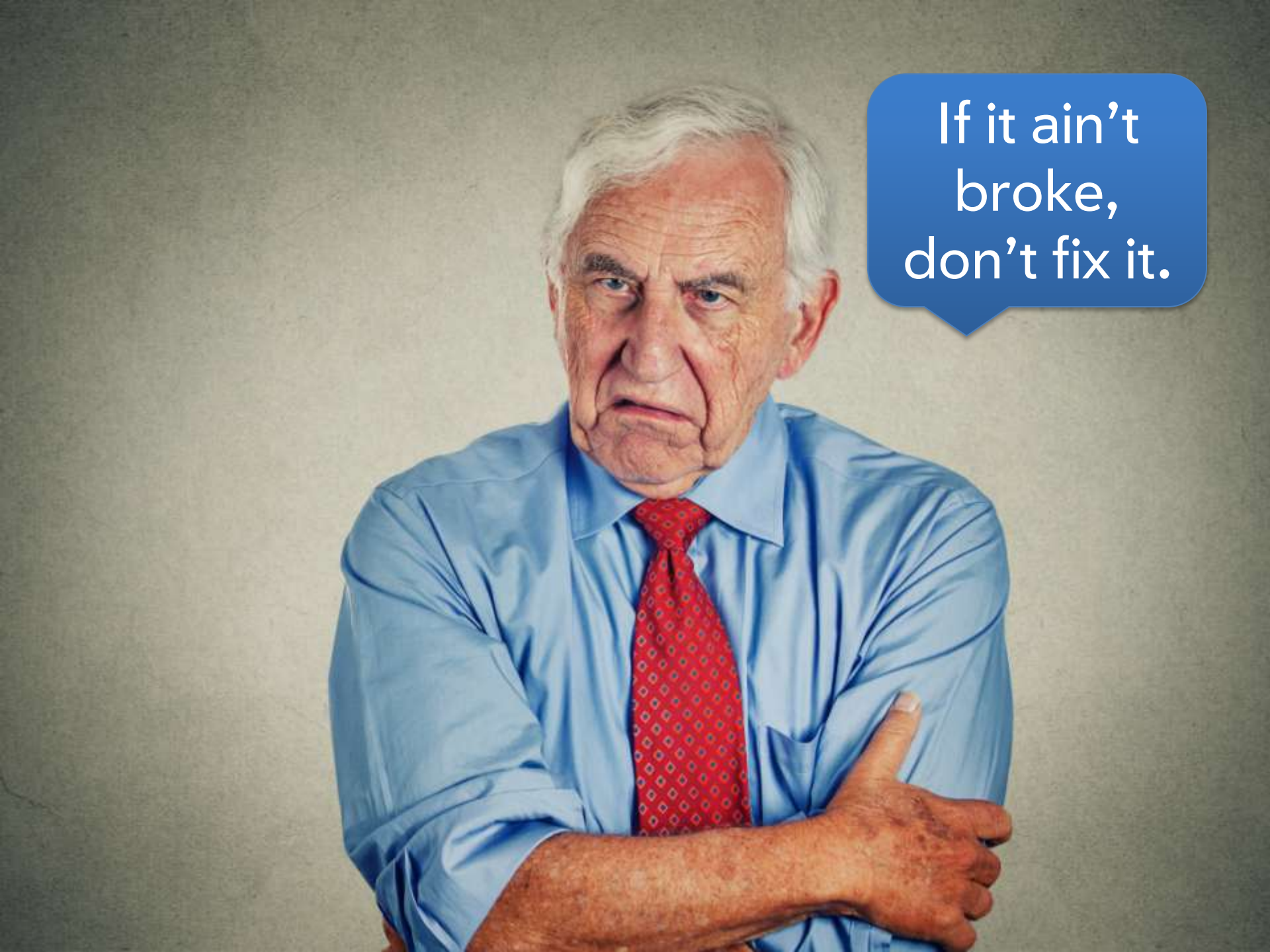
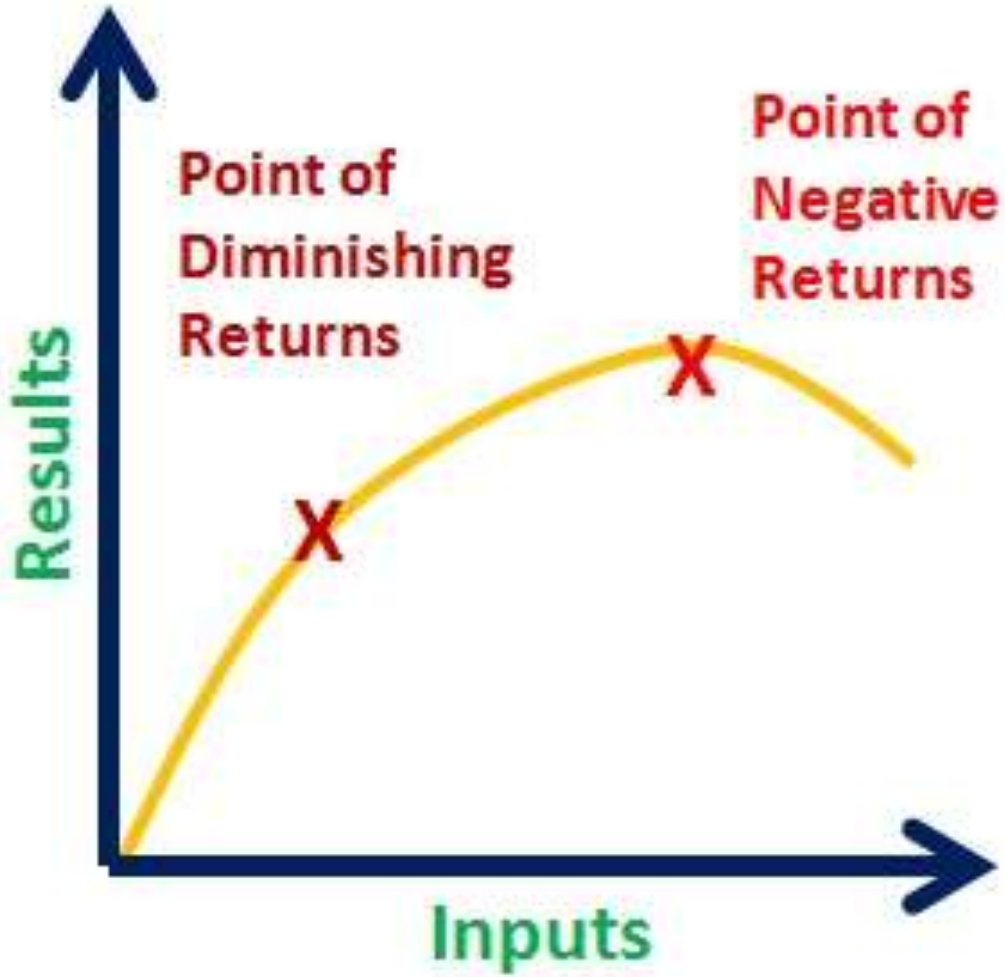
productive FUNDRAISING with Chad Barger, CFRE

# What's Changing in Fundraising & How To Adapt


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

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


Point of
Diminishing
Returns
Point of
Negative
Returns
Results
Inputs

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# What's Changing in Fundraising & How To Adapt

Who is this guy?

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

# career fundraiser

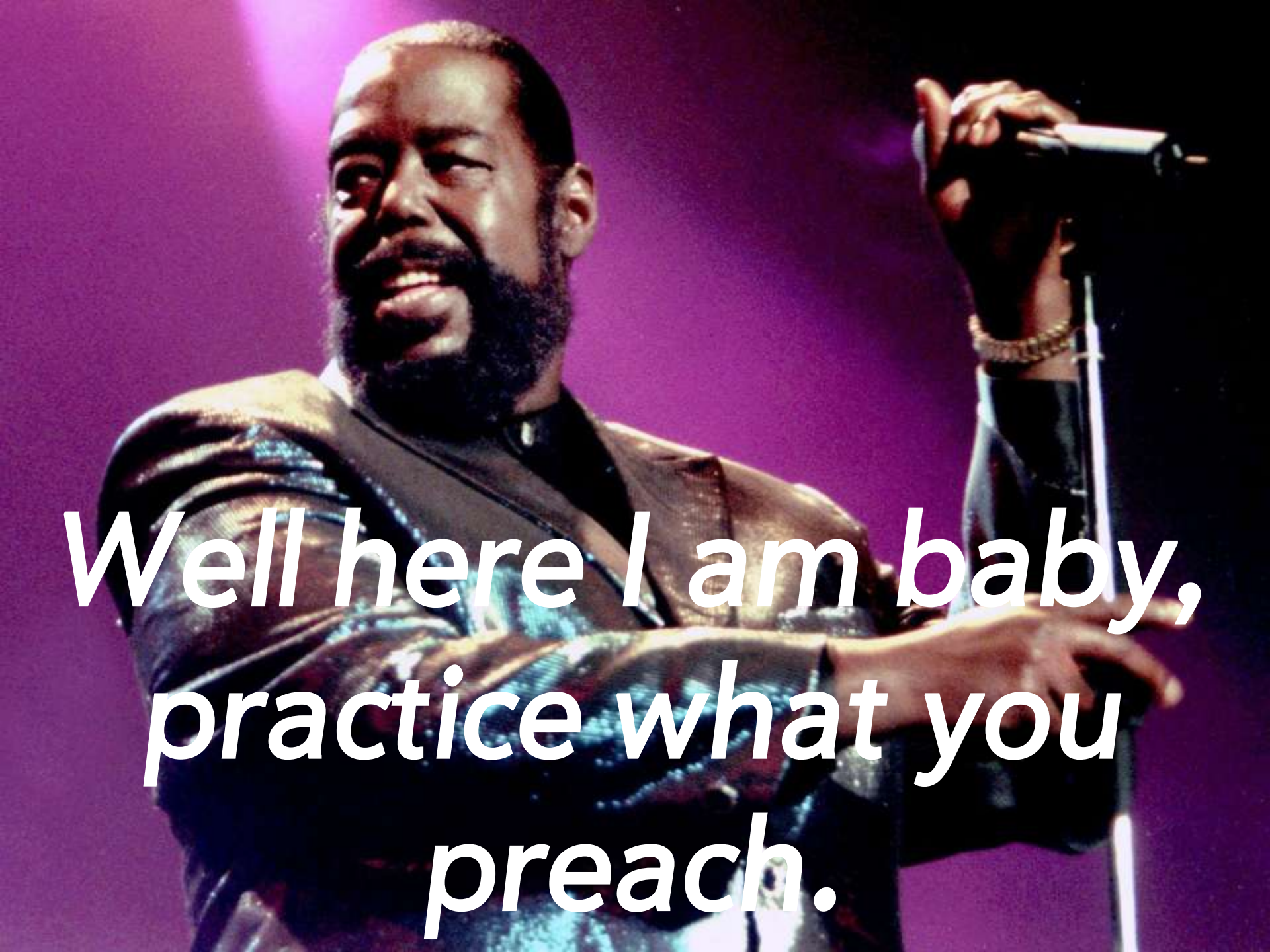
CFRE™

# productive FUNDRAISING

with Chad Barger, CFRE

*fundraising strategy*
*capital campaign support*
*board training*

*for small, but mighty, nonprofits*


Well here I am baby,
practice what you
preach.

# So … what's changing?

# And what should we do about it?

# Giving is growing, slowly.

# $410 billion

Giving USA (2018)

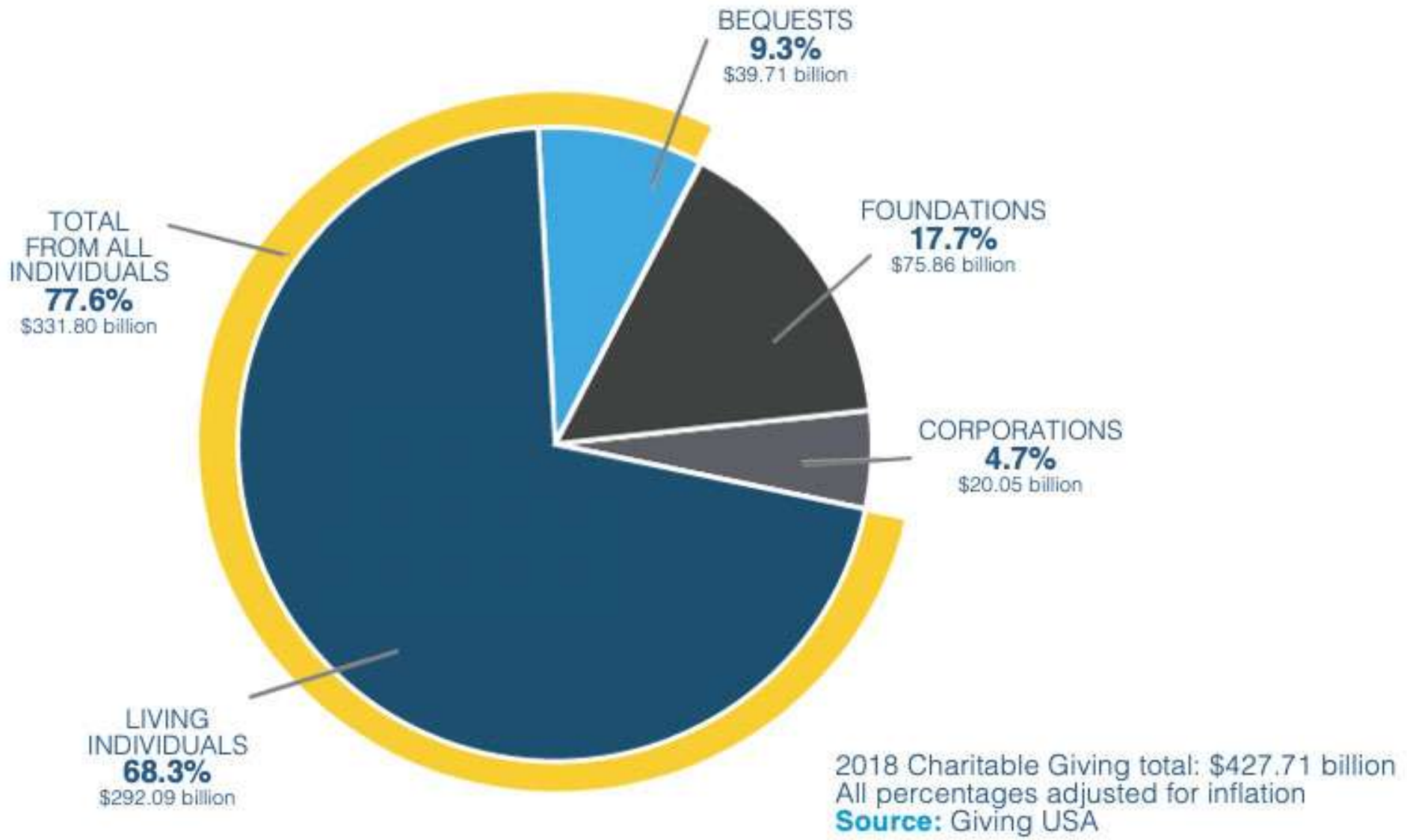



Image Credit: imarketsmart.com

# 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

LOVE

7

productivefundraising.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?

productivefundraising.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 disproportionally come from the pool of supporters already donating to other organizations

visit goals

network &
collaborate with
other orgs

The full implications of the new tax law are still unknown, but coming into focus.

30% 12%

But they may not be that bad …

# 2018 results

- Giving still increased
- But the number of donors decreased

# or they could be horrible

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

# 2019 YTD

- Overall fundraising -7.3%
- New donor retention -9.5%
- Existing donor retention -8.8%
- Number of total donors -5.8%

Source: Fundraising Effectiveness Project, Q2 2019

# bundling

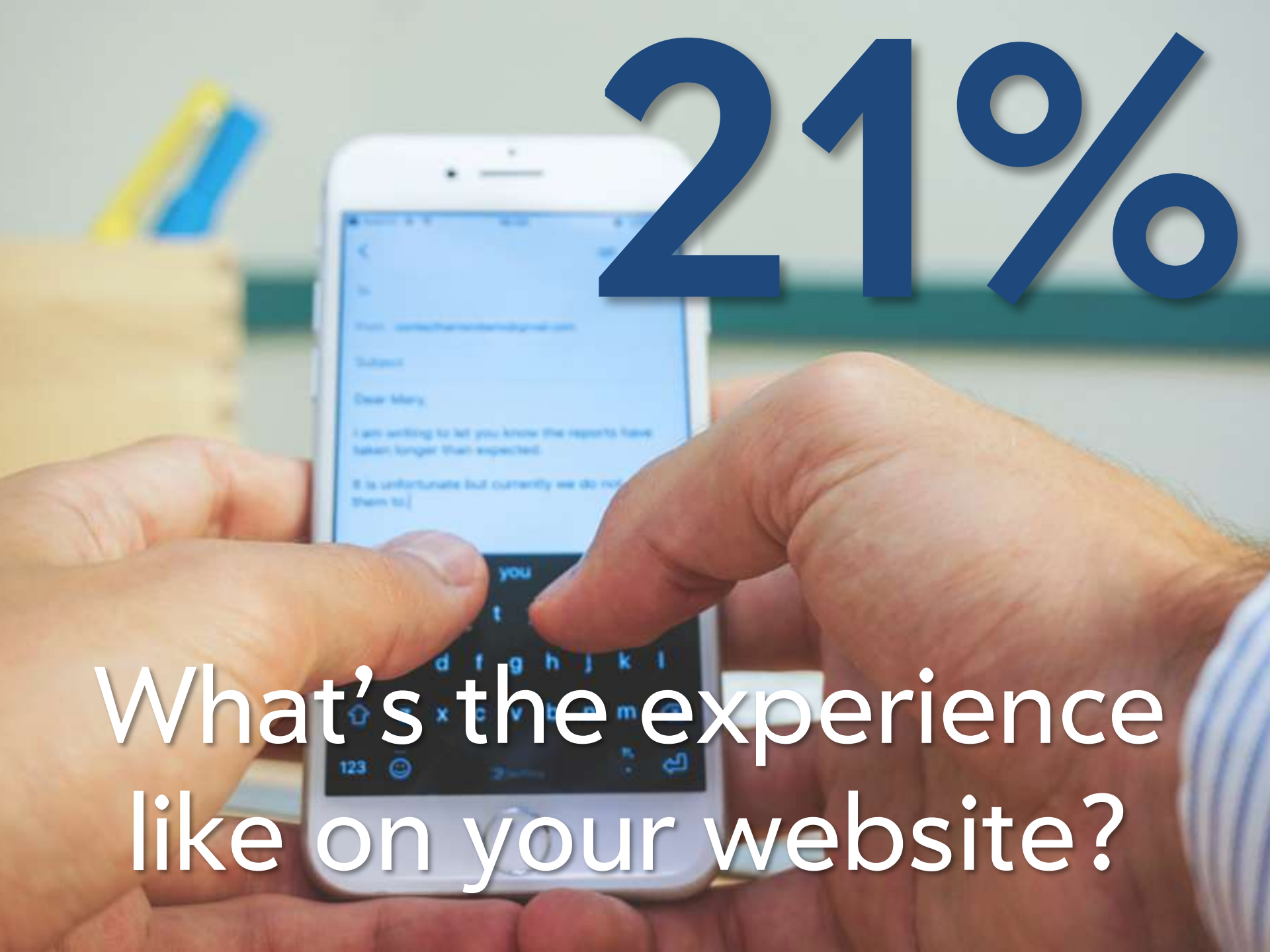
# ADVOCATE

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

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

# 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 ...

the methods

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?

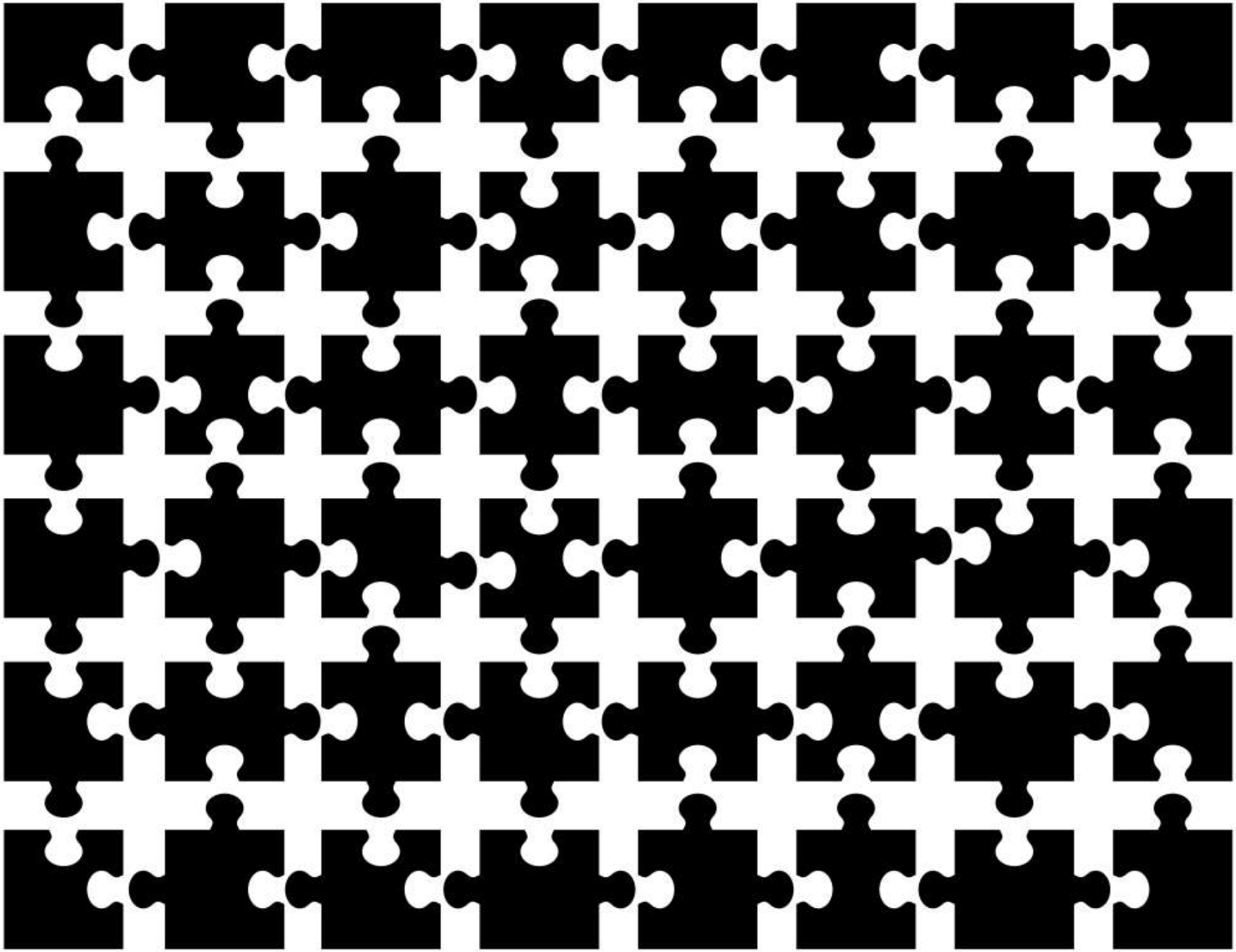
[pause]

productivefundraising.com/resources

Thank you ve 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

# 10/24 @ 12pm (eastern)

# What was your biggest takeaway?

twitter

@fundraiserchad

productive FUNDRAISING

# questions

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