



What's Changing in Fundraising & How Museums Should Adapt

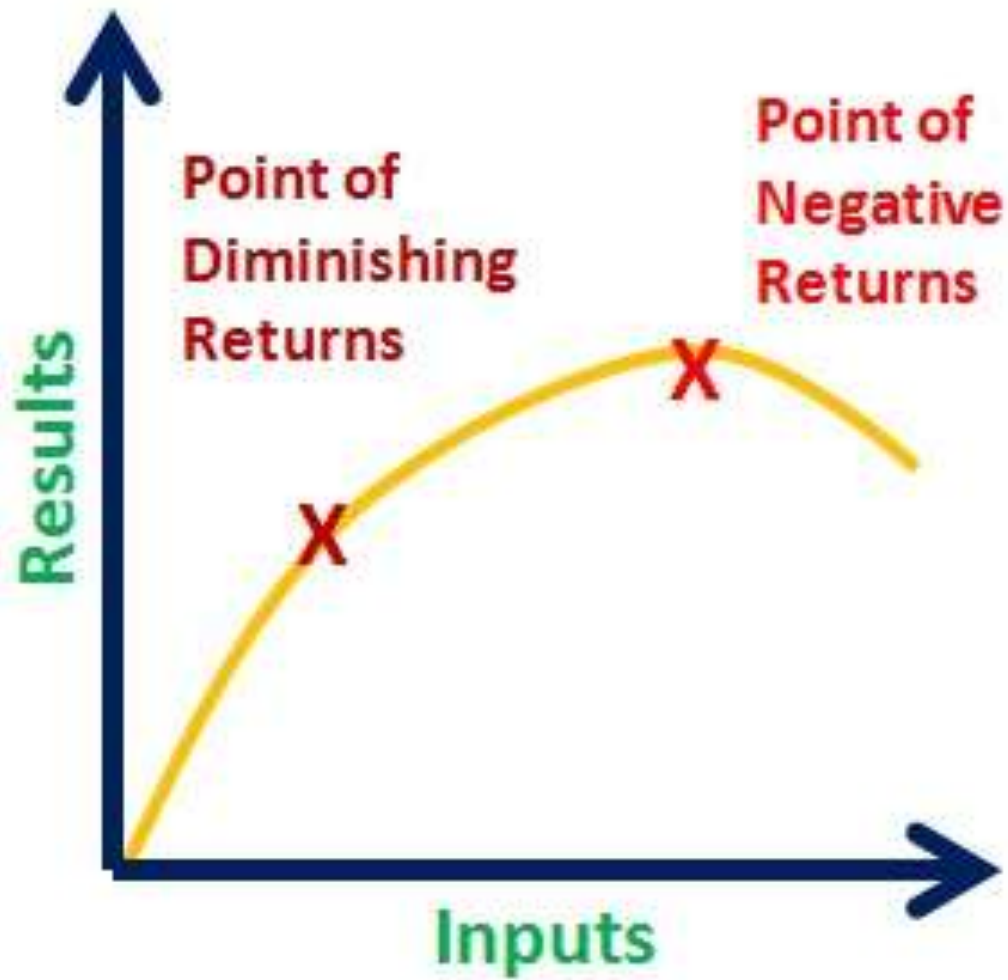




If it ain't
broke,
don't fix it.

“Insanity is doing
the same thing over
and over again and
expecting different
results.”







What's Changing in Fundraising & How Museums Should Adapt



Who is this guy?

And why does he think
he knows what he's
talking about?

career fundraiser



CFRE™



productive
FUNDRAISING
with Chad Barger, CFRE

*teaching small, community-based
charities to fundraise more effectively*







*Well here I am baby,
practice what you
preach.*





MAN'S FIRST RECORDED
CALL TO ACTION
IN A DIRECT MAIL LETTER

So ... what's
changing?

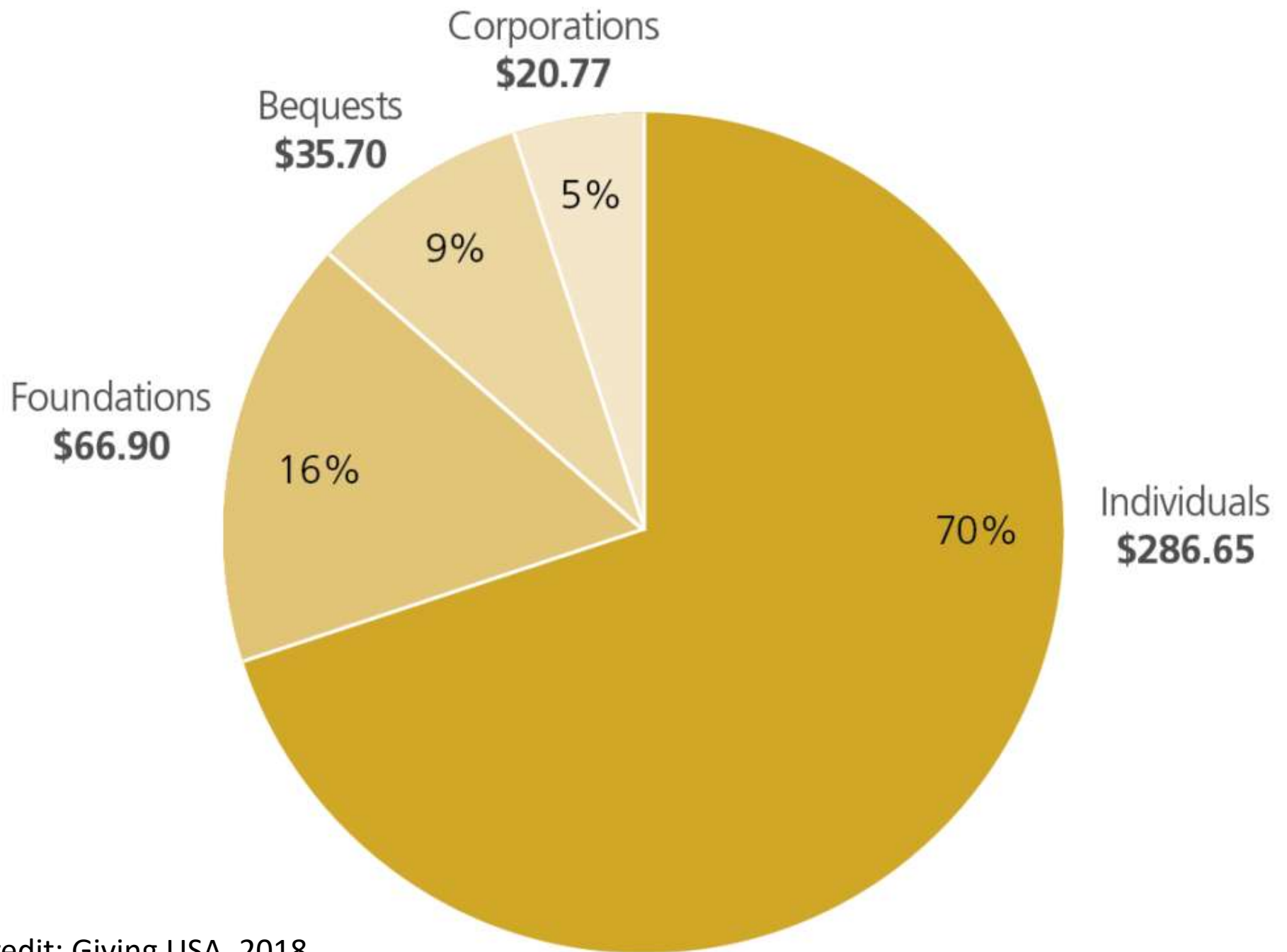
And what should
we do about it?

**Giving is growing,
slowly.**



\$410 billion

Giving USA (2018)



Credit: Giving USA, 2018

individuals give the most

- This percentage continues to increase
- Make sure you are spending your time appropriately
- Allocate as much staff time as possible to face to face relationship building



slides?

productivefundraising.com/resources



Donor retention is still horrible.



45%

Fundraising Effectiveness Project (FEP) 2018







productivfundraising.com/resources

45%



85%

recurring monthly donors
give **42% more** than
regular donors over the
course of a year

What's the best way
to convert a donor to
monthly giving?

S ~~ensitive~~ E

productivfundraising.com/resources

**The total
number of donors
is decreasing.**



-4.5%

Vital Signs Report (Blackbaud Institute, 2018)

but the decrease is not evenly weighted

- Greater decline among donors giving small to medium sized gifts
- Major gifts have continued to propel total giving higher
- New donors disproportionately come from the pool of supporters already donating to other organizations

An elderly couple is sitting on a light-colored sofa in a bright, well-lit room. The woman, on the left, has short, wavy white hair and is wearing a brown long-sleeved top. The man, on the right, has short grey hair, wears glasses, and a light grey button-down shirt. They are both smiling and looking towards a healthcare professional whose back is to the camera on the left. The professional is wearing a light blue shirt and is holding a clipboard and a pen, appearing to be taking notes. The background shows a window with a view of a building exterior.

visit goals



**network &
collaborate with
other orgs**

**The implications of
the new tax law are
still unknown.**



30%

5-10%



But they may not
be that bad ...

2018 preliminary results

- No mass decrease
- Anecdotal results
- Fundraising Effectiveness Project showed much larger than normal increase in \$1,000 donors

or they could be horrible

- 2019 is expected to show a larger impact after donors file their taxes for first time under new rules
- Most donors don't pay attention to taxes or financial news until they actually file
- Many will be shocked that they are unable to deduct their 2018 donations
- How will they react to this in 2019?



bundling

ADVOCATE

for the universal
charitable
deduction

Online giving
continues to
grow, slowly.



8% of all giving

2018 Charitable Giving Report, Blackbaud Institute

21%

What's the experience
like on your website?

More and more,
online giving is
VIDEO driven.

key = authenticity

Direct mail is not dead.



how

@fundraiserchad

gives

STORY TIME



story characteristics

- Compelling story about 1 **PERSON**, place or thing
- Rich detail (create a vivid picture)
- Brings up a **SOLVABLE** problem
- And ...



donor = hero

- “Without you, this would not be possible.”
- “Because of your support, Johnny has a safe place to sleep tonight.”

But that doesn't
matter if they don't
open it.

6106 Wallingford Way
Mechanicsburg, PA 17050



JOE DONOR
123 ANY WAY
ANYTOWN, PA 12345

And you can't just
switch your mailed
newsletter to digital.

15%

**Postal changes
continue to keep us
on our feet.**



nonprofit standard mail issues in 2019

- Slower delivery
- Inconsistent delivery
- Batched delivery
- How should you react?
 - Drop your year end appeal earlier
 - Use first class stamps for the top of your list

The image features a television test pattern background, commonly known as a color bar or test chart. It consists of a grid of colored squares in various colors including yellow, cyan, magenta, red, blue, green, and black. Overlaid on this pattern is a white text message. The text is centered and reads: "WE INTERRUPT THIS PROGRAM FOR A" in a smaller font, followed by "COMMERCIAL BREAK" in a much larger, bold font.

WE INTERRUPT THIS PROGRAM FOR A

COMMERCIAL BREAK

@fundraiserchad

Your trusted guide to the fundraising tactics and products that are working today



@fundraiserchad **RECOMMENDS**

Trustworthy VENDORS to partner with for success

**Fundraising events
are tracking down,
unless you innovate.**





which one?



THE CULTURAL ENRICHMENT FUND PRESENTS

THE RED CARPET
SOIRÉE

ARTS GALA & SHOWCASE EXPERIENCE







lesliegilbert
PHOTOGRAPHY

One last thing
about events ...

In person

Peer to peer

By mail

By events

By email

Via crowdfunding

On a web site

By phone

By advertising

Phone fundraising is almost dead.





But the phone is
still an amazing
fundraising tool.

call script

Hi (donor's name).

I'm _____ (your name) from _____ (charity).

I'm calling today to thank you for your recent donation. It means so much and we wanted to tell you personally how grateful we are.

[pause]

If you have just a few seconds, I'd love to know what prompted your gift?

[pause]

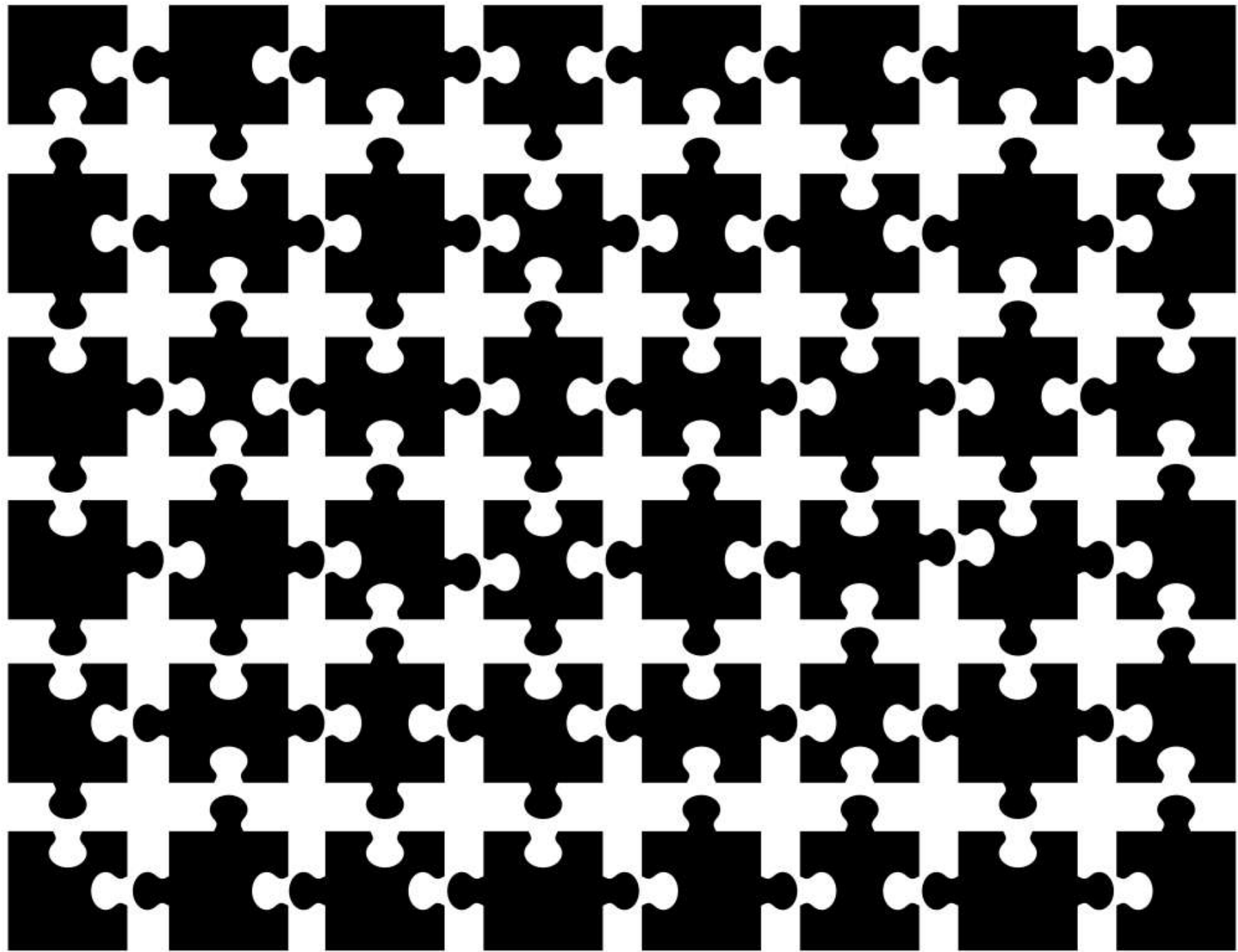
productivefundraising.com/resources

Thank you _____ we a
wonderful day!

Last one ...

Micro-projects are
the new big thing.





micro project benefits

- Matches current giving climate which favors more frequent, smaller donations
- \$250 out of \$5,000 or \$1,000 out of \$250,000
- Similar to crowdfunding (uber popular)
- Younger generations are less likely to make unrestricted gifts, but they will do this
- Look for “sexy things” already in the operating budget
- Add a corporate sponsor to each campaign (win-win: publicity + more \$\$\$ + head start)



The End!

further learning

@fundraiserchad





4/25 @ 12pm (eastern)

questions

productivefundraising.com/resources

