Individual and Major Gifts Fundraising

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Yes...You CAN Raise Major Gifts
Today’s Agenda

• Where the Money Comes From
• Setting the Stage
  – Mistakes, Misconceptions and Enduring Principles of Fundraising
• Exercise: You ARE the Donor
• Discussion: Clarifying Major Gifts
• Prerequisites to Receiving Major Gifts
• Wrapping It All Up
Where the Money Comes From

- Individuals – 75%
- Private foundations – 13%
- Corporations – 4%
- Bequests – 8%

Approximately $303 billion given in 2009
Giving by Individuals 1969 - 2009
10 Most Common Fund Raising Mistakes

1. Not having an income picture for your organization that reflects adequate financial support from individuals
2. Worrying about raising dollars and not donors!
3. Failing to work every level of the donor pyramid
4. Failing to plan the work and work the plan
5. Failing to involve the Board in fundraising
10 Most Common Fund Raising Mistakes

6. Not knowing who your donors are
7. Failing to acquire new donors regularly
8. Not recognizing donors in a meaningful, authentic way
9. Never knowing how well you’re doing
10. Not asking for the gift
10 Most Common Fund Raising Misconceptions

1. “Nobody wants to give to keep the lights on!”
2. “Who would want to give to us?”
3. “The Board expects the staff to do it all!”
4. “We have to take everything anybody wants to give us!”
5. “My Board members give their time; that’s enough.”
10 Most Common Fund Raising Misconceptions

6. “We can’t ask them. They’ll say NO!”

7. “Our brochure is good; it’ll do the job for us.”

8. “We can’t ask him again!”

9. “All we can do is special events.”

10. “We can’t actually ask somebody for money; that’s rude!”
10 Enduring Principles of Giving

1. Fundraising is as critical to your organization as the service you provide.
2. Annual giving is where it all begins.
3. Planning is the key to all successful annual giving programs.
4. There is no such thing as a non-fundraising Board.
5. Someone has to be in charge of fundraising; everyone has to play a role.
10 Enduring Principles of Giving


7. You just gotta love those donors!

8. Your best prospect is your last donor.

9. Donors ask hard questions; you need to know how effective you are.

10. You don’t get money until you ask.
What Constitutes a Major Gift?

• How big is a major gift to your organization?
  – Dollar amount is subjective
  – All are “stop and think” gifts
  – Built on relationships
  – That yield good giving experiences
Prerequisites to Major Gifts

- An inspiring vision and compelling mission
- A strong case for support
- Buying the ticket
- Prospects for major gifts
- Solicitors
Prerequisites for Major Gifts

• An inspiring vision and compelling mission
  – Who has a vision for their organization?
  – What is a vision, anyway?

• What should your vision and mission convey about your organization?
  – Do you have needs or meet needs?
  – Do you put your interest first or the community’s?
  – Do you avoid the hard issues or present yourself as a beneficial solution?
Prerequisites for Major Gifts

• A strong case for support
  – Do people believe your organization is worthy of philanthropy?
  – Is your case readily available, distributed widely?
  – Does it attract like-minded donor-investors?
    • Seeking involvement
    • Desirous of personal contact...with you
    • Interested in being part of the solution
    • Motivated by the idea of giving back
Case for Support

The Case for Support answers the following questions:

• What problem or societal need is central to your organization and why does it exist?
• What special service or program does the organization offer to respond to the needs?
• Who should support the program?
• Why should any individual, corporation or foundation contribute to the organization?
• What benefits will accrue to the contributor who makes such gifts?
Buying the Ticket

• *Being* the good investment you say you are
  – Working hard to instill confidence in donors and prospects
  – Walking the walk
What Do Donors Want?

• A clear understanding of purpose and focus
• An increased focus on the *impact* being made
• Collaborations and partnerships – no more “silo effects”
• Sustainability plans
• Strategic plans *and the execution of them*
• Transparency about the costs of “doing business”
• A direct tie-in of activities to mission and vision
Identifying Prospects

• They are everywhere
• But not everybody gives to everything
• Five steps in prospect development:
  – Identify, Involve, Inform, Intervene, Invest
Becoming Solicitors

• Philanthropy is as much a responsibility of the organization as it is of the donor
  – Philanthropy does not happen like spontaneous combustion
  – Someone must do something to set philanthropy in motion. That someone is not the donor

• There is no shortage of donors, only a shortage of askers
What You Can Do

- People give to people. . .you can participate in donor engagement
- The right person gets the gift. . .you can help identify and understand prospective donors
- Always ask for the order. . .you can ask people to consider giving
- The ones who ask must give. . .you can be a donor before you ask someone else to do the same