Overcoming the Barriers to Fundraising Success

productive FUNDRAISING

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BARRIER #1

Wrong Mindset About Fundraising

AGENDA:

1. Introductions

2. Eight Common Barriers to Fundraising Success + SOLUTIONS

3. Q&A

Who is this guy?

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

career
fundraiser

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7 Common Barriers to Fundraising Success

BARRIER #1

Wrong Mindset About Fundraising

BARRIER #2

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)

FUNDRAISING EVENTS NOW

For all events before spring 2021...

- Cancel (but try to keep the money)
- Postpone
  - VERY crowded second half of 2021
  - When will folks be comfortable in crowds?
- Go virtual
  - No talking heads on zoom
  - You are producing a TV show

Evaluation Sheet for New Fundraising Ideas

Description	Potential Revenue (1-low, 10-high	Effort (1-very hard, 10-very easy)	Likely Success (1-low, 10-high	Uniqueness (1-not unique, 10-very unique)	Mission Match (1-not at all, 10-very)	TOTAL POINTS

on Sheet for New Fundraising Ideas

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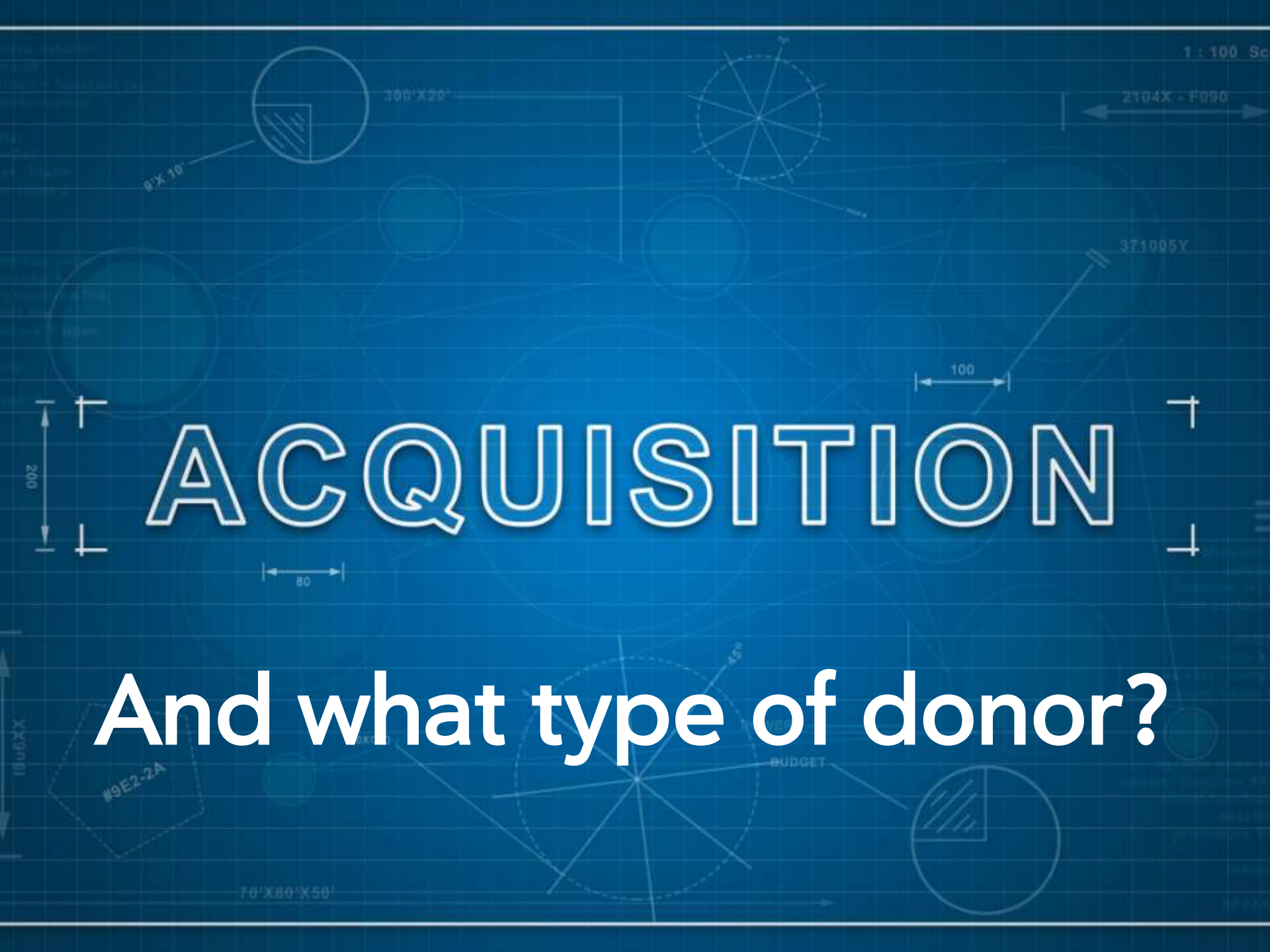
What should be the primary purpose of a fundraising event?



And what type of donor?

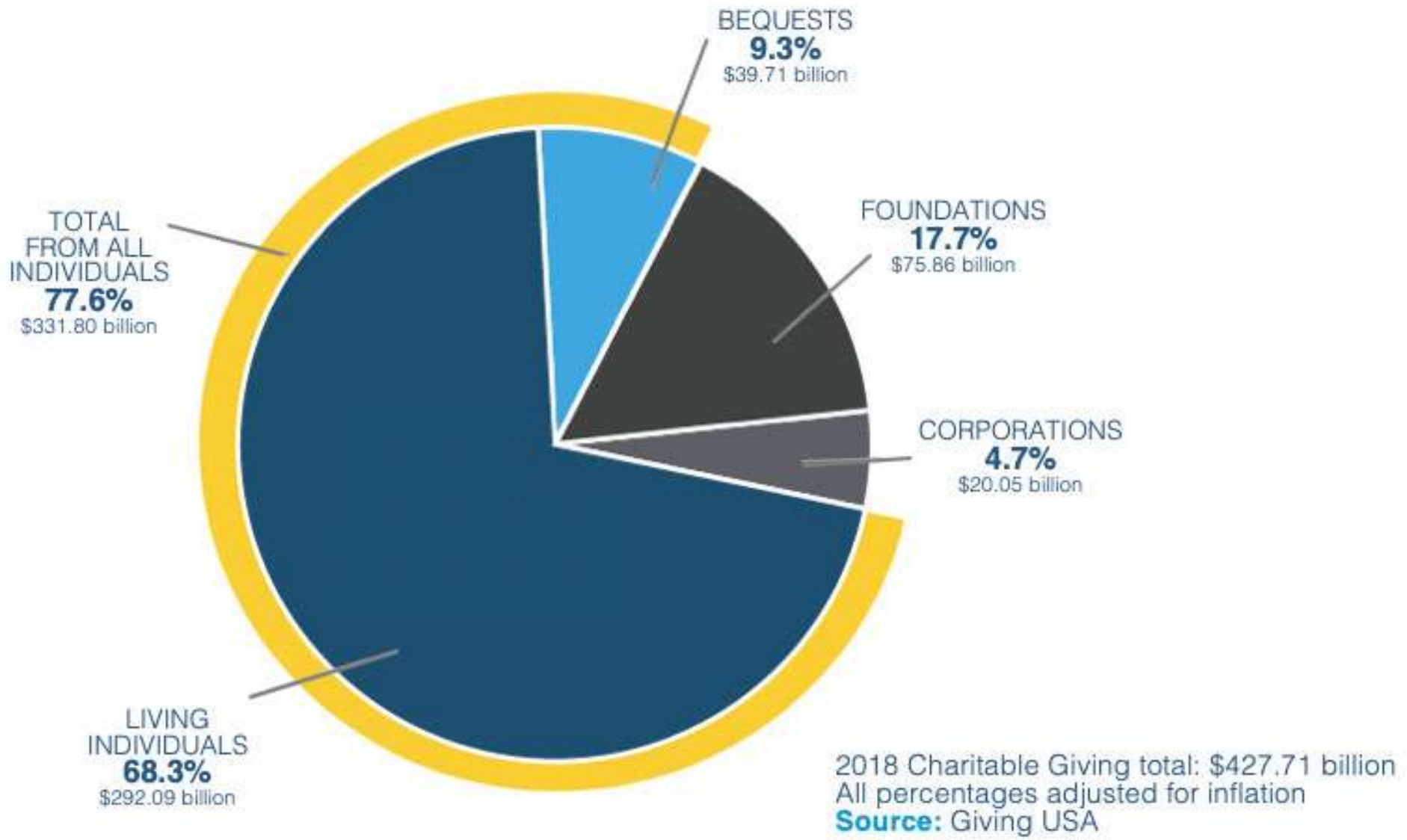


Image Credit: imarketsmart.com

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

Who needs to tune up their events?

BARRIER #3

Non-Donor Centric Communication

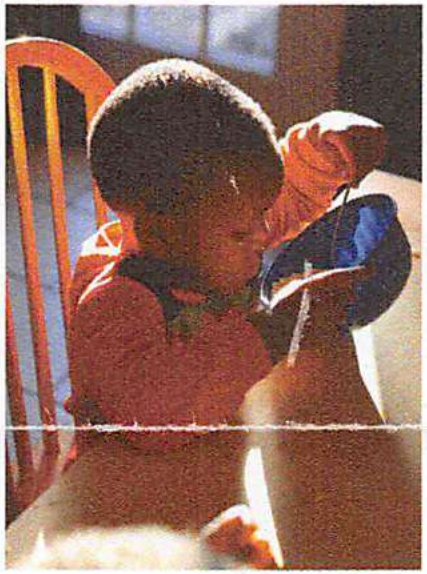
Let’s look at two examples ...

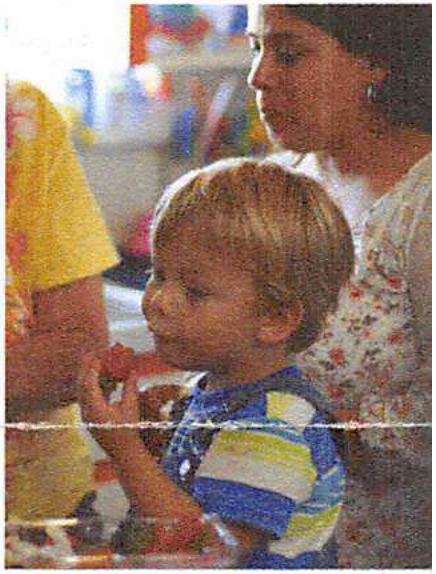
DISCLAIMER:

IF YOU SOLICIT ME,
I WILL SHARE YOUR
APPEALS

What a year!

2016





Dear Chad,

This year will be one for the record books. So far in the 2016 Fiscal Year:

- We provided food and grocery products equivalent to more than 40 million meals to those facing hunger.
- We distributed nearly 50 million pounds of food to more than 900 soup kitchens, shelters and food pantries in 27 central Pennsylvania counties.
- The number of meals and snacks we provided to children in need through our Youth Programs increased 16%.
- The number of seniors we served increased for the 8th year in a row.

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I have no doubt that in the upcoming year there will be just as many people in our community who are facing hunger and will need help getting food. But I also have the confidence that we can continue to provide the healthy, nutritious food that everyone deserves. But we can only do that with your continuing partnership. **It is your support that enables us to do all that we do. Thank you!**

As we approach the end of the year, we need your help one more time in 2016 to help families in our community who are facing hunger. As a loyal friend of Central Pennsylvania Food Bank, I know fighting hunger in central Pennsylvania is important to you. **Please help us today so we can help supply food where it is needed most.** Remember, for every $10 you give, the Food Bank can provide 60 nutritious meals to those in need. Your gift means so much, especially at this time of year. It means that thousands of our hungry neighbors can look forward to a new year of hope.

While the task of solving hunger is daunting, working together, we know we can ensure that no child, no parent and no senior goes hungry in our community. **Thank you again for your support!**

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?

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?

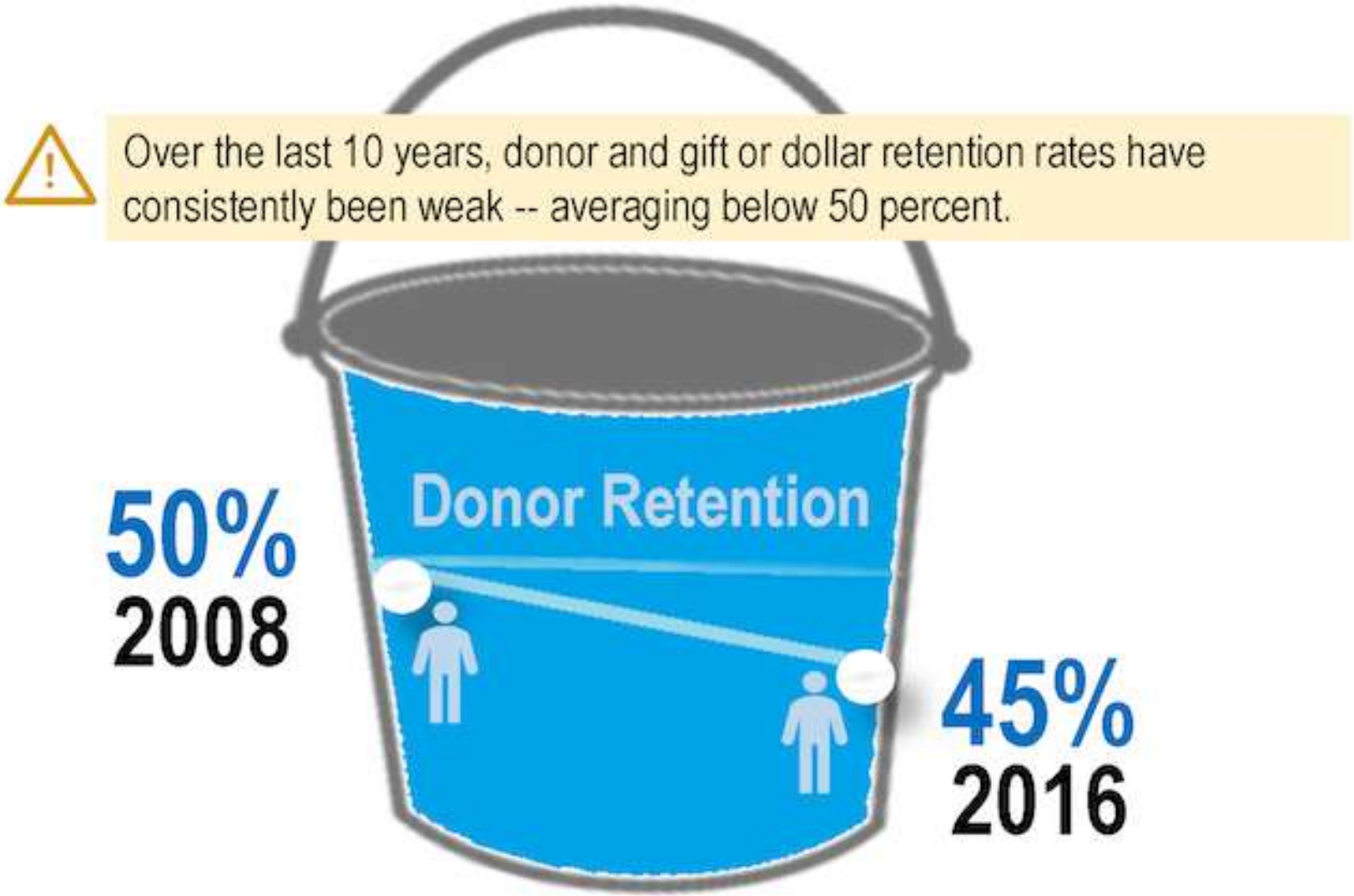
BARRIER #4

Lack of Attention to Donor Retention

Why must we focus on retaining donors?

45%

Fundraising Effectiveness Project (FEP) 2019



Credit: Bloomerang

RETENTION >
ACQUISTION

What's more expensive than thanking donors?

Acquiring them.

- Jen Love

What's the secret?

#donorlove

3
2
4
1
5
6
7
0
8
9

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

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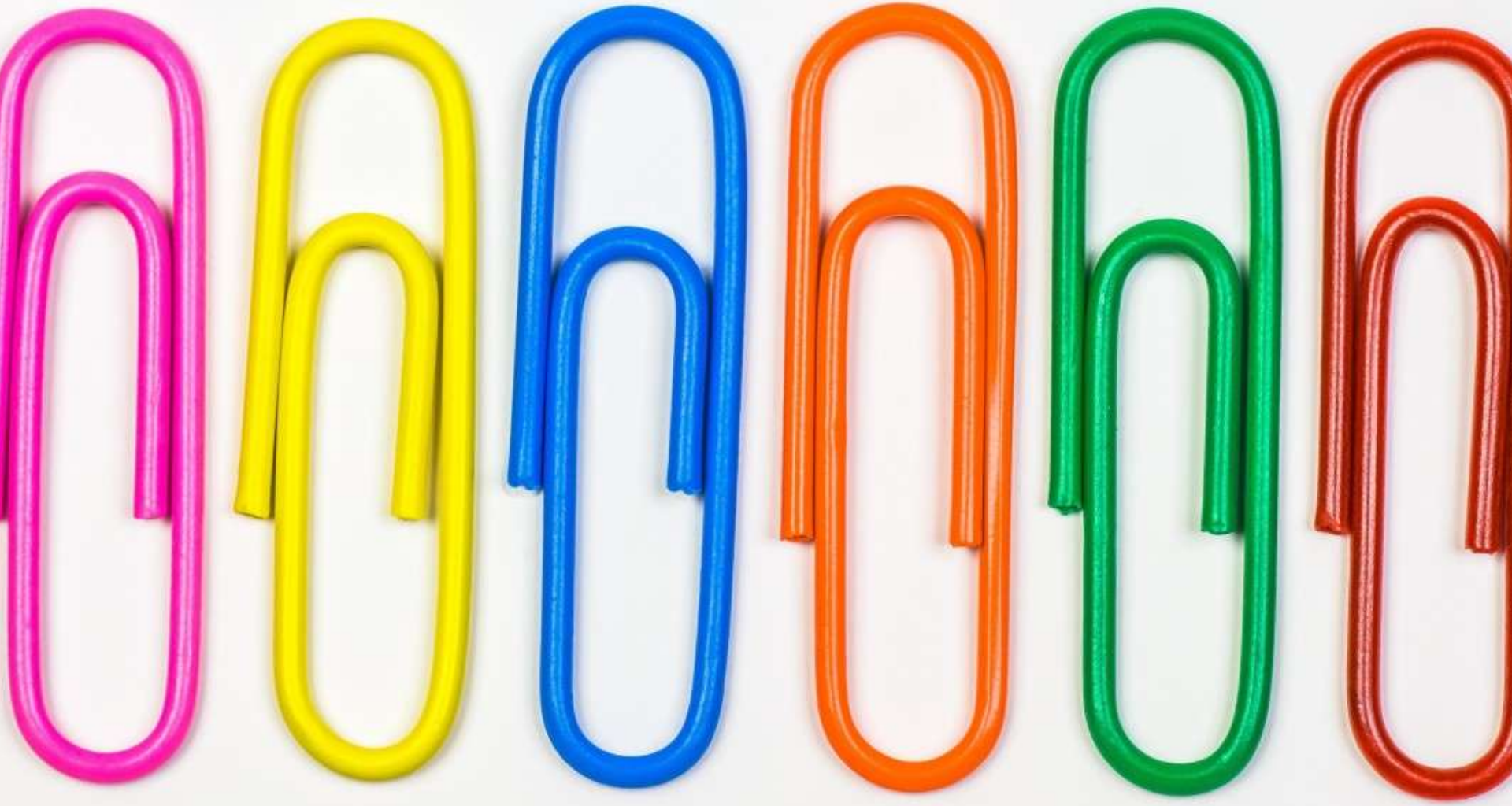
pted your gift?

[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 #5

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**[redacted]? **What about the 20th at 2p**

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Also, please k[redacted]ur cause, at this time I'd ju[redacted]**g for any money!**

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 #6

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

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SIMPLY ASK … PEOPLE GIVE TO PEOPLE

Who should you target?

VISA
DEBIT
VISA
+ donors that give multiple times per year

Who needs to launch (or market) monthly giving?

BARRIER #7

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 ≠
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[illegible]t].

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Let me tell you about [first name] ...

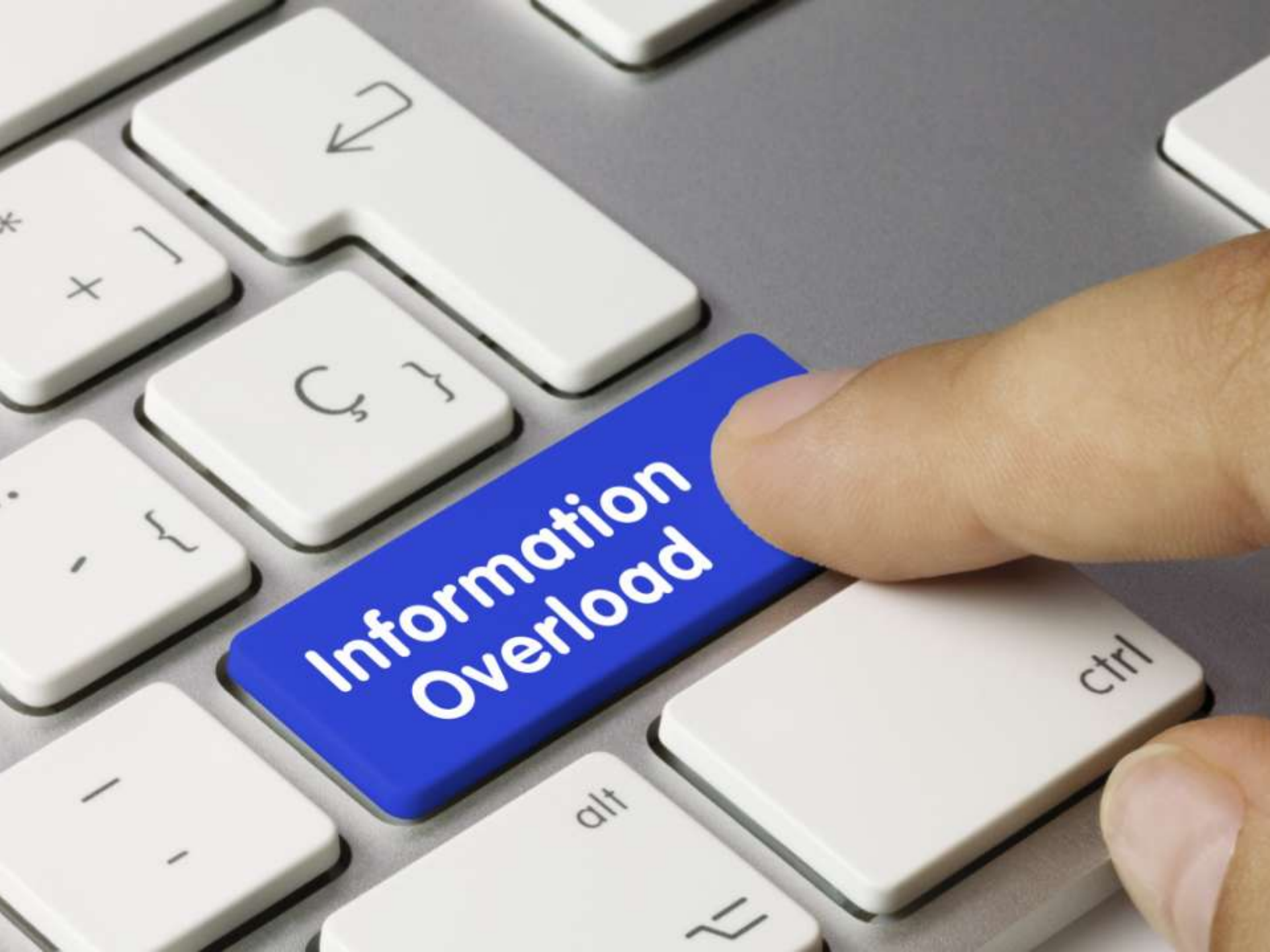
bring the mission
to life for them

mission moments

Who needs to better engage their board in fundraising?

BARRIER #8

Poor Personal Productivity Skills


Information
Overload
ctrl
alt

TO DO LIST

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

– Mike Vardy

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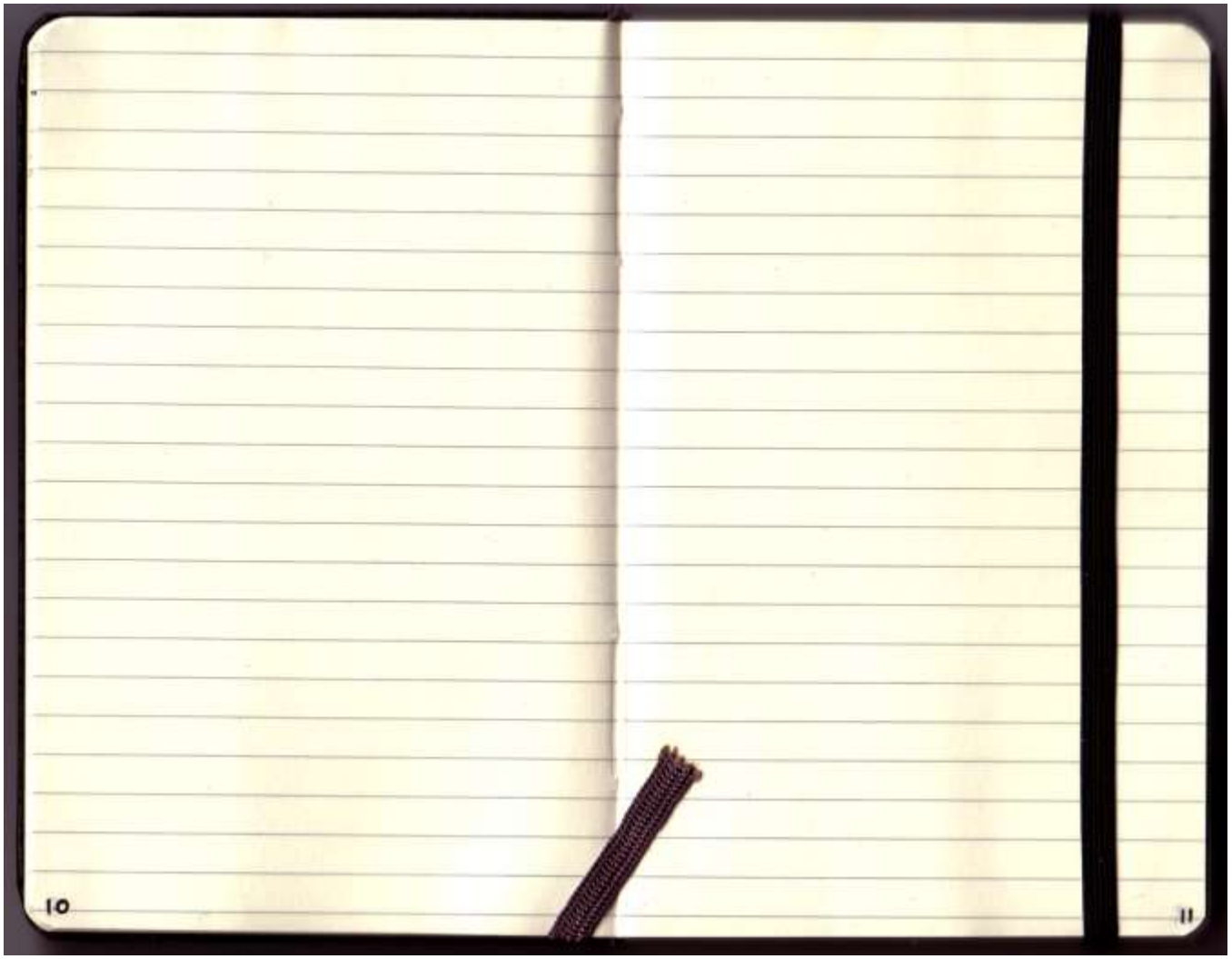
capture everything


10
11

“Alexa...

new task ...”

ADD
NOTE TO
PRESENTATION
NEW
Suave
MEN
2x
Fresh & Clean
HYDRATING
RUSH
THE REAL SHAVING CO.
PROFESSIONAL FORMULA
Daily
Facial Scrub
INVIGORATING
125 ml

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!

@fundraiserchad

productive
FUNDRAISING
with Chad Barger, CFRE

keynotes & workshops

@fundraiserchad
inner circle

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questions

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