BERKS COUNTY PUBLIC LIBRARIES

Fundraising Training for Trustees

productive FUNDRAISING

@fundraiserchad

AGENDA:

1. Introductions
2. What is Fundraising (really) & How Nonprofits Do It
3. Your Fundraising Duties as a Trustee
4. Telling the Library's Story
5. The Asking Process
6. Donor Retention – The Board's Calling
7. Q&A

SLIDES + RESOURCES

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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

What is Fundraising? (really)

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FUNDRAISING is not what you think it is ...

Begging=you have the power

Demanding=I have the power

Asking=we have a relationship

@amandapalmer #IFC2016

The focus should not be on the ASK, it should be on the CONNECTION.

It's not how do we ASK people to give, it's how do we LET people give. It's an INVITATION.

We can't INVITE someone to do something unless we have a RELATIONSHIP with them.

Fundraising is about RELATIONSHIP BUILDING (always).

And How Do Nonprofits Do It?

(Fundraising 101 in 6 slides)

the pyramid

Credit: Campbell & Company

the chart

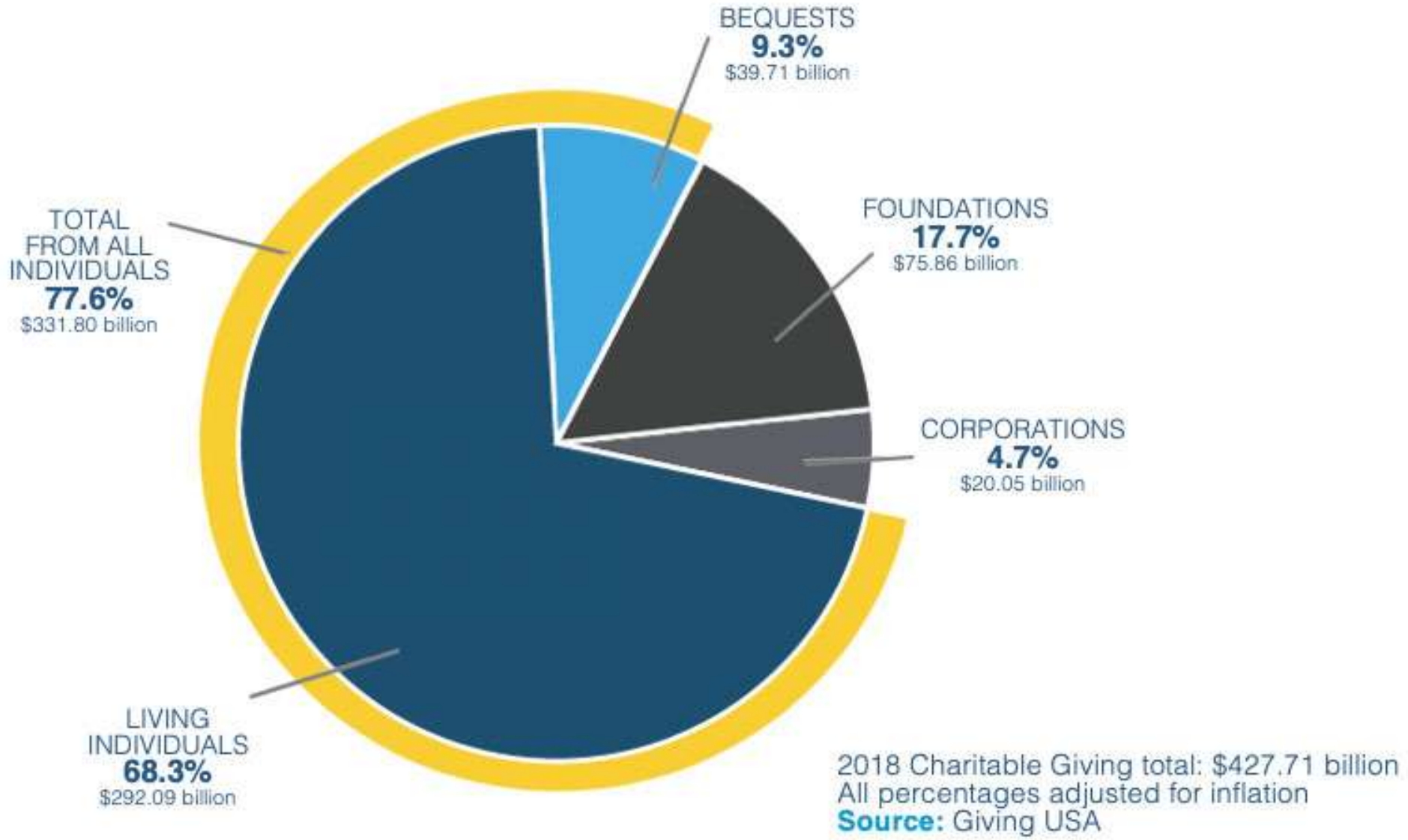
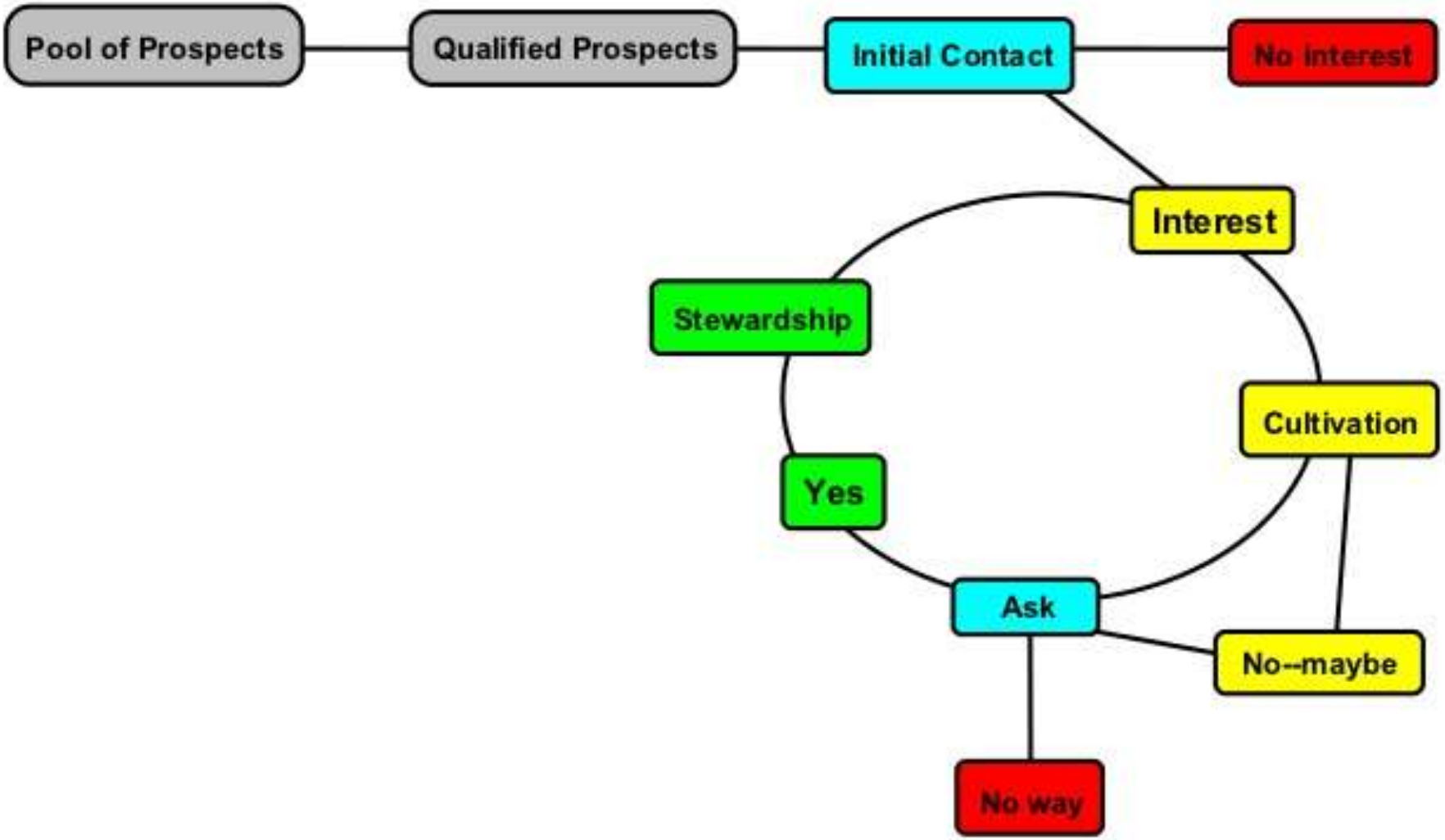


Image Credit: imarketsmart.com

the cycle



Credit: GoalBusters Consulting (Alice Ferris, CFRE, ACFRE)

the methods

In person
Peer to peer
By mail
By events
By email
Via crowdfunding
On a web site
By phone
By advertising

donor centrism

Does it make the donor feel important, valued & considered?

45% 29%

the 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,
The Better Fundraising Company

The Trustee's Role in Fundraising

The Board's Role in Resource Development

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

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A program of by:

LEADERSHIP HARRISBURG AREA
Leaders Serving.

TFEC THE FOUNDATION FOR ENHANCING COMMUNITIES

ORRSTOWN BANK

FINAL FOCUS

Telling Our Story

exercise:
what's our mission?

BERKS COUNTY PUBLIC LIBRARIES

AS PART OF THE BERKS COUNTY PUBLIC LIBRARIES SYSTEM, EXETER LIBRARY ASSOCIATION INC IS AN INDEPENDENT PARTICIPATING PUBLIC LIBRARY IN BERKS COUNTY COMMMITTED TO SERVE THE COMMUNITY AS A CENTER OF LEARNING, ACCESSIBLE RECREATION, PRACTICAL TOOLS, AND NEARLY 500 FREE PROGRAMS DESIGNED FOR CHILDREN AND ADULTS TO PARTICIPATE IN THROUGHOUT THE YEAR.

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!

your mission ≠
your story

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Part 1

“We help [who],”

[who] examples: children, students, residents, citizens, the homeless, seniors, animals, farmers, artists, etc.

Part 2

“So they can [do what].”

[do what] examples: thrive, succeed, learn, survive, prosper, live independently, be healthy, have a positive future, etc.

Part 3

“Let me tell you about [first name], [story]”

story characteristics

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

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The Asking Process

the methods

In person
Peer to peer
By mail
By events
By email
Via crowdfunding
On a web site
By phone
By advertising

Getting the Visit

If they take your visit, there's an 85% chance they'll make a gift.

-Jerry Panas

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 minutes** would be sufficient – is there a good day on your calendar? **What about the 20th at 2pm or the 22nd between 1 and 4pm?**

Also, please know that while it is my hope that you will continue supporting our cause, at this time I'd just like to meet you and provide this update – **I will not be asking for any money!**

Thank you for

Sincerely, Cha

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Different Approaches for Different Relationships

- A close friend
- An acquaintance
- Someone you don't know (insert the connection)

But what if they say no?

Or never return my emails & calls?

POSITIVE ENGAGEMENT

Guiding the Conversation

This is
My Story...

listen more

talk less

DEFAULT "LISTENING" BEHAVIOR

45% = What Am I Going to Say Next?

45% = When Can I Politely Cut In?

10% = Actually Listening

the most powerful form of communicating with another human being is asking them a question

Ask
open-ended
questions

FIND CPI
(common points of interest)
Small talk
KNOW | LIKE | TRUST

The Transition

Chad's Favorite Donor Visit Questions

So, as you know I wanted to speak about ABC Charity today ...

- What do you know about us?
- What first led you to become involved with our organization?
- What excites you about our current programming?
- What could we be doing better?

A FEW
key talking points

What can I do to help?

Positioning the Ask

no asks on
first visits with
people you don't
already know well

The easiest way to make an ASK ...

CONSIDER & JOIN ME

“I hope you’ll CONSIDER JOINING ME in supporting this program with a donation of $5,000.”

“I hope you’ll CONSIDER JOINING ME in advancing this program by serving on the task force.”

Closing the Meeting

Small talk
KNOW | LIKE | TRUST

GET PERMISSION

What's Next?

1. More information
2. Proposal / offer
3. Follow up call / meeting

GET PERMISSION AT THE MEETING

Following Up

But what do you need to do before you follow up with your planned next step?

Thank you ...

The 3 Minute / 3 Sentence Thank You Note Formula

sentence 1 = what you saw / what happened

sentence 2 = the impact of what you saw on you or your organization

sentence 3 = what you appreciate about the person's role in what you saw

VANCE -

THANKS AGAIN FOR TAKING THE TIME TO MEET WITH ME THIS WEEK. I'M CONFIDENT THAT BY WORKING TOGETHER WE CAN BOTH INCREASE OUR IMPACT ON THE LOCAL ARTS SCENE. I GREATLY APPRECIATE YOUR DEDICATION TO THE CAUSE!

THANKS AGAIN,

CHAD

Follow up guidelines: 4x

1 week after the ask
2 weeks after that
4 weeks after that
8 weeks after that
Move on (after 15 weeks)

Donor Retention – The Effective Board's Calling

the pyramid

WE HAVE TO RETAIN THEM

Credit: Campbell & Company

45%

Fundraising Effectiveness Project (FEP)

RETENTION >
ACQUISTION

People give to folks that they KNOW, like and trust

People KEEP GIVING to folks that they KNOW, like and trust

What's the secret?

#donorlove

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Report on Impact

Tell them what you did with their last donation before you ask for another one!

It's been a fun-filled summer!

Because of your support of New Hope Ministries, kids are having fun in the sun, learning about science and nature, reading books, volunteering in our community, and enjoying nutritious and healthy food.

Next up: Back to school!

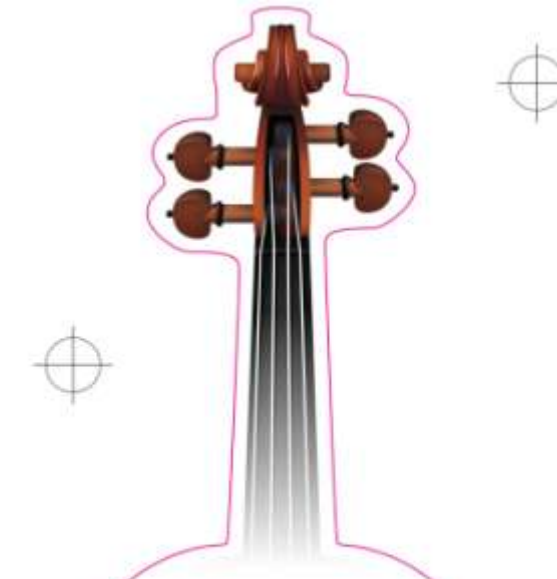
You make all this *(and more!)* possible.

Thanks, Chad!
☺ Joel

New HOPE Ministries
Sharing Christ's love by meeting human needs

New Hope Ministries is a 501(c)(3) nonprofit organization – contributions to which are tax deductible to the fullest extent permitted by law. The official registration and financial information of New Hope Ministries may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

Be creative & stand out



Because of you,

283,645

residents of the capital region had an

arts

experience

last year.

Thank you for your ongoing support!

CULTURAL ENRICHMENT FUND

Cultural Enrichment Fund
PO Box 12084
Harrisburg, PA 17108
Carrier: leave if no response

NONPROFIT ORG
CMM
U.S. POSTAGE
PAID
TAMPA, FL
PERMIT NO. 1436

2*2*******5-DIGIT 17112
Mr. and Mrs. Anthony Pascotti
633 Fishing Creek Valley Rd
Harrisburg, PA 17112-9631

Because of you,

283,645

residents of the capital region had an

arts experience

last year.
Thank you for your ongoing support!

CULTURAL ENRICHMENT FUND

Cultural Enrichment Fund
PO Box 12084
Harrisburg, PA 17108
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NONPROFIT ORG
CMM
U.S. POSTAGE
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TAMPA, FL
PERMIT NO. 1439

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[redacted]

Harrisburg, PA 17112-9631

STORIES

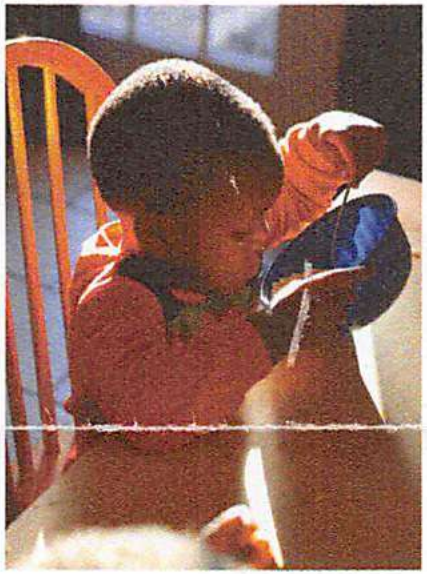
not statistics

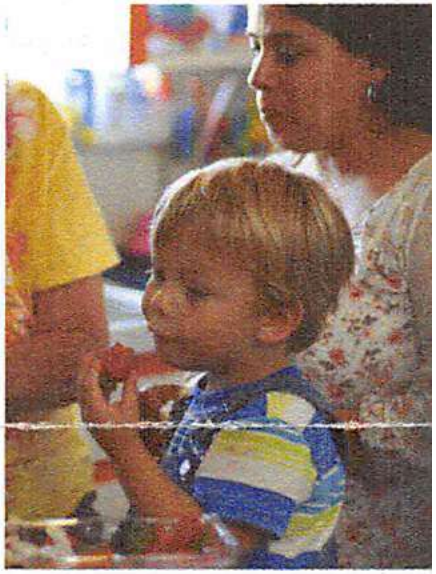
story characteristics

- Compelling story about 1 PERSON, place or thing
- Rich detail (create a vivid picture)
- Brings up a SOLVABLE problem that your organization can fix

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?

We raised
We accomplished
We met our goal

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

THASKING

Instagram

Search

projectsomos • Follow
Project Somos Children's Village

projectsomos Last week our monthly supporters had the opportunity to do a live video chat with six of our students! The Somos kids got to practice their English and the donors got to ask questions about their experience here. Thanks to all who participated! We look forward to our next "visit"! #projectsomos #childrensvillage #donors #donorexperience #learning #feedingchildren #educatingchildren #childrensvillage #fincalife

41 likes

2 DAYS AGO

Add a comment... Post

The 3 most effective things you can do as a board member to boost donor retention ...

What would you say?

3
2
4
1
5
6
7
0
8
9

What would you say?

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 ve a wonderful day!

Thank you ...

One last thing ...

“What can I do to help you with _____?”

The End!

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fundraising coaching

board training

productivity coaching

online fundraising certificate

capital campaign support

keynotes & workshops

(in person & online)

further learning

@fundraiserchad

questions

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