

# **TAKING FUNDRAISING TO THE BANK:** **ARE YOU MISSING OUT ON YOUR FUNDRAISING POTENTIAL?**

## **Enhancing Communities Learning Series February 25, 2014**

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**PENNSYLVANIA ASSOCIATION OF NONPROFIT ORGANIZATIONS**

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**BUILDING TRUST, CONNECTIONS & RELATIONSHIPS**

# GROUND RULES

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- **EVERYONE IS GOOD** and doing their best (even when they make mistakes or unknowingly offend others).
- The wisdom is **IN THE ROOM**.
- Leave **AIR SPACE** for others.
- Try **NEW THINGS** in order to learn
- **NOT** all conversations will be **FINISHED**.
- Focus on what is **WORKING** and **POSSIBLE**, not on what is wrong.

# TAKING FUNDRAISING TO THE BANK

## LEARNING OBJECTIVES:

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- Capture the **PASSION** for your work
- Gain the **KNOWLEDGE** you Must Have
- Learn the “Must Have” basics of program **STRUCTURE**
- Understand the “Musts” in **CULTIVATING RELATIONSHIPS**

# CAPTURING YOUR PASSION

## THE WHY WE DO WHAT WE DO

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### Simon Sinek's *"The Golden Circle"*

People don't buy WHAT you do,  
they buy WHY you do it.

# WHAT YOU MUST KNOW

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## Providing the What... What Donors Want to Know

Donors do not support “needy causes.”  
They want to make wise investments in strong  
organizations.

# WHAT YOU MUST KNOW FUNDRAISING FOLKLORE

- **Solicit and they will give.**

*(PYITS)*

- **Cheaper is always better.**

*(Real Silverware)*

- **Give donors many giving options.**

*(Simplify)*

*“You can give:*

_____ \$10,000	_____ \$250	_____ \$50
_____ \$5,000	_____ \$150	_____ \$25
_____ \$1,000	_____ \$100	_____ \$12.50
_____ \$500	_____ \$75	_____ \$10

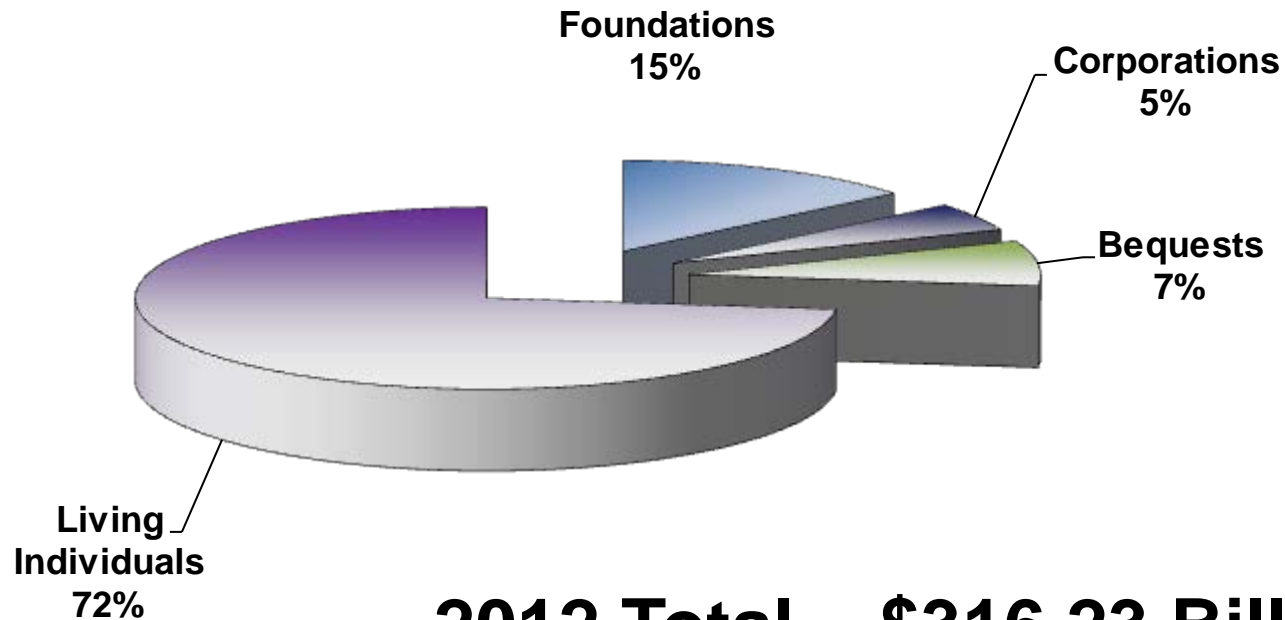
# WHAT YOU MUST KNOW

## FUNDRAISING FOLKLORE

- **Speak off the cuff—its more personal**  
*(Script Key Questions)*
- **If people can't afford to give, they should not be asked**  
*(Proof, proof and let someone else proof)*
- **The spell check will catch it**  
*(Proof, proof and let someone else proof)*
  - **Erotic vs. Erratic**
  - **Public vs. Public**
- **Everyone thinks like me and has the same values**  
*(Donor-Centric Fundraising)*

# WHAT YOU MUST KNOW

## SOURCES OF CONTRIBUTIONS



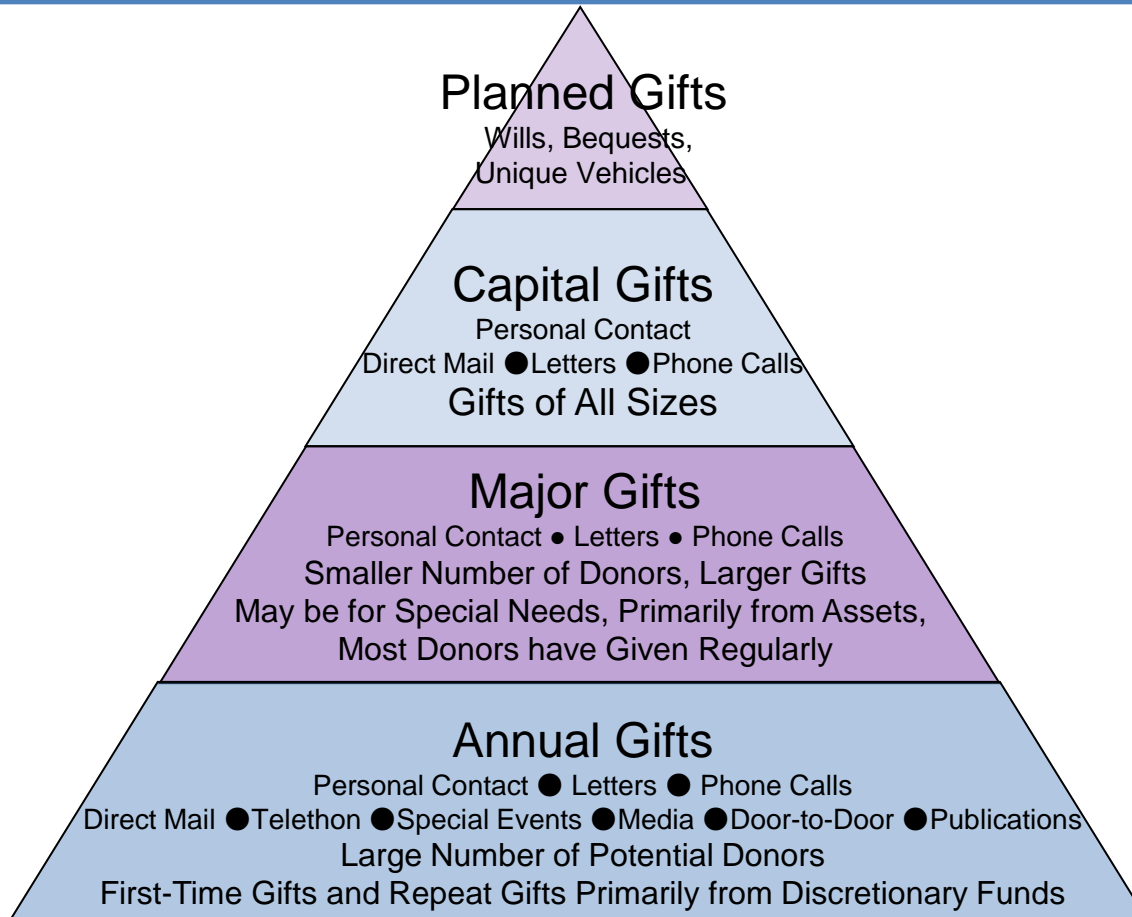
**2012 Total = \$316.23 Billion**

\*Source: Giving USA 2013<sup>TM</sup>



# WHAT YOU MUST KNOW

## A WELL-ROUNDED DEVELOPMENT PROGRAM



Original Pyramid of Giving – James M. Greenfield CFRE

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# TOUCHING BASE: LEARNING OBJECTIVES

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# DEVELOPMENT PROGRAM STRUCTURE

## “MUST HAVES”

*When You Think of the Structure Necessary to Run a Fundraising Program, What Comes to Mind?*

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1. Current Legal Documents
2. Fundraising Policies
3. Case for Support (*See Slide 12*)
4. Annual Fundraising Plan (*See Slide 13*)

# DEVELOPMENT PROGRAM STRUCTURE

## “MUST HAVES”

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What IS a Case for Support?  
When is it used?

# DEVELOPMENT PROGRAM STRUCTURE

## “MUST HAVES”

### What Goes Into an Annual Development Plan?

# RELATIONSHIPS START AT HOME...

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## Board vs. Staff Roles

# **STARTING RELATIONSHIPS:**

## **WHAT DOES IT TAKE?**

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### **Creating & Practicing Your Elevator Speech**

# KEEPING RELATIONSHIPS:

## WHAT DOES IT TAKE?

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*Think...*

**“Top of the Pyramid”**

*Think...*

**PYITS**



# DID WE MEET OUR OBJECTIVES?

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**“You have not lived until you have  
done something for someone who  
can never repay you.”**

**--Anonymous**