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

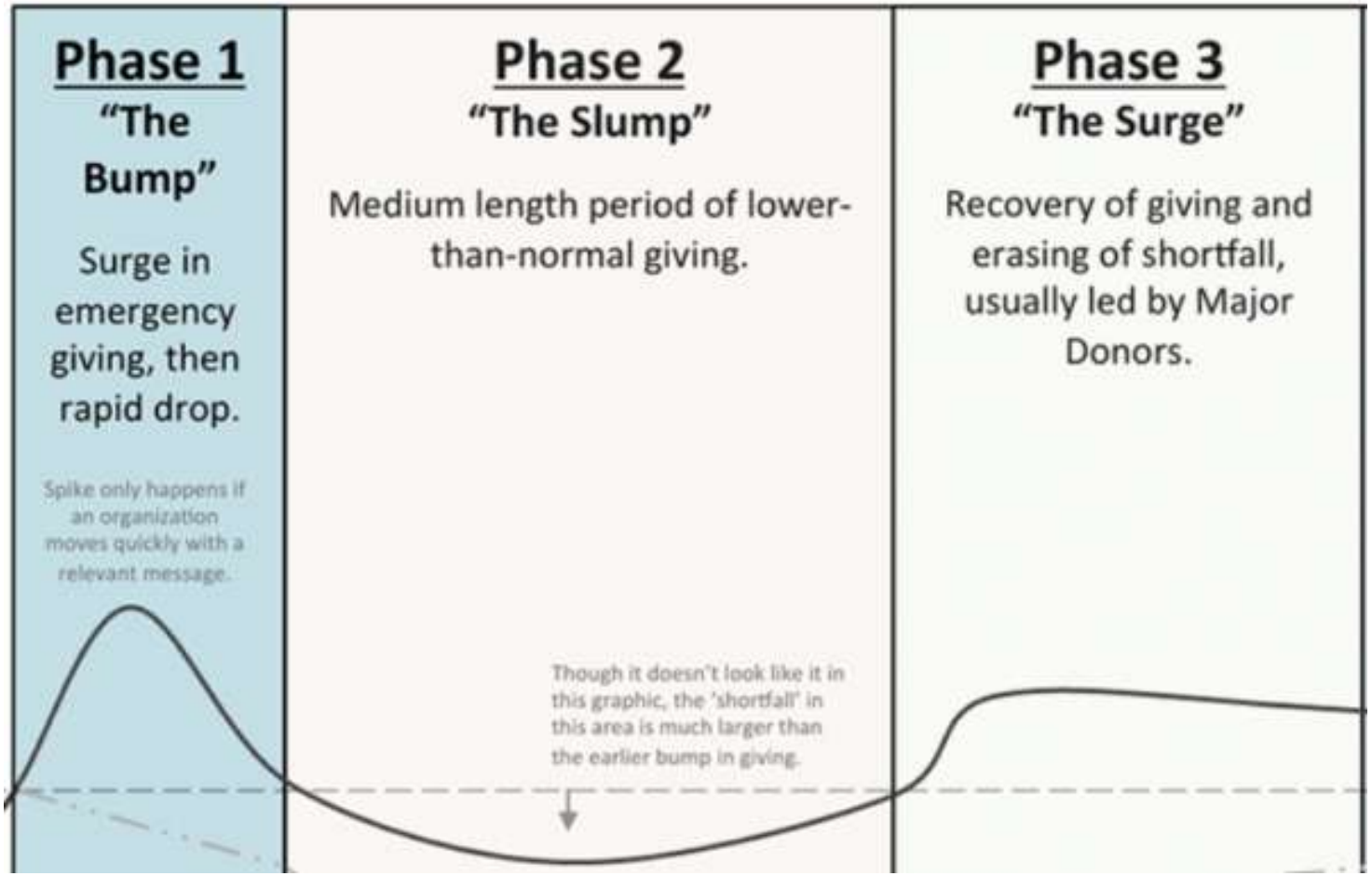
So … what's changing?

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)

2020 FUNDRAISING RESULTS

- Despite concerns that the COVID-19 pandemic would depress donations to nonprofits, giving in 2020 increased from 2019 by 10.6%, with the overall number of donors growing by 7.3% (Fundraising Effectiveness Project *2020 Fourth Quarter Report)*
- Significant increases were seen at all levels of giving, with smaller gifts (less than $250) leading the way, growing by 15.3% compared to 2019. (Fundraising Effectiveness Project *2020 Fourth Quarter Report)*
- Gifts made online grew 21% over 2019 (Blackbaud Institute, 2021)
- 33% of donors are more passionate about issues now than before the pandemic & 31% have given to new organizations (Classy, 2020)

There is a new hierarchy

Coronavirus causes

Charities seen as important at this specific stage of the pandemic.

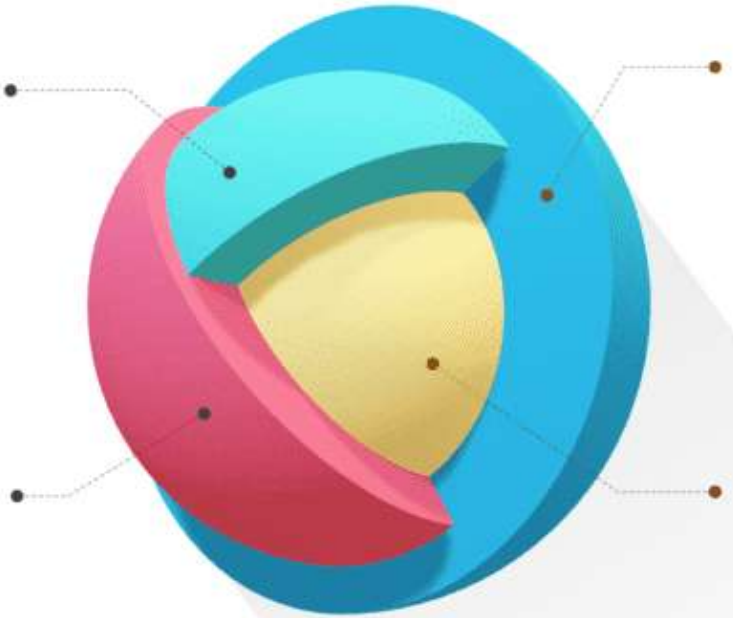
- Local rather than large
- Niche
- Direct evidence of need

Donor response: support whilst relevant and funds available

Obligation causes

Gifts that are hard to refuse – face to face, in-memoriam, sponsoring friends

Donor response: support according to strength of relationship and relevance.



Other causes

Non-coronavirus causes without relevance.

Donor response: considered rejection

Core causes

Long supported charities that the donor values.
Relationship strengthened by Coronavirus

- More needed
- Neglected

Donor response: maintain

source: Bluefrog Fundraising (Mark Phillips)

FUNDRAISING EVENTS

What we did in 2020 will have a BIG impact on events moving forward ...

- Cancellations
- Postponements
- Virtual .... HYBRID?

Why Hybrid?

THEY HAPPENED ...

In a survey of 1,997 nonprofit professionals, OneCause found that:

62% converted to a virtual fundraising event & 19% converted to a hybrid event

THEY WERE SUCCESSFUL ...

70% of those that held virtual events in 2020 describe them as successful, with only 3% feeling their virtual fundraising event was not successful at all.

THEY DRAMATICALLY INCREASE THE NUMBER OF POTENTIAL ATTENDEES (AND DONORS)

THEY FINALLY SOLVE THE ACCESSIBILITY ISSUE

DONORS WILL EXPECT THE OPTION & THEY WILL GO BACK AND FORTH

@fundraiserchad

TIPS FOR SUCCESSFUL HYBRID EVENTS

- GALAS & WALK-A-THONS ARE THE EASIEST TO CONVERT
- THINK 30 MINUTE TV SHOW (OR POST EVENT CELEBRATION)
- LEVERAGE YOUR NETWORK TO SPREAD THE WORD AND RAISE MORE DOLLARS THROUGH PEER TO PEER FUNDRAISING
- CHOOSE YOUR LOCATION CAREFULLY IF YOU'RE LIVESTREAMING (REQUEST SPEED TESTS FROM THE VENUE) & HAVE A BACKUP (HOTSPOT)
- ROCK THE FUND A CAUSE

@fundraiserchad

virtual events / sponsorships

- 30% of US Consumers have participated in a virtual event & 60% of nonprofits that have done them raised more than an in person event (Classy, 2020)
- 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)
- Recognize that virtual events are here to stay – how will you integrate them? – HYBRID EVENTS

Giving is growing, and the growth is accelerating.

$449 billion

Giving USA (2020)

Dramatic acceleration
(+0.7% to +4.2%)

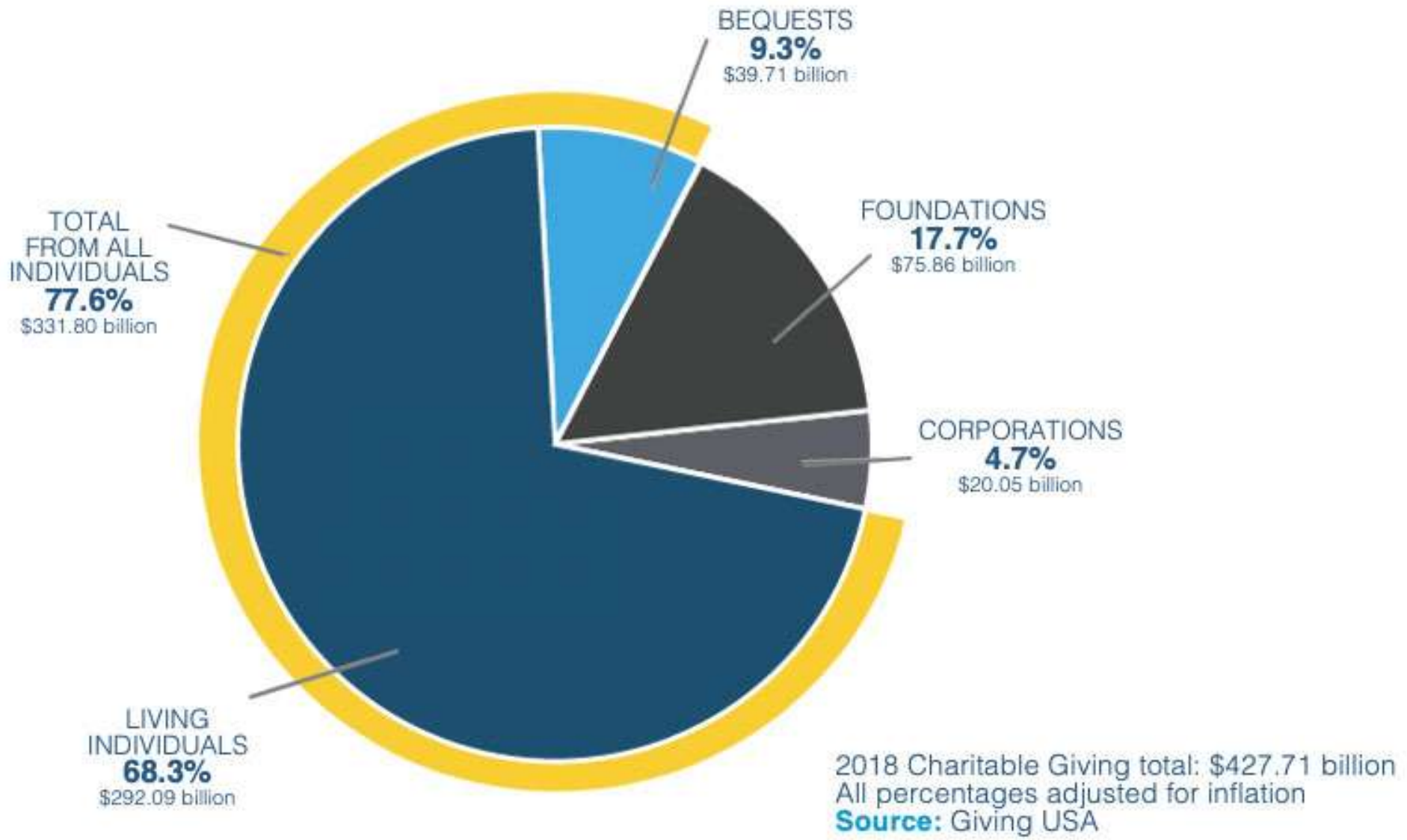


Image Credit: imarketsmart.com

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 in 2020 / $300 per person in 2021)
  - You can tell them!
- 60% cap on deductions is waived for 2021 for itemizers

Donor retention is still horrible.

43.6%

Fundraising Effectiveness Project (FEP) 2020

KEEP
CALM
AND THANK
YOUR
DONORS

LOVE

productivefundraising.com/resources

43%

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?

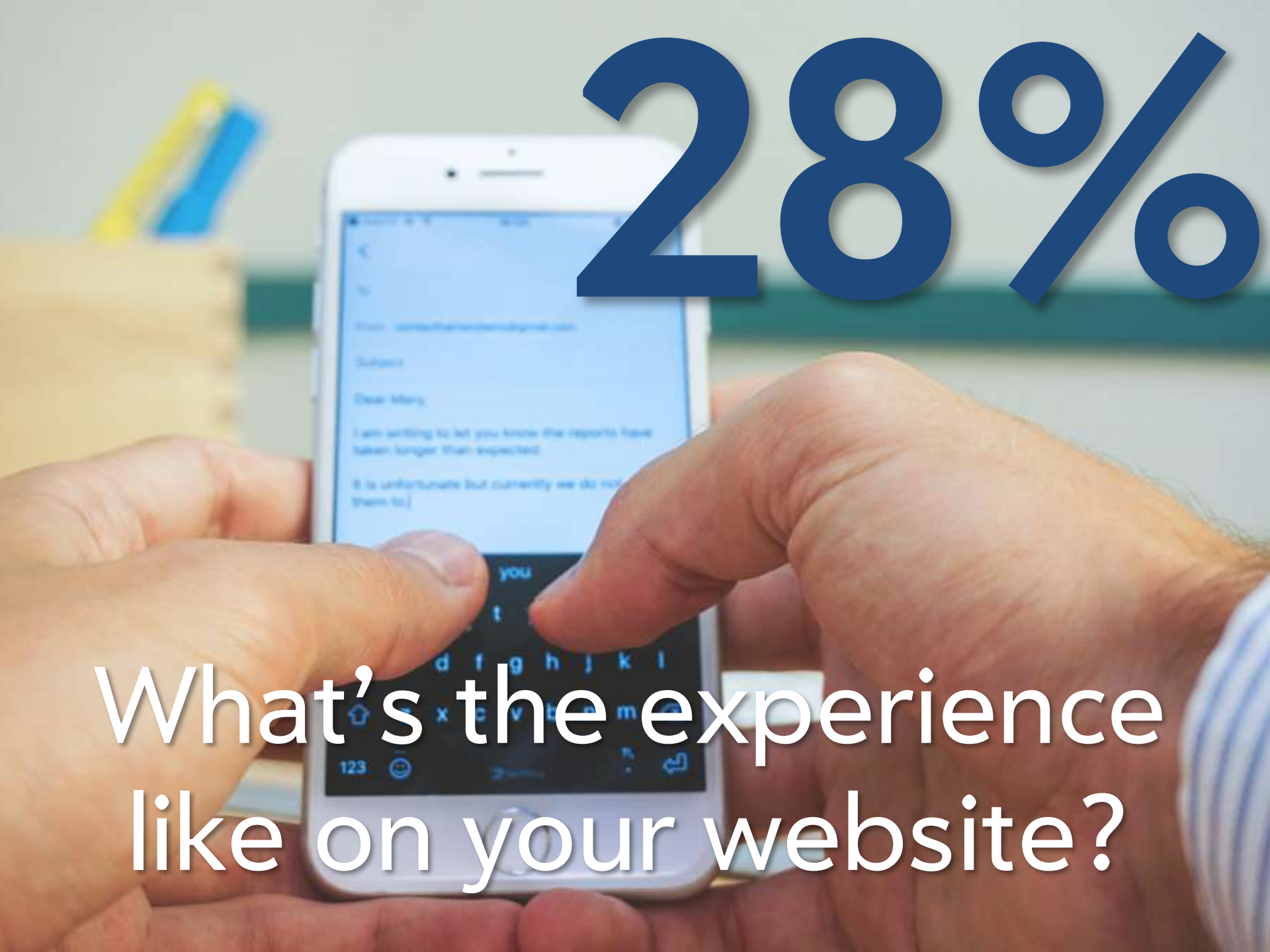
productivefundraising.com/resources

Online giving is growing, rapidly.

13% of all giving

2020 Charitable Giving Report, Blackbaud Institute

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


28%
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]

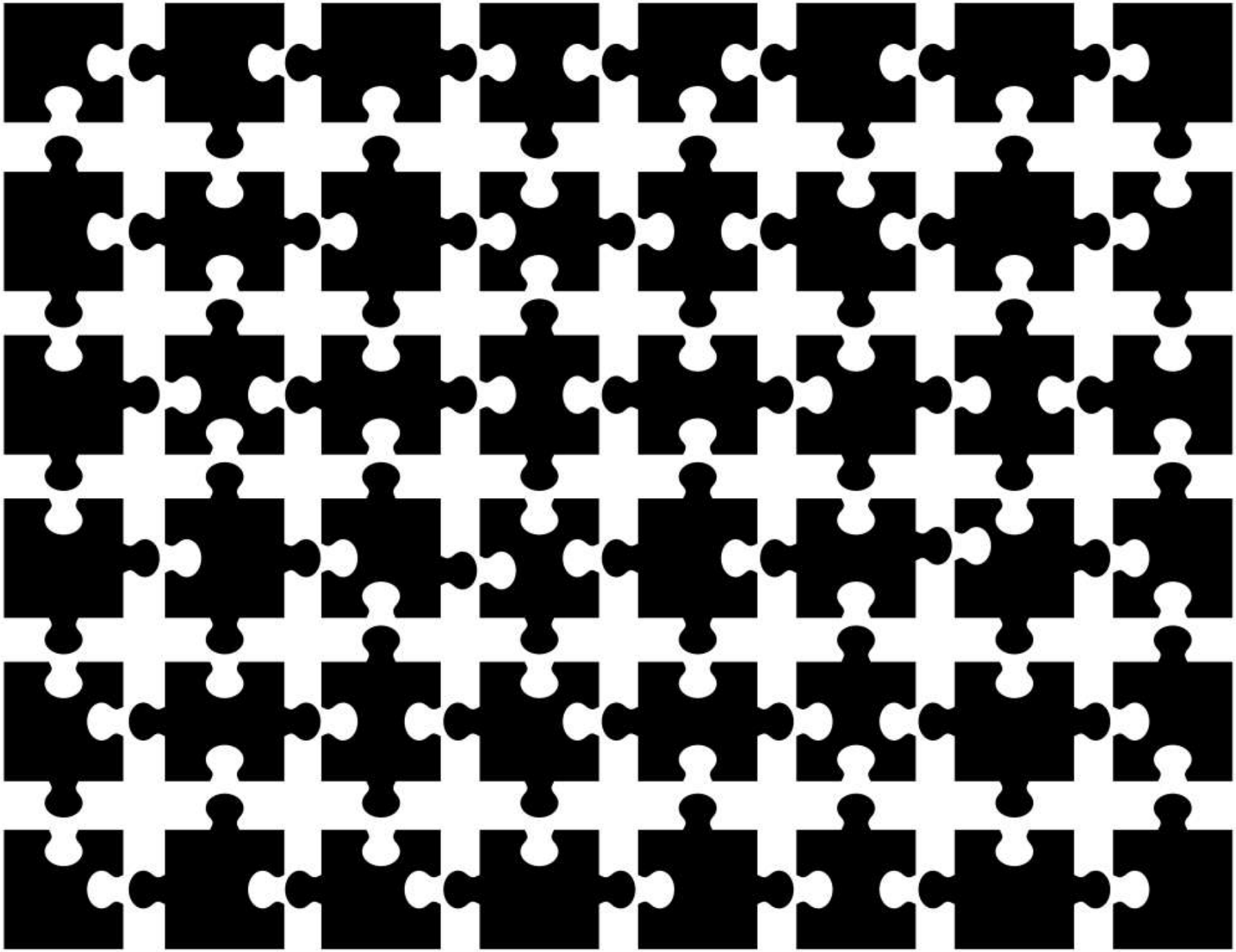
If you have just a few seconds, I'd love to know what prompted your gift?

[pause]

productivefundraising.com/resources

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)

Be Creative to Cut Through the Noise

New HOPE Ministries

Sharing Christ's love by meeting human needs

Happy August!

It's been busy at New Hope and lots of people are getting help, and that's because of your faithful and compassionate support – thank you! I want to share a note we received from a student in our most recent Nurse Aide class. May this message bring a smile to your heart. Continued summer blessings to you,

Erie

"For I was hungry and you gave me something to eat…" Matthew 25:35

(717) 432-2087 www.nhm-pa.org

Thank you so much New Hope Ministries. You've made my dream come true. You have no idea how this has been a blessing to me. You have helped me become a Nurse aide in a twinkle of an eye. God bless you all. I really appreciate every thing.

New Hope Ministries

Nurse Aide Class, May 2021

Pre-clinical graduates

Grateful Thankful Blessed

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
[redacted]
Harrisburg, PA 17112-9631

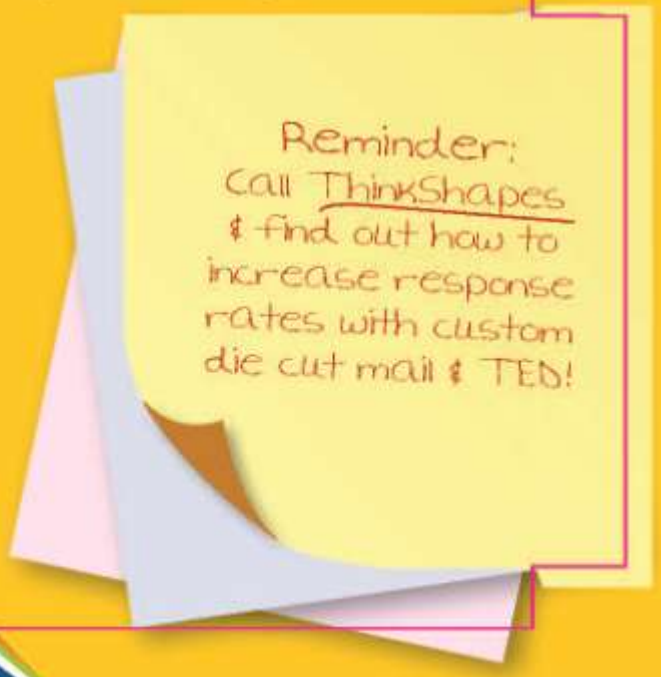
Steven,
Have you met...

Trail Edge Die-cut

We've partnered with the USPS to provide this type of mail that you are receiving. Its name is...

TED (Trail Edge Die-cut)

Find out how we can produce and mail these cards at the same postage rates as "regular" cards.



TED or CMM?

We offer two types of **SHAPED** mail to help you get the most impact for your marketing dollar. Here are some of the features of each, but call us to get more info!

TED (Trail Edge Die-cut)

- Stands out in the mailbox!
- Postage is the SAME as your standard non-profit postcard rate.

CMM (Customized Market Mail)

- Custom, unique, fully die cut piece that is truly unique to your organization.
- Your prospects or clients will keep these pieces and reply in higher numbers than ever before.
- Postage is a bit higher than a regular postcard but is still extremely affordable. Send us your mailing list and we can provide EXACT postage estimates!
- Great for handouts or inserts.

If you don't need mailers we also do *"regular"* printing as well. Let us help with booklets, flyers, brochures or any other print needs. **LOCATED HERE IN TAMPA!**

Call Jim O'Brien & find out which type of mailer is ideal for your organization!

ThinkShapes MAIL

813-885-2225
jobrien@thinkshapesmail.com
www.ThinkShapesMail.com

ThinkShapes Mail
5463 W. Waters Ave., Suite 820
Tampa, FL 33634

Presorted Standard
U.S. Postage
Paid
Tampa, FL 33634
Permit No. 1439

2*27***333********MIXED AADC 3
Steven Shattuck
Bloomerang
5724 Birtz Rd
Indianapolis, IN 46216-2308

Because of you,

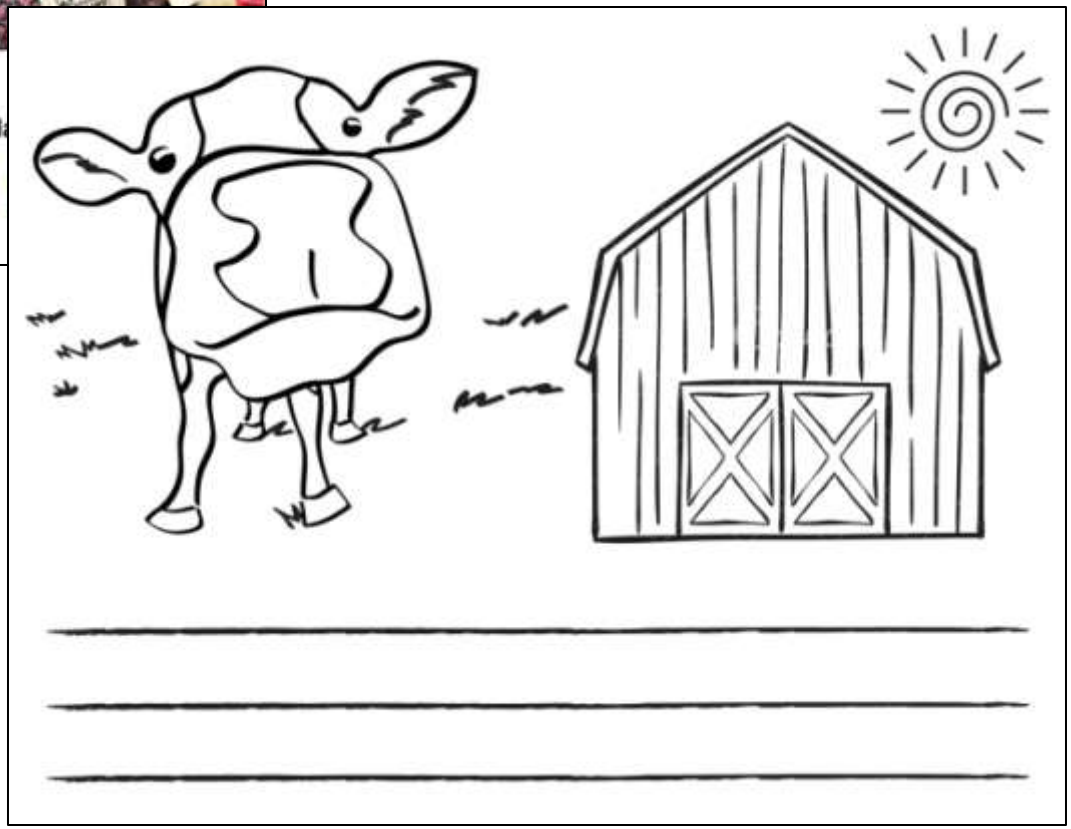
214,000+ STUDENTS

are learning about dairy farming.

DairyExcellence FOUNDATION

Thank you!

centerforda



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.

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.

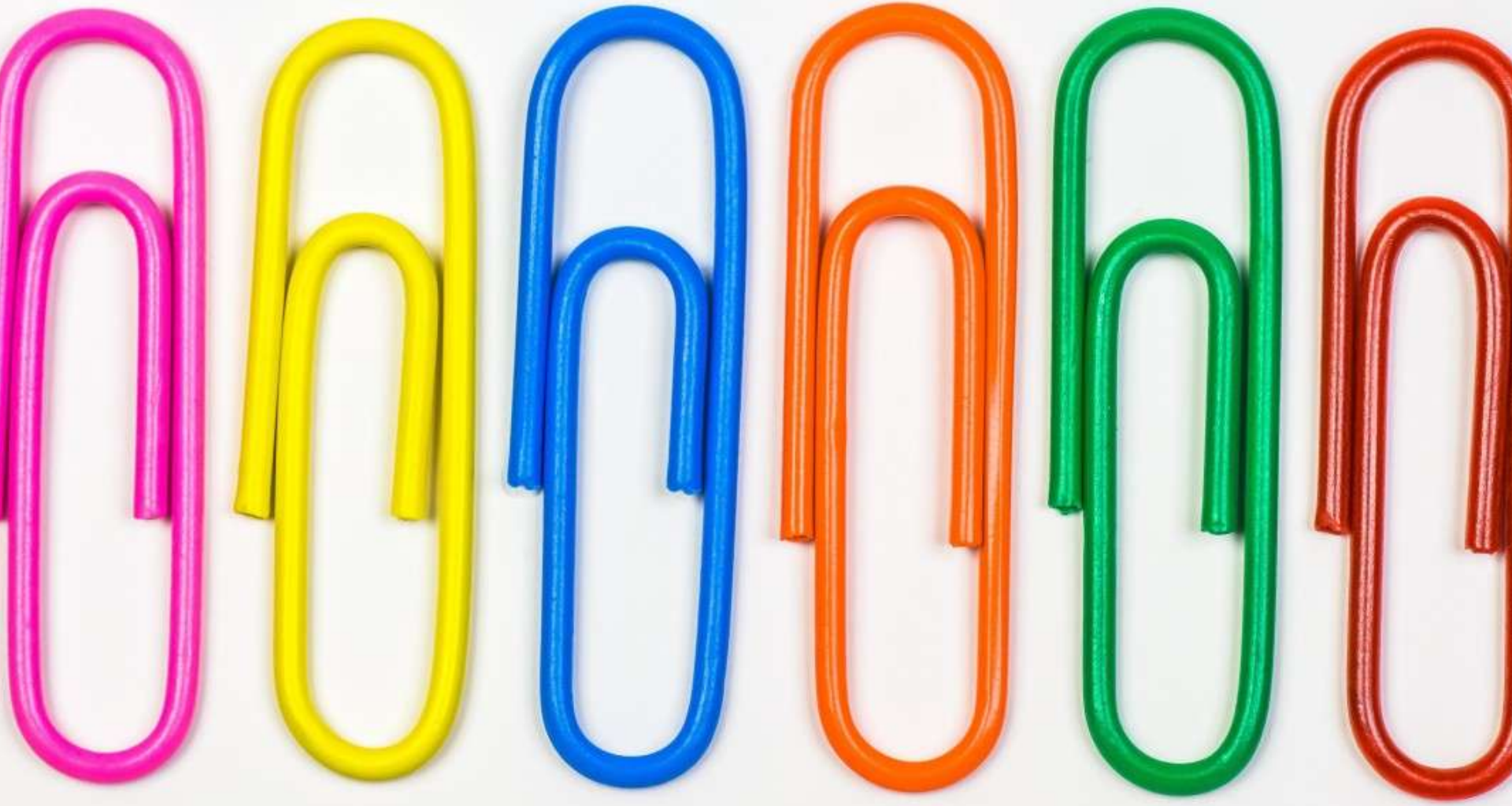
You changed my life for the better. And because of you, I'm able to make a child's face light up with a smile. You are helping me make children and their parents happier, healthier, and wealthier.

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?

Thank you again for your ongoing support!



The End!

@fundraiserchad

fundraising coaching

board training

productivity coaching

online fundraising certificate

capital campaign support

keynotes & workshops

(in person & virtual)

further learning

@fundraiserchad

9/22 @ 1pm (eastern)

questions

productivefundraising.com/resources