





April 7, 2023





- Fundraising 101
- ➤ Five Elements of Effective Fundraising

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About Today's Presenter:

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## Fundraising 101

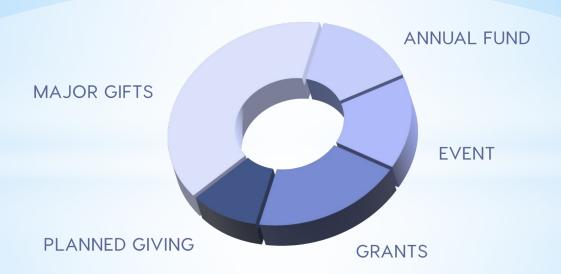


# Fundraising 101 Five Elements of Effective Fundraising

- 1. The Revenue Pie
- 2. Moves Management
- 3. Board Members, The Three A's (F O R M U P S)
- 4. Donor-Centered: Seven Types of Donors
- 5. Who Makes the "Ask"?



### Sample Fundraising Revenue Pie

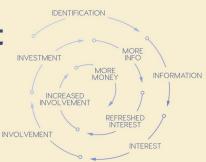




### Moves Management

## 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, makint an in-kind gift of goods or services, volunteering in some small way, attending something, c participating in a task force or focus group.



### 5. Inve

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.

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## The Three "A's" Act as ADVOCATE

Be comfortable with your "impact speech".

Understand the full scope of your Vision and Mission.

Understand why you give and support.
 Make it personal and share it.



### Act as ADVOCATE

Mission:

Vision:



## The Three "A's" Act as AMBASSADOR

- Promote giving and connect donor prospects.
- Invite guests to events or office gatherings, etc.
- Invite donor prospects to events and introduce them to staff.
- Help staff get to know donors better: FORMUPS



### Act as AMBASSADOR

**F** = **F**amily, education

**O** = **O**ccupation, business connections

**R** = **R**ecreation, vacation

**M** = **M**ission connection, program passion

**U** = **U**nique aspects

**P** = **P**hilanthropic, community priorities

**S** = **S**phere of influence



## The Three "A's" Act as ASKER

- Help open the door, make a phone call to connect a potential donor that may lead to a gift approach.
- Partner with staff on a gift approach.
- Share your passion about your organization.



## The Seven Donor Types Boards on Fire

Altruist ... It's the right thing to do; it's their personal DNA

Communitarian ... They care about a larger community

Devout ... Devoted to their own #1 mission or cause

Dynast ... Generations of philanthropy; it's their family DNA

Investor ... What are the numbers? ROI and costs convince

Repayer ... Expressing gratitude for past service experience

Socialite ... Event and recognition must be present to motivate



## Who Makes the "Ask"?









### **Questions?**



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