

Fundraising Fundamentals For Raising Money from Individual Donors

Why should you focus on individual donors? Last year over \$390 BILLION was given to charitable organizations. Of that over 85% came from individual donors, the remainder came from foundations and corporations. As you develop your strategy for raising funds from individuals, here are a few fundamentals to keep in mind:

- The key to good fundraising is relationships, relationship and relationships.
- The 4 steps to all fundraising: a. Identify prospects, b. Cultivate prospects, c. Ask for a donation, and d. Steward donors. Note: Asking is only 1/4 of the process.
- It's about good listening, not just asking. The approach should be donor centered.
- How to optimize the ask:
The more personal the connection with the prospect/donor +
Asking is made in the most personal way =
More likely the gift
- Appeal to someone's heart and their head will follow.
- Stories motivate giving, numbers kill.
- 80% of your money comes from 20% of your donors.

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page 1 of 1

Plan Your Work. Work Your Plan. A Rookie's Experience

- o Identify goals and ways to achieve them**
 - o Fundraising is an ongoing process
 - o Set realistic fundraising goals
 - o Consider various methods of bringing in money – don't rely on one fundraising method
 - o Consider what types of resources you will need to meet these goals
 - People power
 - Cost of fundraising

- o Leverage your resources**
 - o Recruit volunteer help
 - o Use free methods – newsletter, social media- e-blasts – Keep the messages going
 - o Sell your passion in your mission – This is not just about asking for money

- o Stay focused and organized**
 - o Create a calendar that is constantly reviewed and updated
 - o Include not only fundraising, but all other aspects of the village to make sure goals are attainable and tasks are accomplished
 - o Identify responsible parties to all tasks. When it's everybody's job, it's nobody's job
 - o Alter the plan as necessary, but try to stick to the skeleton of the plan
 - o Organize donors (list) add names, contact info. from community programs

- o Learn from successes AND mistakes**
 - o Articles about memorial gifts and spotlights on members who have designated NNV for memorial gifts has helped increase gifts to the village
 - o Learned that a donor database is necessary, following use of excel spreadsheet
 - o Interviewed donors and was inspired to reach out to adult children

End-of-Year Appeal Story – Silver Spring (MD) Village

Context

- Silver Spring Village was incorporated mid-2013 after 2-3 years of planning
- Limited fundraising conducted in planning stage - \$150 to be “founding supporter”
- First appeal May 2014

Resource Development Experience - External Sites Used

VtV Fundraising tool kit to develop initial development plan:

1. Major elements Board giving
 - Annual fund
 - Major donor gifts
 - Special fundraising events
 - Foundations and grants
 - Community-civic groups
 - Planned giving-estate gifts
 - Stewardship plan
2. Guidelines for developing your plan

Fundraising webinars/workshops/downloads

1. Network for Good (www.networkforgood.com)
2. Pursuant (www.pursuant.com)
3. Bloomerang (www.bloomerang.co)
4. Montgomery County (MD) Villages Coordinator (www.montgomerycountymd.gov/villages)

Nonprofit Associations webinars/workshops/downloads/newsletters

1. Maryland Nonprofits (www.mdnonprofit.org)
2. #Giving Tuesday (www.givingtuesday.org)
3. Village to Village Network (www.vtvnetwork.org)
4. Washington Area Village Exchange? (www.wavevillages.org)
5. Nonprofit Montgomery (www.nonprofitmoco.org)

Differences in FY2016

- Benefited from better internal focus/support - ED in place
- Received unexpected match donation
- Agreed to reassign part of Development budget for coaching support

“Outside Eyes” – help us focus and expand horizon of what we could do

Goal – Stretched – Total amount and number of donors

Target of appeal – Better segmentation of donors (donor types), matching capacity of organization to manage

Focused communications – Better targeting of message and means of communication for each segment (audience)

More personal “touch”

1. Focus on results (value of donor’s support)
2. Expanded and targeted use of snail mail
3. Expanded use of Board members in phone calls, personalized communications

Results – Quick Stats

Silver Spring Village – Quick Stats – Cash Donations

Item	Fiscal Year (July 1 - June 30)			
	FY2014	FY2015	FY2016	FY2017
Total Members	65	103	118	174
Total Cash Income	\$ 26,043	\$ 59,099	\$ 75,894	\$110,192
Income from Individuals	\$ 6,959	\$ 12,049	\$ 15,712	\$ 31,402
# Individuals Donating	42	61	72	125
\$1,000 and over	0	3	3	8
\$ 500- 999	4	2	7	11
\$ 250- 499	4	12	10	9
\$ 100- 249	20	18	26	61
Through \$ 99	14	26	26	36
# (%) repeat donors (from previous FY)	First year of operations	23 (38%)	42 (56%)	55 (44%)

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End-of-Year Worksheet

Things to consider putting in your calendar: Mailings, face-to-face conversations, emails, social media, newsletter, annual reports, board training, board giving, board asking, board thank you calls, and more...

Month	Fundraising	Communications	Notes
August	Plan your EOY campaign		
September			
October			
November Week 1 Week 2 Week 3 Week 4 - Giving Tuesday			
December Week 1 Week 2 Week 3 Week 4 Dec 31			
January			