



FREE FUNDRAISING FORUM – YORK, PA



AGENDA:

1. Introductions

2. Seven Common Barriers to
Fundraising Success +
SOLUTIONS

3. Lots of Q&A



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 charities to fundraise
more effectively*





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

Who are you?
name + role + org

And how many years
have you been
fundraising?



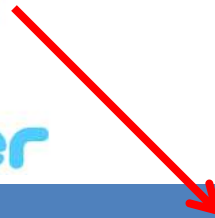
Collective Brain Power

How many years of
fundraising experience
are in the room?



SLIDES + RESOURCES

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@fundraiserchad



Common Barriers to Fundraising Success



BARRIER #1

Events: Too Many & Wrong Focus



BE HONEST

How many events does
your organization run?

how many?



hold no more than
2 fundraising
events per year

successful events
require 4 months of
staff focus

(3 prior & 1 after)

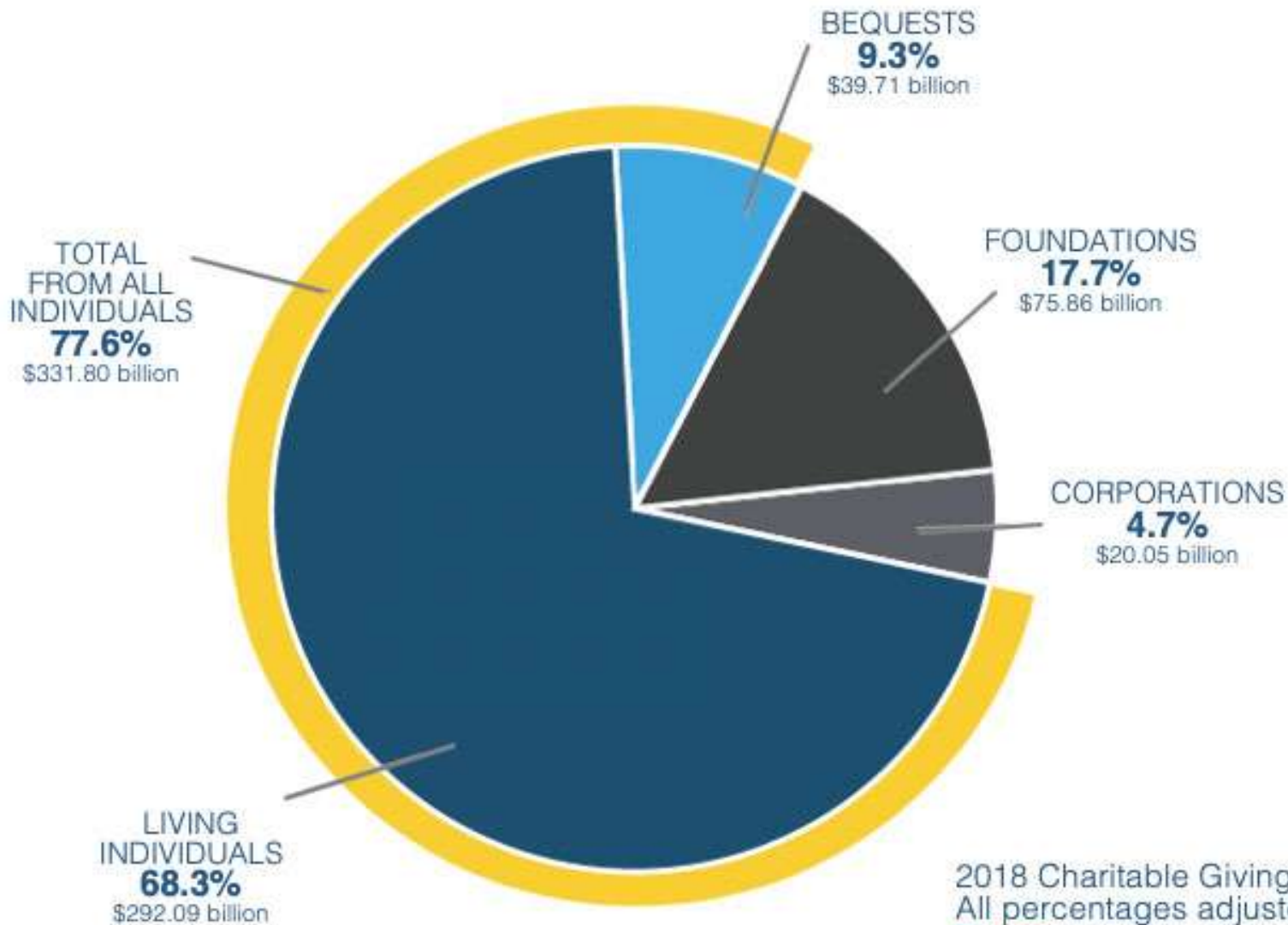
What should be the
primary purpose of
a fundraising
event?



Technical drawing background featuring various geometric shapes and dimensions. Visible elements include circles, lines, and text such as "300'X20'", "8'X10'", "2104X - F090", "371005Y", "100", "80", "200", "#9E2-2A", "BUDGET", and "70'X80'X50'".

ACQUISITION

And what type of donor?



2018 Charitable Giving total: \$427.71 billion
All percentages adjusted for inflation
Source: Giving USA

The primary purpose of fundraising events should be to find new individual donors.

Who needs to
tune up their
events?

BARRIER #2

Non-Donor Centric Communication



Let's look at two
examples ...

DISCLAIMER:

IF YOU SOLICIT ME,
I WILL SHARE YOUR
APPEALS

Dear Chad,

I thought my life was over. My family put me out in the trash. And I was sad. I was sad because I knew that there was so much more life left in me. I kept looking out for someone to save me! And person after person passed by me like I was invisible. Like I was trash.



And then you passed me. You hit the brakes and turned your car around. Before I knew it, you scooped me up because you wanted to make a difference.

You heard that The Common Wheel could use donated bikes for their programming. And when you saw me sitting sadly on the curb, you knew you could find someone who would love me once again.

You changed my life for the better. And because of you, I'm able to make a child's face light up with a smile. You are helping me make children and their parents happier, healthier, and wealthier.

But it's not just about picking out good bikes like me out of the trash. That's only the beginning! With a donation of \$200, you can help my friends at The Common Wheel find me a good home. Your donation will support programs like Bikes for All and Earn-a-Bike.

Did it draw you in?

Will you remember them?

How do you get
prospective donors
to respond?

How do you get
them to open it?

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.”

We raised
We accomplished
We met our goal

You made a difference
With your help, ...
With the support of our donors,

Who needs to tune
up their donor
communication?

BARRIER #3

Lack of Attention to Donor Retention



Why must we focus
on retaining
donors?

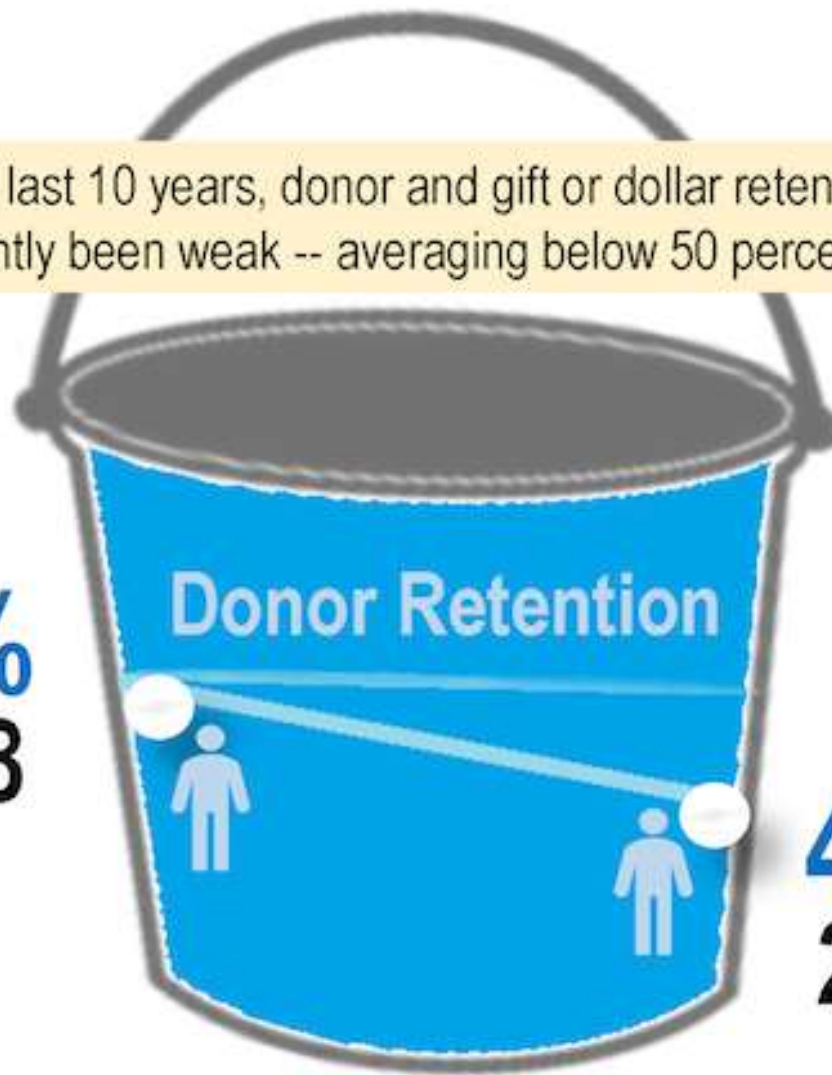
45%

Fundraising Effectiveness Project (FEP) 2018



Over the last 10 years, donor and gift or dollar retention rates have consistently been weak -- averaging below 50 percent.

50%
2008



45%
2016

RETENTION >
ACQUISITION

What's more expensive
than thanking donors?

Acquiring them.

- Jen Love

What's the secret?

#donorlove



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 productivefundraising.com/resources accepted your gift?

[pause]

Thank you for taking the time to speak with me today. Have a wonderful day!



And finally,
Report on impact

the impact letter

(3-6 months post event)

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Who needs to
tune up their
stewardship
efforts?

BARRIER #4

Not Enough Donor Face Time



the methods

In person

Peer to peer

Direct mail

Events

Grants

Email

Crowdfunding

Website

Phone

Ad

People give to people
that they know, like and trust

People **KEEP GIVING**
to people that they
know, like and trust



set a visit goal

block time for visits
(2 hours incl travel)

block time for
scheduling visits
(30 min each)

systematize the
process

Dear Mr. Donor -

I hope all is well and that you're enjoying these late spring days!

My name is Chad Barger and I am the Development Director of the ABC Charity.

I am writing to see if I could stop by sometime in the next month or so to provide a **brief** update on ABC Charity. I like to do this with as many of our supporters as possible each year. It's an opportunity for me to share our progress, to answer your questions and to **get some feedback** which is always appreciated.

I think **20 min**
the 20th at 2p

? **What about**

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Also, please know that at
this time I'd just want to
money!

our cause, at
g for any

Thank you for taking the time to read this request and have a wonderful day.

Sincerely, Chad

Who needs to
spend more time
with their donors?

BARRIER #5

No Monthly Giving Program



How to earn a monthly
free lunch for life from
your organization's
CFO ...

- 1) Steady
- 2) Predictable
- 3) Recurring
- 4) Revenue

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

45%



85%

What's the best way
to convert a donor to
productive fundraising?

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**SIMPLY ASK ... PEOPLE
GIVE TO PEOPLE**

Who should you
target?



+ donors
that give
multiple
times per
year

Who needs to
launch (or market)
monthly giving?

BARRIER #6

Board Not Engaged in Fundraising





What's the
number one
complaint I
hear from
nonprofit
executive
directors?

MY BOARD
WON'T
FUNDRAISE!!!!

clarity

knowledge

motivation

The Board's Role in Resource Development

- Donor
- Visionary leader
- Ensure the presence of strong fundraising policies & procedures
- Fundraising ambassador
- Fundraising supporter



JOB DESCRIPTIONS

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help them tell
the story

your mission \neq
your story

Blah blah blah since
1958 blah blah blah our
founder's vision blah
blah cutting-edge blah
blah sustainable blah
blah we are so dang
awesome!

super simple elevator speech

We help [who],

so [redacted].

productivefundraising.com/resources

Let me tell you about

[first name] ...

bring the mission
to life for them

mission moments

NO ASSUMPTIONS

recent organizational accomplishments

--	--	--

current staff priorities

--	--	--

current staff needs / areas for board assistance

--	--	--

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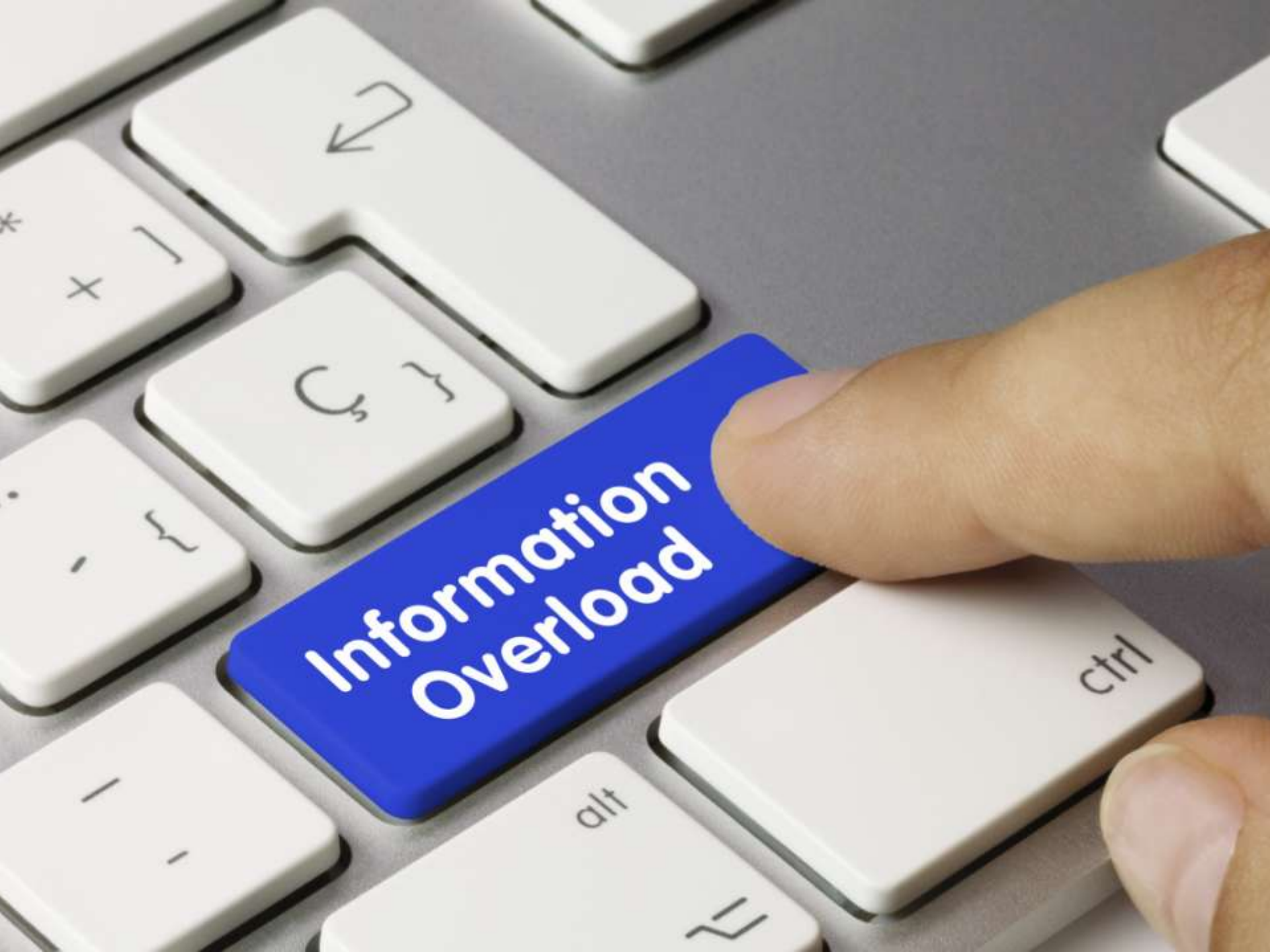
Who needs to
better engage
their board in
fundraising?

BARRIER #7

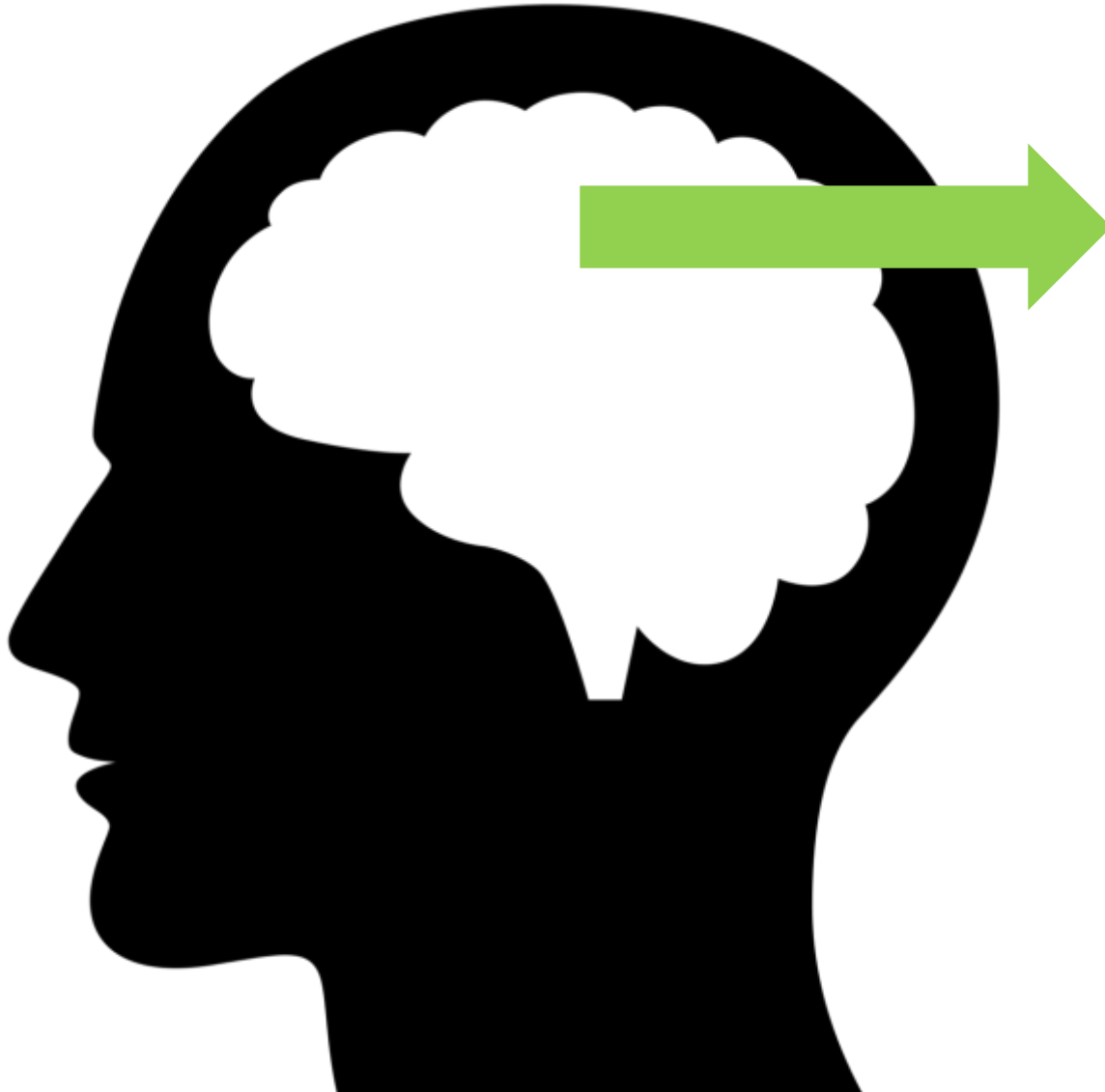
Poor Personal Productivity Skills







Information
Overload



TO DO LIST

- _____
- _____
- _____
- _____
- _____

“Your mind was
meant to be a
factory, not a
warehouse.”

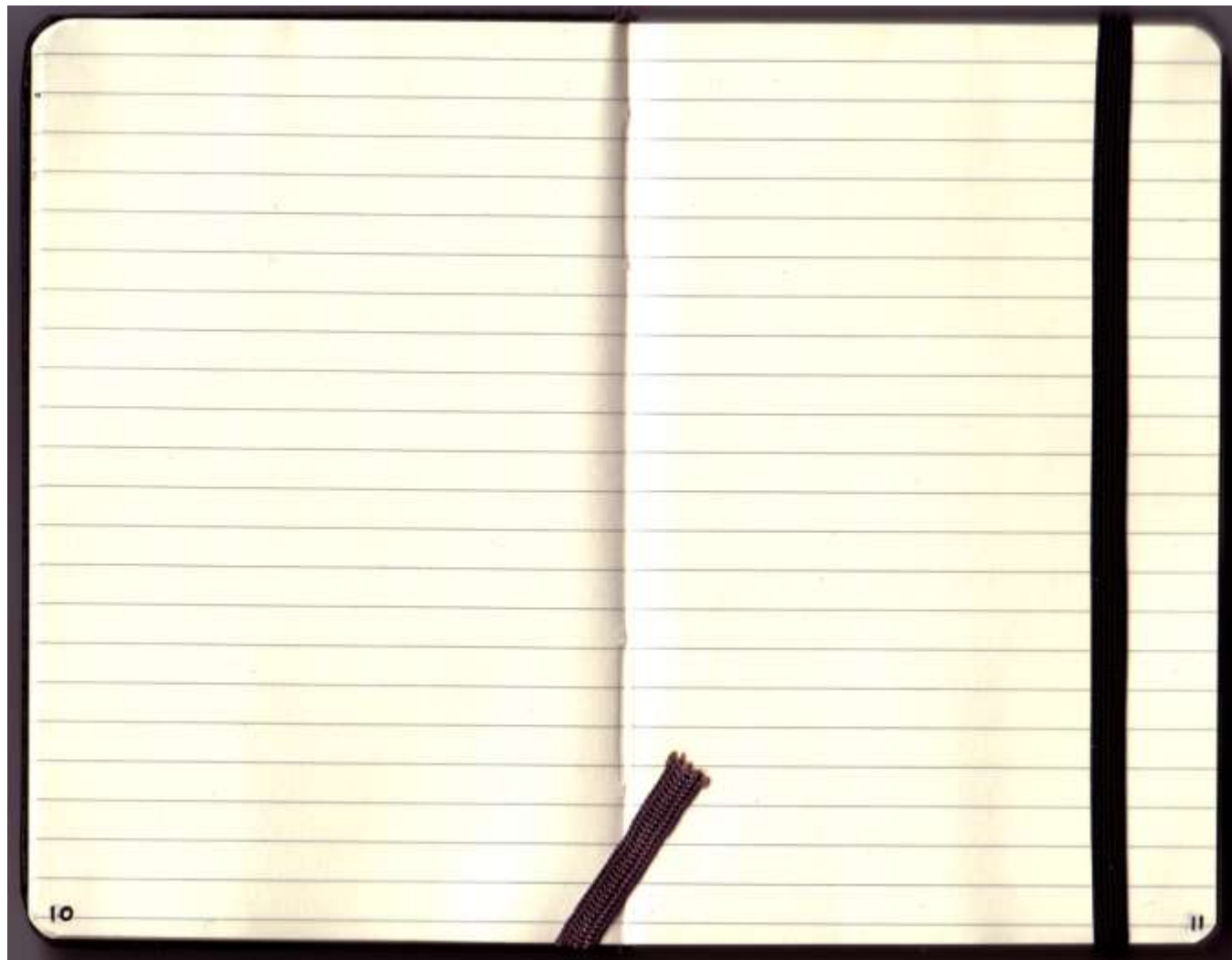
- Mike Vardy

CARSON TATE

work
simply

productivefundraising.com/resources

EMBRACING THE POWER OF YOUR
PERSONAL PRODUCTIVITY STYLE



“Okay Google ...
new task ...”

ADD
NOTE TO
PRESENTATION





**I SURVIVED
ANOTHER
MEETING
THAT SHOULD HAVE
BEEN AN
E-MAIL**

Compose

Inbox (179)

Drafts

Sent

Spam (85)

Trash

179 unread emails



schedule & triage



Who needs
to amp up their
productivity game?



The End!

further learning

@fundraiserchad



FREE WEBINAR

How to Create Unique Fundraising
Events that Excite Your Donors

productive
FUNDRAISING

7/24 @ 12pm (eastern)

questions

productivefundraising.com/resources



other barriers

productivefundraising.com/resources



key takeaways

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