Power Your Journey
Part 1: Raising the funds your organization needs
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What we will cover today:
Raising the funds your organization needs

- Funding sources
- Creating a simple plan and key components
- Keys to successful fundraising
  - Communications with donors
  - Events
  - Major gifts

Coming up next week
Power Your Journey - Part Two
- Increasing public engagement to support your fundraising efforts and fulfill your mission
How do you feel about your organization’s fundraising efforts?

- We have a solid fundraising strategy
- We do okay, but could do better
- We struggle to raise funds
- Not sure or not applicable
Stressed about fundraising?

Fundraising is a skill that can be learned.

“Do good work, tell people about it, ask them to help.”

– Richard Avanzino
How are most humane groups funded?

How is your group funded?

What is your organization’s largest income source?

- Individual donations
- Fees for service
- Events
- Grants
- Other
- Not sure or not applicable
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How most nonprofit animal welfare groups are funded

- Other 2%
- Bequests 2%
- Grants 6%
- Events 12%
- Individual Gifts 78%
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Making a Simple Fundraising Plan

• Set goals
• Develop case for support
• Target a variety of audiences
• Include multiple strategies
• Engage donors
• Dedicate time & resources
• Assess and adjust
• Keep at it
Case for Support is the foundation for all your fundraising

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Concise written document:

- States the mission/goals in high-level compelling way
- Outlines why a donor should support the organization
- Invites donors to help
Cultivate a variety of audiences
- Current supporters
- Others who care about animals
- The community-at-large
- Businesses
- Foundations

Utilize a variety of strategies
- Direct mail appeals
- E-newsletters/appeals
- Social media
- Events, virtual activities
- Grants
- Media coverage
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Fundraising is all about relationships
How often do you communicate with supporters?

- At least once a month
- Four or five times a year
- Less than four times a year
- Not sure or not applicable
Communicate regularly to build strong relationships

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Dear Friend of the Animals,

One thing about the dogs and cats that come into our shelters, they have a strong will to live and so much love to give. It is generous, and live.

When you look at a dog like Emma or a cat like Rich Kat, etc.

When Rich Kat, a cat and a dog who lives in our shelters, arrived at a painful eye infection which left him blind in one eye. Year after year, Rich Kat was overlooked by potential adopters.

We received a call from Kate, who tells a tale of a woman who rescued a cat from the shelter. Kate has a passion for animals and helps care for them.

In many shelters, a cat in poor health or simply one who is not in good condition, is often overlooked. At Nevada Humane Society, we make a difference in the lives of animals every day—thanks to you!

Nevada Humane Society’s
Fourth Annual Lights of Love
You can help homeless animals and honor your animal friends.

Walk for Animals
Nevada Humane Society • May 18, 2013
Thank people enthusiastically and often

Donors who received an extra thank-you letter gave 60% larger gifts than those who did not
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Supporter Contacts

• Your most valuable asset
• Gather all into one place (Include past donors, volunteers, service users)
• When starting out: Excel, Little Green Light

Volunteers are more than twice as likely to donate than non-volunteers.
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Build Your Mailing List

Always ask for email addresses

- Supporters and their friends
- Tabling & events (including virtual)
- Customers/Clients
- Publicity
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What Motivates Donors?
“People give because you meet needs. . .

. . .not because you have needs.”

- Kay Sprinkel Grace
People give because they are asked

“Fundraising is the gentle art of teaching the joy of giving.”

- Hank Rosso
Imagine you are the donor. Which do you prefer?

“We saved Freddie. Animals in need can count on us.”

OR

“Thanks to your generosity, Freddie was rescued!”
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“Thanks to your generosity, Freddie was rescued!”

“You” or “Your” gets readers’ attention

- Focus on the donor – not your organization
- Donors want to know that they are making a difference

Other examples:
“You can help by. . .”
“With your help we will. . .”
“Your commitment to the animals made this possible.”
“We are asking for your help now because Lola needs orthopedic surgery to repair her injured legs.”

OR

“We are asking for your help. Please donate.”
“We are asking for your help now because Lola urgently needs orthopedic surgery to repair her injured legs.”

Clear Requests: People need to know what they should do and why.

Research shows that adding a reason to requests nearly doubles success rate.
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“Please donate today so kittens like Toby can get the TLC they need.”

OR

“Please donate so kittens like Toby can get the TLC they need.”
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“Please donate today so kittens like Toby can get the TLC they need.”

“Today” adds a sense of urgency
“Your generosity will help these dogs!”

OR

“Thank you in advance for your generous support to help these dogs!”
“Thank you in advance for your generous support to help these dogs!”

“Thank you” is an expression of gratitude that makes people feel valued.

It’s effective in appeals as well as thank-you notes.
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“Would you be willing to help by giving a donation?”

OR

“Would you be willing to help by giving a donation? Every penny will help.”
“Would you be willing to help by giving a donation? Every penny will help.”

People who were asked to donate with wording that indicated that even small donations make a difference, were almost twice as likely to donate.

Other examples:

“Even a small donation will go a long way”

“As little as $5 can feed a cat for a week”

“By making even a small donation you will be part of helping to save animals in need.”
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“Your donation will be put to work immediately helping pets in need.”

OR

“Your donation helps pets in need.”
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“Your donation will be put to work immediately helping pets in need.”

Expressing immediacy, prompt action, or quick impact, inspires donors.

Another example:

“Making a donation is quick and easy. In 30 seconds, your donation will be on the way to helping pets in need.”
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$ Enter my own amount

Credit Card

OR

Full Name *
First Name
Last Name

E-mail *
ex: myname@example.com

Phone Number *
Area Code
Phone Number

Amount *
Charity Donation

USD

Message
People are more likely to engage in a behavior when they think other people are doing the same thing.

12% increase in average donation amounts when donors are provided a suggested gift amount.

Another example
“Donors tend to give twice as much when presented with a story about an affected individual, as opposed to reading abstract numbers of the overall scope of a problem.”
— Network for Good
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“A picture is worth a thousand words”
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Specific requests, specific results: equipment

Requests for funds for specific lifesaving equipment can be effective.
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Specific requests, specific results: veterinary care costs

Animals’ stories can raise substantial funds for veterinary treatment.
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Events

Virtual events can
• Raise more money
• Reduce expenses
• Potentially broaden audience

Pet photo contest:
GoGophotocontest.com
Has your organization done major gifts fundraising?

- Yes
- A little bit
- No or not usually
- Not sure or not applicable
Where to begin?

• Identify your top ten donors based on giving

• Dedicate one hour a week to donor cultivation – block time on your calendar

• Make personal contact with at least one person on your list each week

Goal: To build sincere relationships with people who can help your organization.
What is a high donor?

It depends upon your organization.

For one organization, it may be a $100 donor and for another a $5,000 donor.
Seeking Major Gifts: Getting Started

Call donors for a friendly conversation

- “This is [your name] with [organization name]”
- “Thank you so much for your generous support for the animals. It has made such a huge difference.”
- “How are you and your pets doing?”
- “How did you become interested in helping animals?”

Don’t ask for money in this call.
Take careful notes – their interests, pets’ names/species, family names, etc. – and add to the donor’s file.

Additional questions:
- Why did you first give to our organization?
- Why does this cause matter to you?
- What are the most important results you would like to see our organization accomplish?
- How would you describe our mission?
- What are you most passionate about and why?
- Can you tell me about your pets?
Seeking Major Gifts: Getting Started

After the call:

• Send a warm personal follow-up email or card – thank them for their time and support and express that you enjoyed talking with them.

• Keep in touch periodically.

• Invite them for a virtual behind-the-scenes tour.

• Send customized appeal letters that match their interests.

• When we are able to again, invite them for coffee or lunch.

• Over time, plan an ask that fits with their interests.
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Seeking Major Gifts: Getting Started

Who can make calls?

- ED or CEO
- Board members
- Development Director
- Other capable, willing staff members
- Trained, capable volunteers

More on major gifts fundraising:
www.amyeisenstein.com/major-gift-fundraising
End-of-Year Fundraising

- 31% of annual giving occurs in December
- Some nonprofits bring in as much as 50% of their donation income from end-of-year asks

Check out our separate presentation on End-of-Year Fundraising.
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“Fundraising is the gentle art of teaching the joy of giving.”
- Hank Rosso

“Do good work, tell people about it, ask them to help!”
- Richard Avanzino
You’ll learn how to:

Increase public engagement with your organization to help you raise more funds.
Bonney Brown and Diane Blankenburg
858-395-3677  •  info@humanenetwork.org
www.humanenetwork.org

This webinar is made possible by the Petco Foundation. The Petco Foundation is creating a national lost and found database for pets. Learn more and join the initiative by visiting petcofoundation.org/lostpets
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