

Diversifying Fundraising

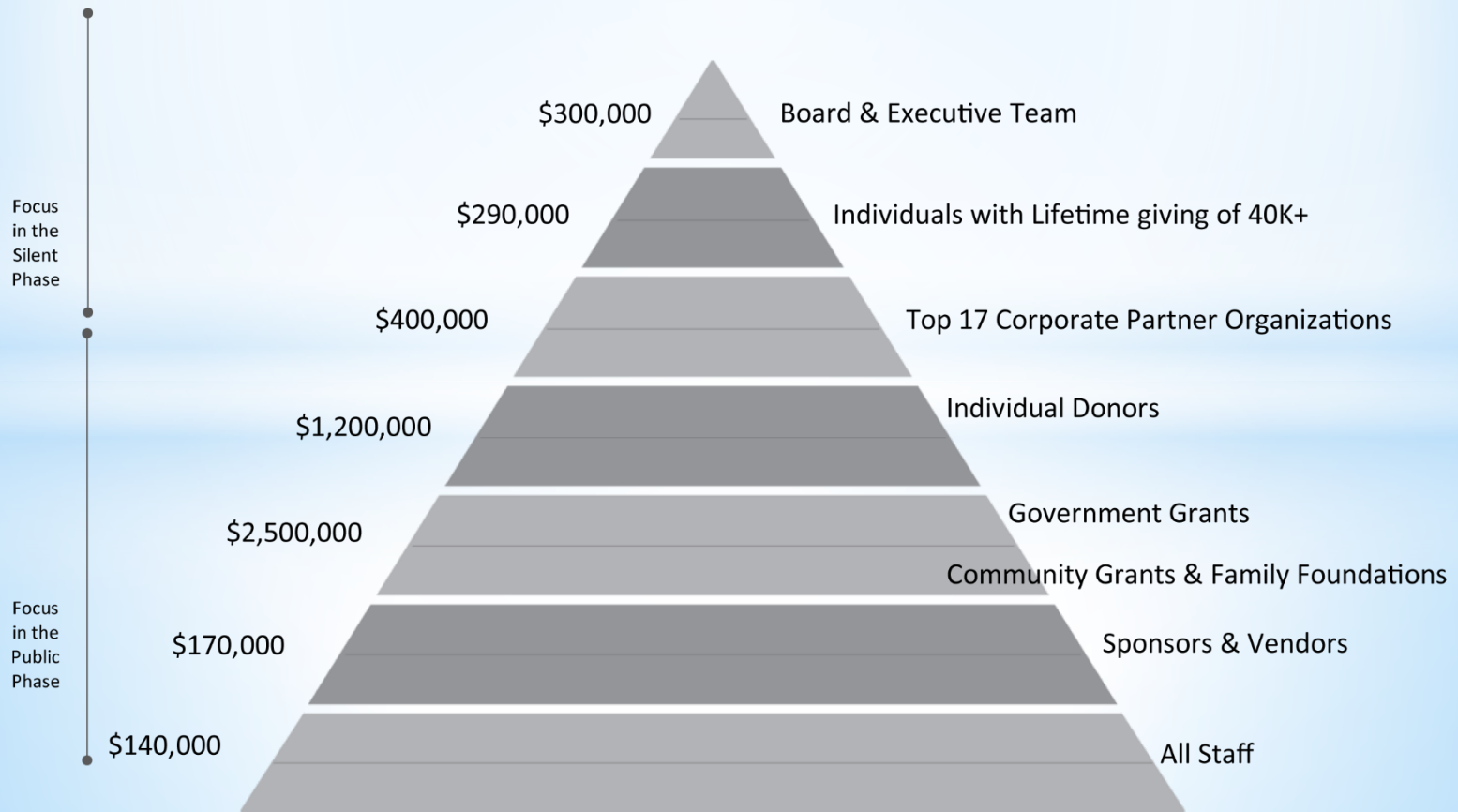
Diversifying Fundraising

Five Elements of Defining Your Direction

1. Creating Your Own Pyramid
2. Identify, Assess and Develop Your Donor Base
3. The “Magic Wand” of Resources
4. Spider Mapping
5. Words that Count

Sample Capital Campaign

\$5 Million Goal Giving Pyramid



Identify, Assess and Develop Your Donor Base

Identify

- Those closest to you
- Previous donors
- Lapsed donors
- Referrals
- Event attendees, non-donors

Identify, Assess and Develop Your Donor Base

Assess

- Affinity
- Capacity
- Relationship

Identify, Assess and Develop Your Donor Base

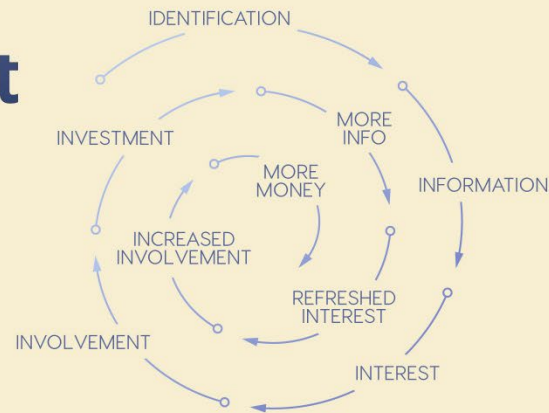
Develop

- Moves management
- Typical stewardship
- More customized stewardship

Moves Management

Best Practices of Fundraising

If we take each of the five steps in Moves Management in order, the relationship unfolds organically, and everyone benefits.



1. Identify

During this phase we identify our most likely prospects (those closest to the organization) and learn enough about them to understand their relationship to the mission.



2. Information

Here we clarify for the prospects what issue or opportunity needs attention, what can be done about it, what will be different if we address it, and what's in it for them or the community.



3. Interest

In this stage, we pay close attention to see if the prospect is participating in the conversation. Are they calling the office with questions, responding to our online survey, sticking around after a program or event, indication that they are curious about our work?



4. Involvement

At this point, those who are interested usually get physically or emotionally involved, making an in-kind gift of goods or services, volunteering in some small way, attending something, or participating in a task force or focus group.

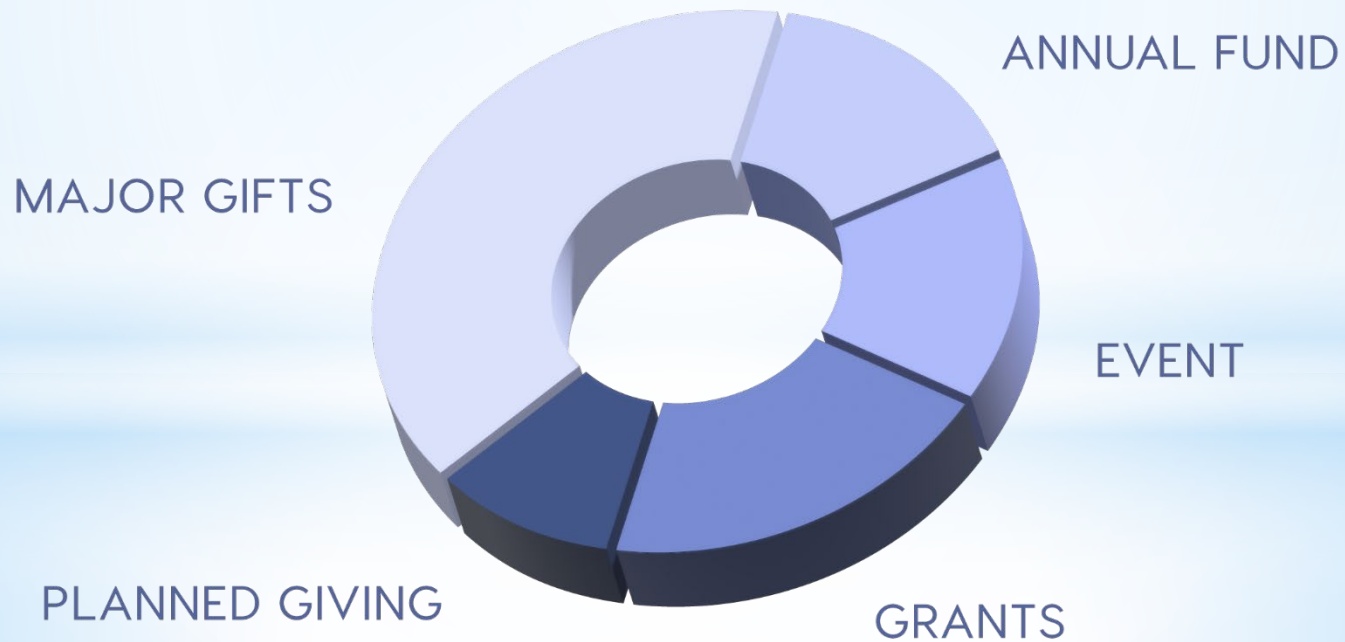


5. Invest

At this stage, once they've indicated interest and they've gotten involved, it's time to offer the prospect an opportunity to contribute.

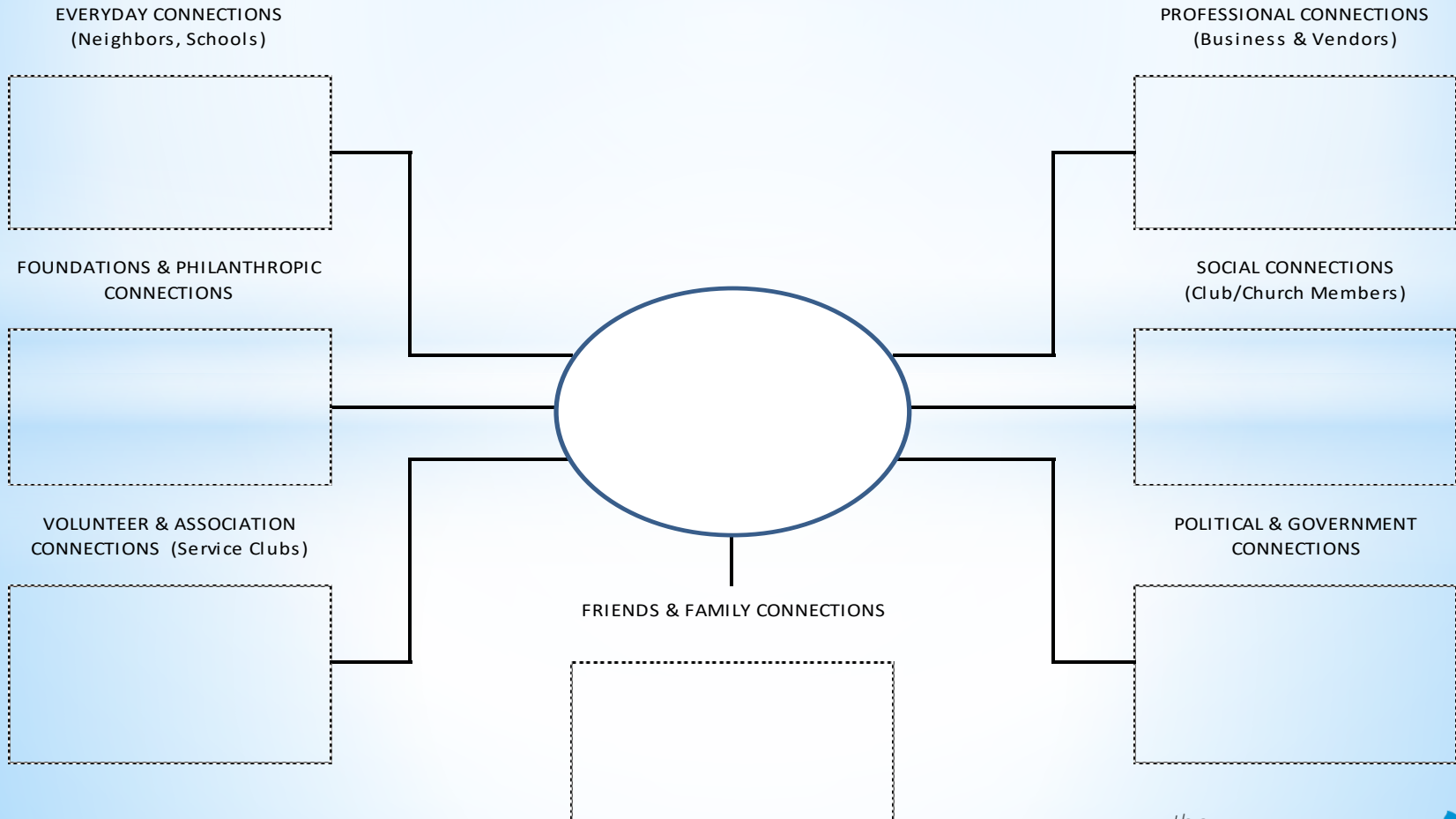
Organizations that spend more energy and resources on building relationships, than asking for money, ultimately make more money and their donors stay longer and share their excitement with others.

Sample Fundraising Revenue Pie



Relationship Mapping

Connecting People I Know



Words that Count

Your Choice of Words...They Count!

- Hit them up
- Twist their arm
- Lean on your friends
- You owe me
- Pick their pockets
- Put the squeeze on them
- Put the bit on them
- Put the screws to them
- Put the arm on them
- Come in for the kill
- Rope them in
- Strong-arm them
- Work them over
- Get them to cough it up
- Milk them
- Hide your checkbook
- Suck them dry
- Sucker them in
- Hook them
- Buttonhole them
- Corner them
- Plead, beg, gouge, mine, hustle
- Bleed them
- Squeeze it out of them
- Shake them down
- Hammer them
- Give them the schmiel

Words that Count

Encouraging Words...That Count!

- Gift approach
- Visit with
- Share your passion
- An opportunity to invest
- Solving a problem
- Offering a safety net
- We must fix this
- Invite
- Reach out to
- Educate
- Sharing your community's needs
- Solving an issue
- Join me