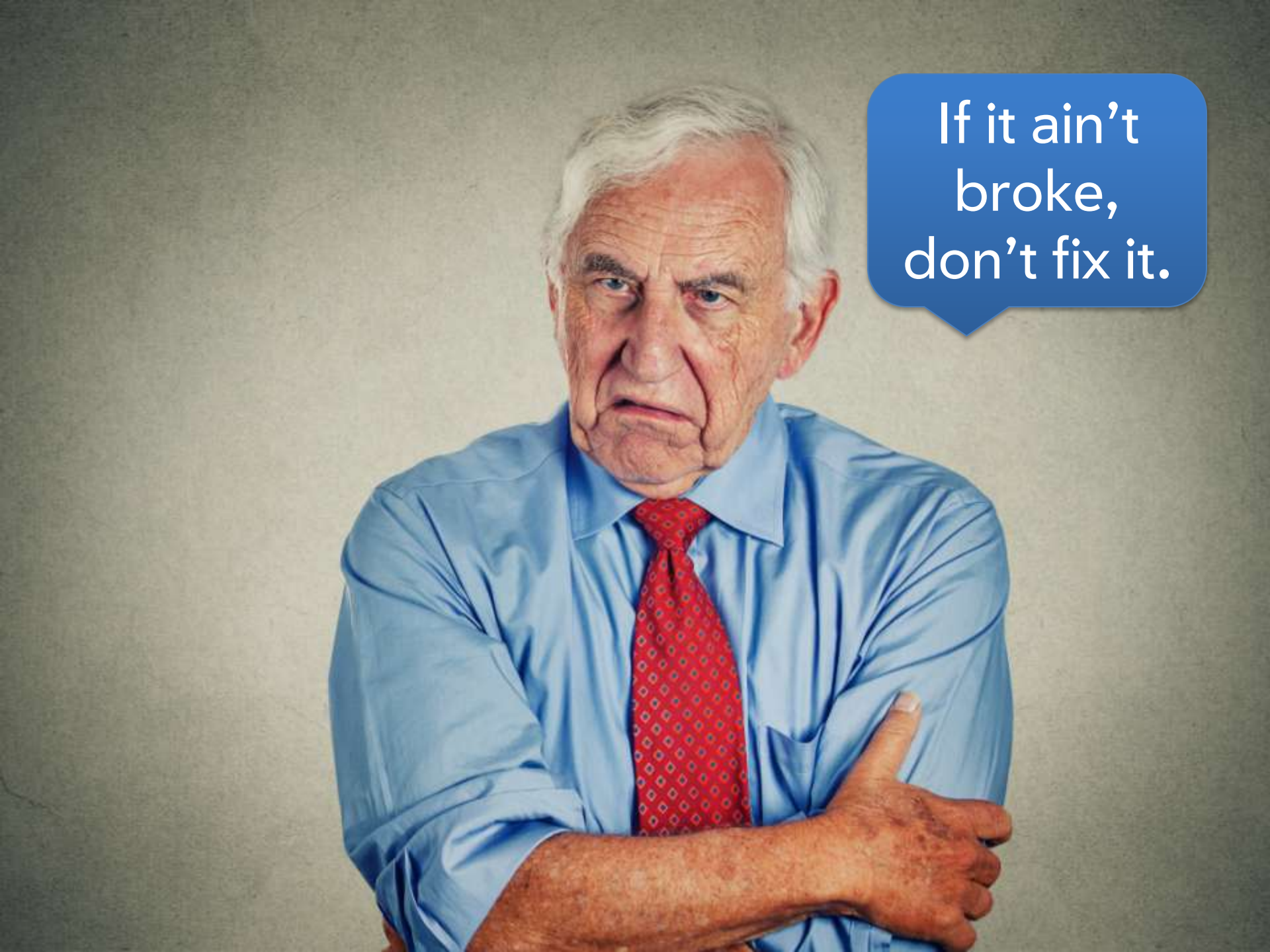
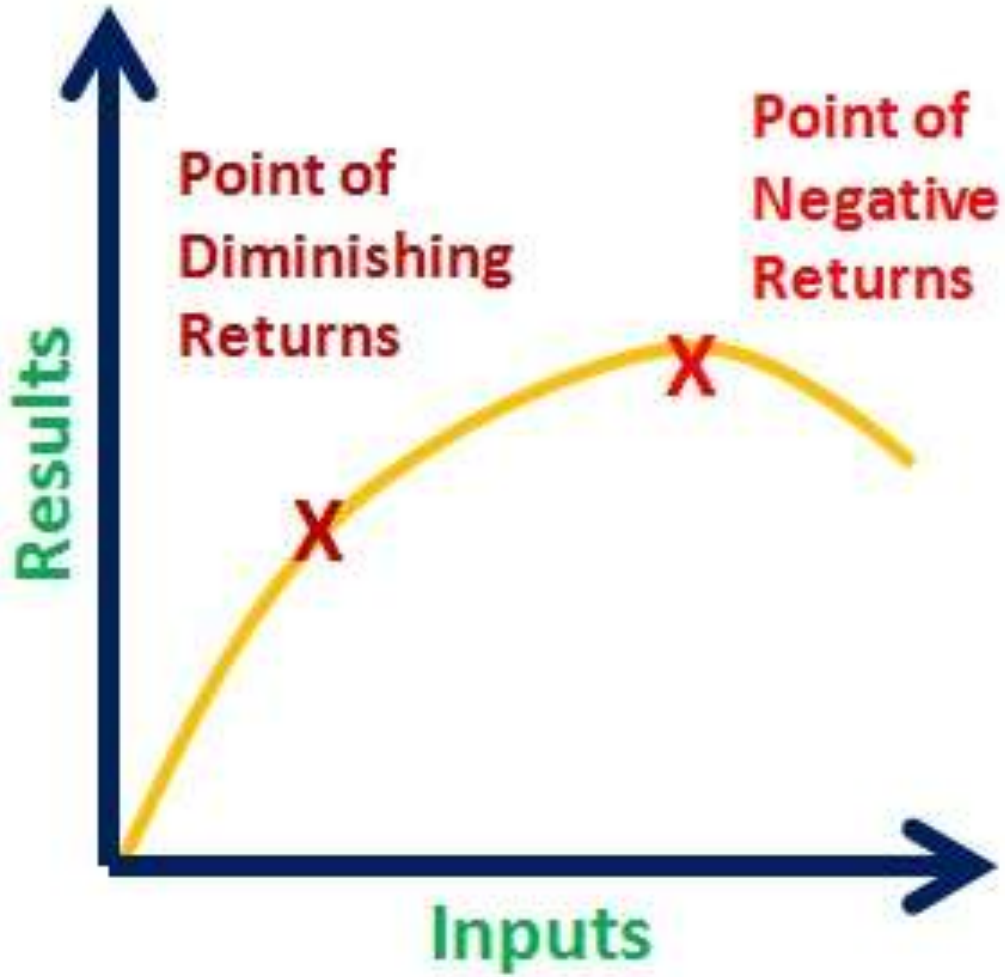
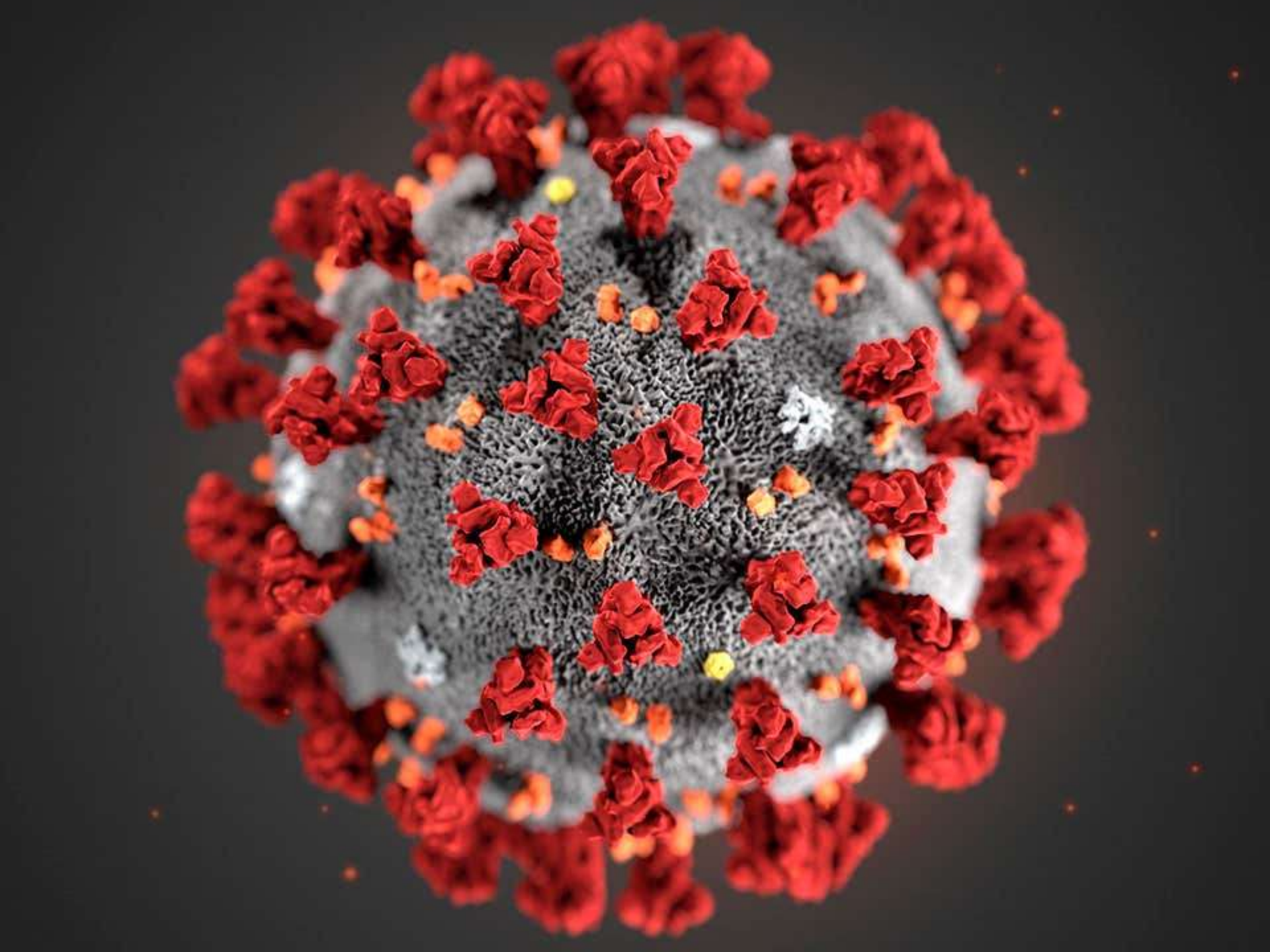
productive FUNDRAISING with Chad Barger, CFRE

What's Changing in Fundraising & How To Adapt


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


Point of
Diminishing
Returns
Point of
Negative
Returns
Results
Inputs

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



productive FUNDRAISING with Chad Barger, CFRE

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

DICKINSON
COLLEGE

AACA MUSEUM INC.
A World Class Automotive Experience
CARS · BUSES · MOTORCYCLES · & MORE

CULTURAL
ENRICHMENT
FUND

CFRE™

AFP
Association of
Fundraising Professionals
Master Trainer

productive
FUNDRAISING

TEMPLE
OWLS

MESSIAH

zoom
Video Conferencing
1
Participants
Q&A
Polling

slides?

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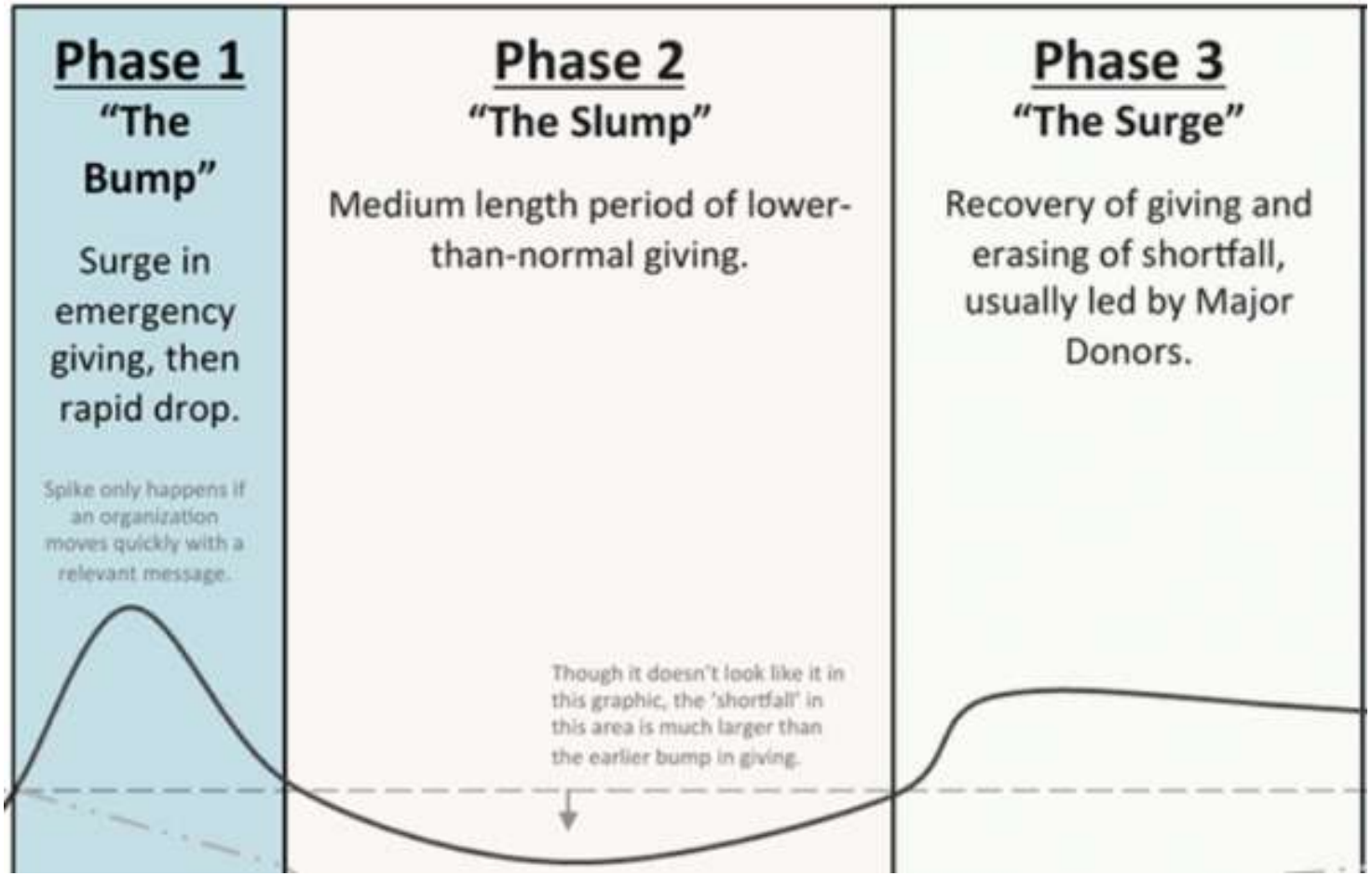
So … what's changing?

And what should we do about it?

COVID-19

PAST EVENTS WITH MAJOR IMPACT ON FUNDRAISING

- 9/11
- Tech Bubble Burst
- Great Recession
- Major Domestic Natural Disasters
- Major Election Years



source: The Better Fundraising Co. (Steven Screen)

During the Great Recession the S&P 500 dipped 39 percent, but giving only dropped by 8 percent.

source: Pursuant

LONG TERM IMPACT

- Influx of first time donors (especially younger donors)
- Some will retreat, but other donors will step up (fewer donors, more $)
- Crises teach people to give & give more generously
- Long term growth for the sector

FIX YOUR MINDSET

Your donors are amazing, and they want to help. Let *them* decide what is relevant and important to them. Your job is to clearly state how your beneficiaries and your organization are being impacted by this situation. And how the donor can help. Share a current need that they can act on. Don't let your unease with asking take away from a donor the chance to make an impact and feel better about the world.

Source: Steven Screen

FUNDRAISING EVENTS

For all events before summer 2021, pick your poison...

- Cancel (but try to keep the money)
- Postpone
  - VERY crowded late 2021 / when will folks be comfortable in crowds?
- Go virtual

virtual event sponsorships

- Don’t downplay the opportunity / build excitement
- Don’t discount
- Use technology to provide even more value
- Make it a part of something bigger (year round partnership vs. one day sponsorship)

webinar recording

How to Fundraise in the Time of COVID-19

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productive FUNDRAISING

@fundraiserchad

Giving is growing, and the growth is accelerating.

$449 billion

Giving USA (2020)

Dramatic acceleration
(+0.7% to +4.2%)

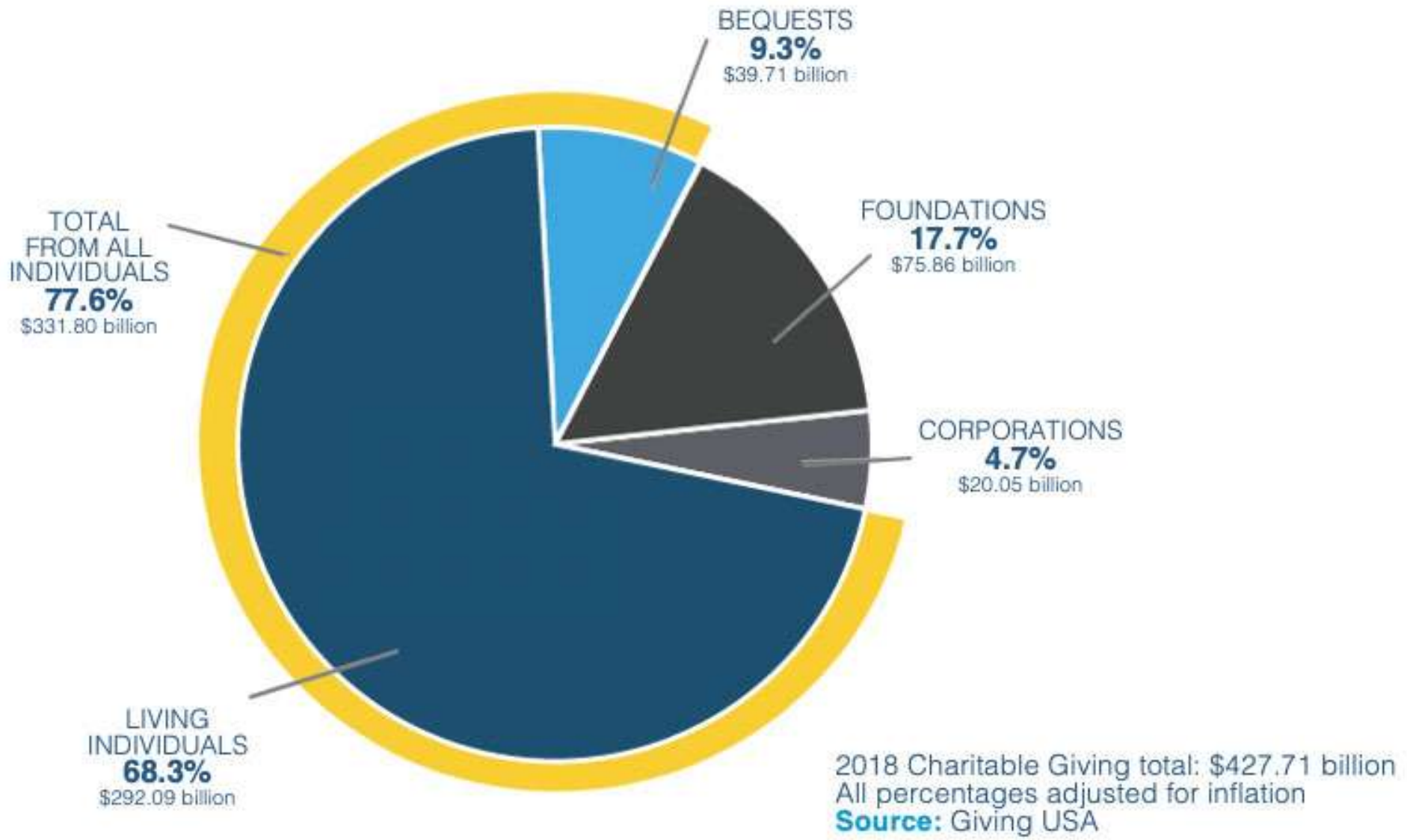

Image Credit: imarketsmart.com

individuals give the most

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

The full implications of the 2018 tax law changes are still unknown, but coming into focus.

Let's look at the data ...

- Giving increased in both 2018 and 2019
- 2019 was expected to show a larger impact since donors had filed their taxes for first time under new rules
- But the number of donors decreased
- Decrease must be attributed to change in tax law due to good economic conditions

bundling

ADVOCATE

for the universal charitable deduction

CARES ACT GIVING INCENTIVES

- Temporary Universal Charitable Deduction ($300)
  - You can tell them!
- Corporate Giving = increased annual limit from 10% to 25% of taxable income
  - Not all impacted equally by economic slowdown

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

Donor retention is still horrible.

45%

Fundraising Effectiveness Project (FEP) 2019

KEEP
CALM
AND THANK
YOUR
DONORS

LOVE

7

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45%

85%

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

45% of all donors are enrolled in a monthly giving program.

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

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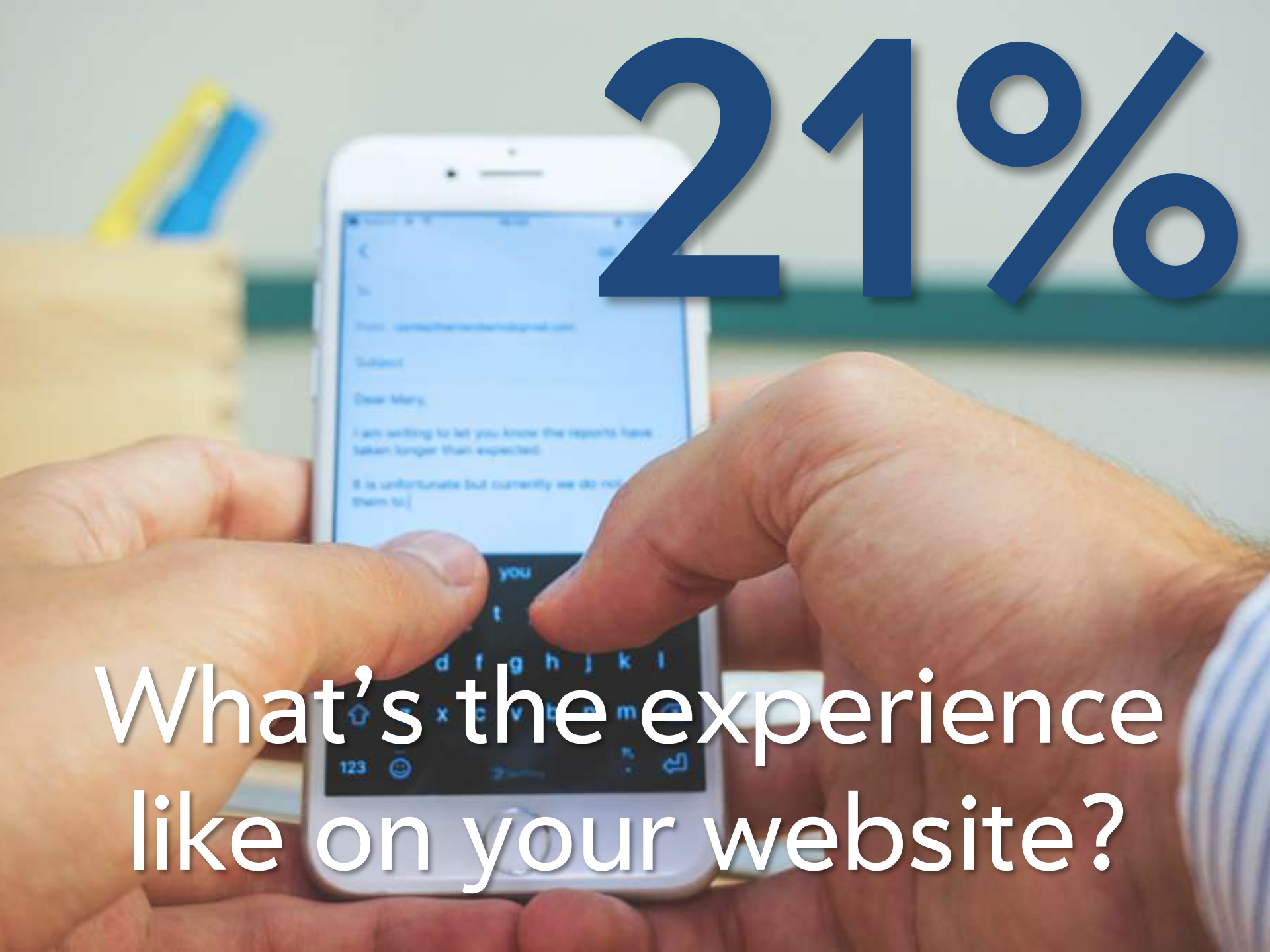
Online giving continues to grow, slowly.

8.7% of all giving

2019 Charitable Giving Report, Blackbaud Institute

growing at 12% avg per year

Monthly giving now accounts for approximately 18% of all online giving.


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.”

Donors are increasingly loyal to causes not organizations – tell stories about the people your donors help.

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.

USPS problems

- End of Q4 Nonprofit Standard Mail in 2018 & 2019
  - Slower delivery
  - Inconsistent (batched) delivery
- 2020 Pandemic & Political Impact
- How should you react?
  - Drop your year end appeal 2 weeks early
  - Use first class stamps for the top of your list

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]

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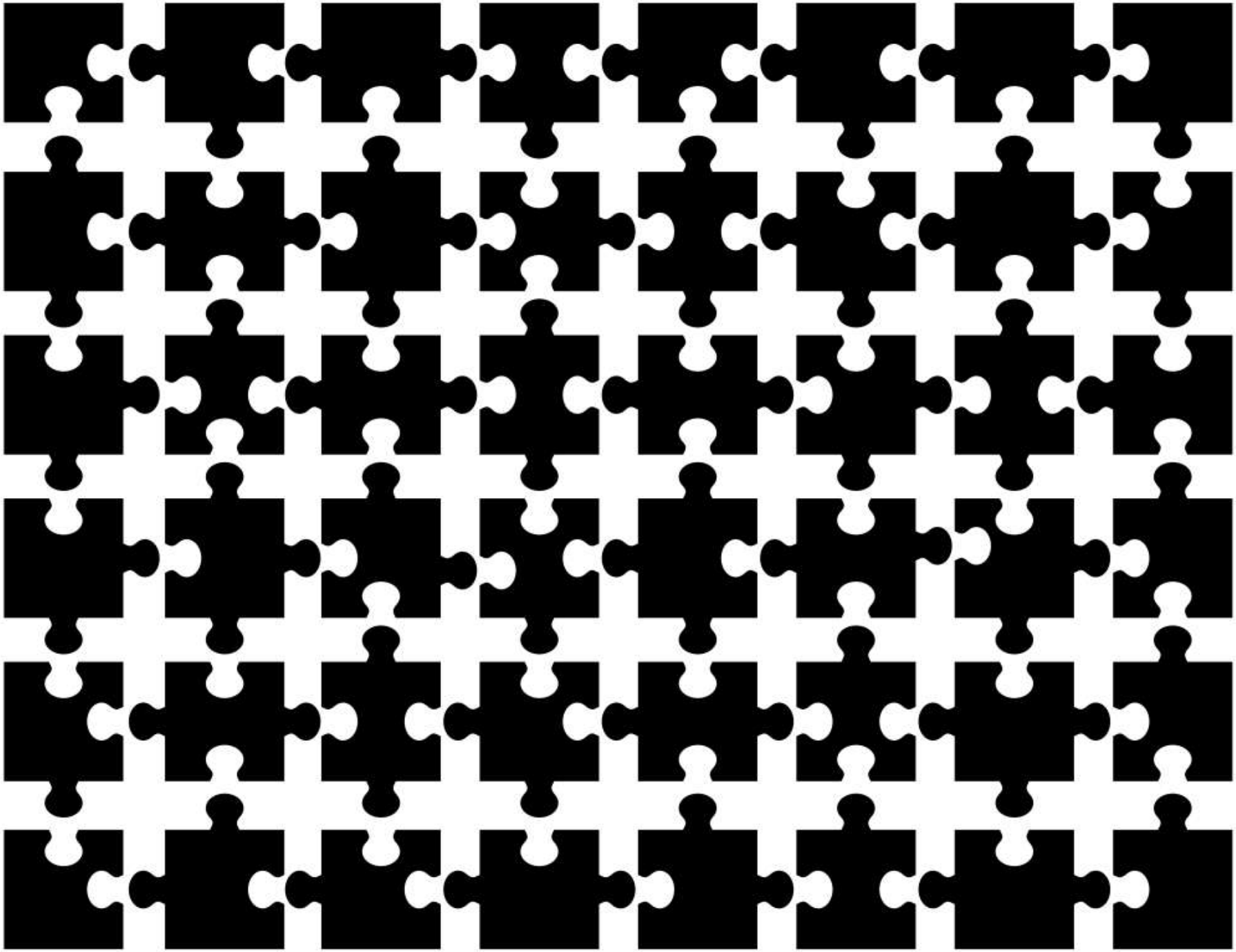
Thank you [illegible] ve a wonderful day!

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)

Final Round Up

final round up

temporary or permanent?

- Appealing to a younger audience
- Election year impact on giving
- Effective altruism movement
- Virtual events (permanent?)
- Live streams (twitch)

The End!

@fundraiserchad

further learning

@fundraiserchad

further learning

@fundraiserchad

9/30 @ 1pm (eastern)

questions

zoom
Video Conferencing
1
Participants
Q&A
Polling

questions

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