NABU

Fundraising 101
OBJECTIVES

- To Better Understand Your Role in the Process
- To Understand and Effectively Implement each stage of the Development Cycle
- To Understand how to incorporate these new strategies into your daily life
NOW WHAT?

What opportunities can we take advantage of based on the current status?
PLAYING BY THE RULES

- Fundraising is “Friend-raising”
- People give to People
- Peers give to Peers
- Fundraising is about knowing the Rights:
  - Asking the right person
  - For the right amount
  - For the right thing
  - At the right time
  - At the right place
  - In the right way
THE DEVELOPMENT CYCLE

1. Identification
2. Cultivation
3. Solicitation
4. Stewardship
PYRAMID OF INCREASING INVOLVEMENT

- Founder
- Core Group
- Staff
- Board
- Large Donor
- Contributor
- Volunteer
- Subscriber
- Regular
- Occasional
- Infrequent
- Intrigued
- Don’t Know But Might Care
- Unaware
- Don’t Know and Wouldn’t Care if They Knew
IDENTIFICATION

- **Linkage**
  - Do you have connections to these prospects?

- **Interest**
  - Are these prospects interested in your issue?
  - Do these prospects want to appear connected to your issue?

- **Ability**
  - How can these prospects help you?
IDENTIFICATION

- Identifying Identifiers
  - Who are they?
  - What is their relationship to you or to organization?
  - What might they bring to the process?
  - Why would they do this for you?
PLAYING BY THE RULES

10-20-70 Rule

10% of the donors = 60% of the $

20% of the donors = 20% of the $

70% of the donors = 20% of the $
<table>
<thead>
<tr>
<th>Gift Range $</th>
<th># of Gifts</th>
<th># of Prospects</th>
<th>Cumulative # of Gifts</th>
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<table>
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<th>9% of Donors</th>
<th>60% of Goal</th>
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<td>$ 500</td>
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<table>
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<th>23% of Goal</th>
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<table>
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<th>76% of Donors</th>
<th>17% of Goal</th>
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<td>$50&gt;</td>
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CULTIVATION
CULTIVATION

Steps between a prospect being identified and being ready to be asked

- Building linkage
- Building interest

Cultivation can:

- Bring in new donors
- Move up current donors
- Develop askers out of givers
CULTIVATION
CULTIVATION OBJECTIVE

- Build knowledge, interest, or understanding of what we do, how special we are at what we do, and how it’s a COMMUNITY of people that supports it.

- What current activities serve as a Point of Entry (POE) for new donors?
- What current activities show off your organization in its best light?
SOLICITATION
Why Do People Give?
- Connection to the issue
- Connection to the asker

Four Parts of the Ask:
- Opening
- Engagement
- Presentation
- Close
ANATOMY OF THE ASK

Opening
-Talk about the kids, the family, work, the last time you saw the other person. Get the small talk out of the way first.

Engagement
-Make a transition so that people know the topic has changed to something far more serious. Good transitions include, “Listen... I want to talk about something important,” “I’ve got a serious question for you,” or, “Dave, I need your help.”

Presentation
-Once you’ve moved into more serious conversation through your transition, remind the prospect of the connection that you personally have with the organization, and that they have with the organization (if they have one). For instance, “Brian, as you know, I’ve been with NABU for three years now...” or, “Janae, by now you’ve received a copy of NABU’s annual report for three years now...”
ANATOMY OF THE ASK

Presentation (cont’d)
- Make sure that the person you are talking to understands the impact of your mission. Remind them what your organization does, and why it is important. For example, “Sam, 250 million children around the world are unable to read or write by the time they leave grade school. This leaves them vulnerable to abuse, harm, and exploitation. I see such pain, and I can’t believe that in this day in age we don’t have the resources to help every single one. That’s why I joined, NABU who, through their literacy app is reaching thousands of children and families daily though a single download of our nabu.org literacy app.”

- This is the background for your specific ask. Why are you asking them to come to an event? (“We’re trying to raise our public profile...”) Why are you asking them to give $? (We want to provide more support for families affected”).

Close
- Remember to make it a question, and to ask for something concrete and specific. This may seem complicated, but once you practice it a few times, you’ll see that is actually quite natural and helps to take away uneasiness.
I how are you? How are the kids? *(Open)*

Listen, I’ve got something important to ask you. As you know, I’ve been with NABU for a year now, and it’s something that is very near and dear to my heart. *(Engagement)*

I am passionate about empowering others who may not have the same opportunities as I do, but with a little support, can overcome and become the authors of their own lives. And that’s why I love NABU, because there are making literacy both free and accessible for children in under resourced areas around the world. *(Presentation)*

Jamon, 1 hour of daily reading can help a child rise out of poverty and reach their full potential. 1 download of the nabu.org app gives user access to 100’s of original titles. Right now, as the fastest growing literacy app in Central and East Africa, we’ve reach 40k downloads in the last year. This year, our goal is 100K downloads. To reach this goal, we need to raise another $50,000 to make that dream a reality. *(End of Presentation Tells Them Why, Prompts the Ask)*

Would you be willing to become a monthly donor of $36, $24, or even $7 to help us reach that goal? *(Make the Ask)*
SOLICITATION TIPS

- Effective solicitation is 60% listening and 40% talking
- The more the prospect talks, the more likely he or she is to give money. When you encourage conversation and dialogue, you discover what holds back the prospect from giving a gift, what the questions are, and where the prospect’s excitement lies
- People do not give to causes, People give to PEOPLE with causes
- Kick yourself aside and let the mission walk in the door
- **Understand That There Will Be “No’s”:** And that’s ok! Fundraising is like baseball... even the best, most experienced practitioners receive lots of “no’s.” They’re part of the game.
- But Expect a Yes: Attitude matters in fundraising. If you go into a fundraising ask assuming you will get a no, you probably will. Remember, your mission matters! Go into every fundraising ask expecting a yes and asking for a yes.
STEWARDSHIP

- Stewarding a donor is what an organization does (or should be doing) from the time of the first gift and lasting until that donor no longer has a relationship with the organization.

- Stewarding after a donation is like cultivating before a donation: it is a process by which the organization develops an ever-stronger relationship with the donor, and involves constant communication to deepen the relationship.

- Donors want and need to be thanked in different ways, and the only way you are going to know which way is right is to have that conversation with them. Do they want the plaque? Their name on a sponsor list? Ask and find out. Listen.

- Some people want as much publicity about their gifts as you can muster. Others would be horrified by a press release. Ask. You can get really creative and come up with meaningful thank “yous” that may seem simple to you, but really impress the donor.
TIPS FOR EFFECTIVE STEWARDSHIP

- Thank the donor*
- Make the donor feel like family
- Express what the donor is accomplishing through their gift
- Highlight how other donors in the organization are treated
- Motivate other donors to move up to the next level
- Make sure to utilize the appeal of “insider access”

*(according to a research done in 2016 by the Fundraising Resource Center, more than 80% of donors said that if a board member or staff called and said thanks they would give again.)*
Thank you for your time!