3440
deb@smith-dale.com

Business
ON BOARD
NONPROFIT BOARD TRAINING



Alliance
OF **ARIZONA**
NONPROFITS

Deb Dale
Smith & Dale LLC

www.smith-dale.com