



## Power Your Journey

Part 1: Raising the funds your organization needs

# Power Your Journey

**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

# Power Your Journey

## Quick Poll



**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



# Power Your Journey



**Stressed about fundraising?**

**Fundraising is a  
skill that can be  
learned**

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

**– Richard Avanzino**

# Power Your Journey

How are most  
humane groups  
funded?

How is your group funded?

Events?

Grants?

Individual  
Gifts?

Bequests?

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## Quick Poll



**What is your organization's largest income source?**

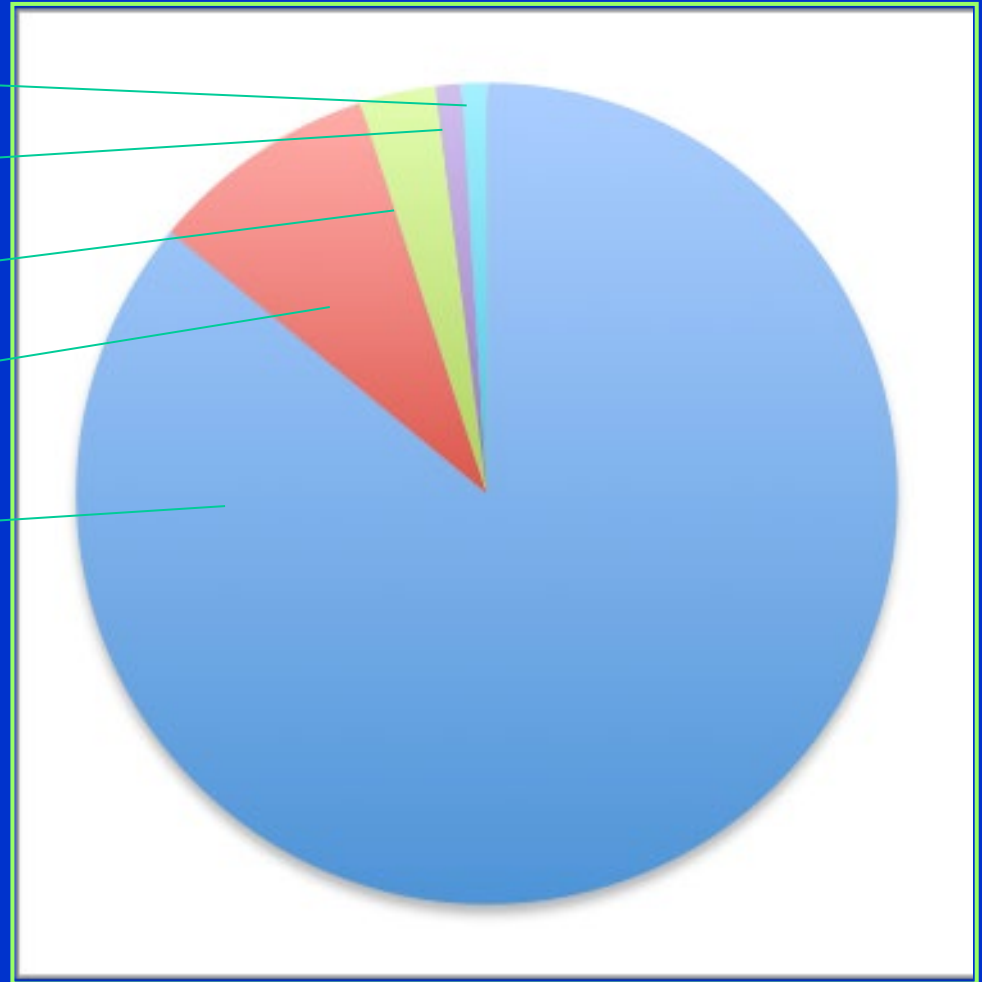
- Individual donations
- Fees for service
- Events
- Grants
- Other
- Not sure or not applicable



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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





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Case for Support is the foundation for all your fundraising



## Concise written document:

- States the mission/goals in high-level compelling way
- Outlines why a donor should support the organization
- Invites donors to help

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## 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





# Power Your Journey

## Quick Poll

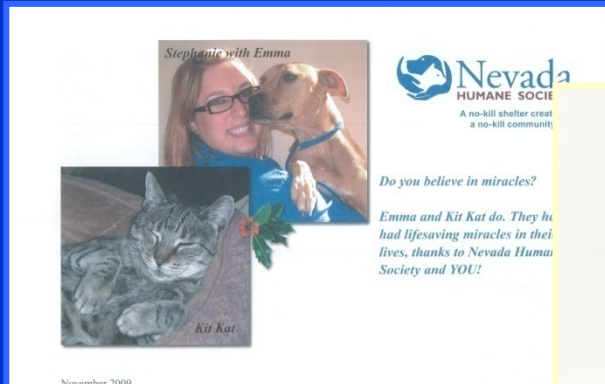


**How often do you communicate with supporters?**

- At least once a month
- Four or five times a year
- Less than four times a year
- Not sure or not applicable

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## Communicate regularly to build strong relationships



November 2009

Dear Friend of the Animals,

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

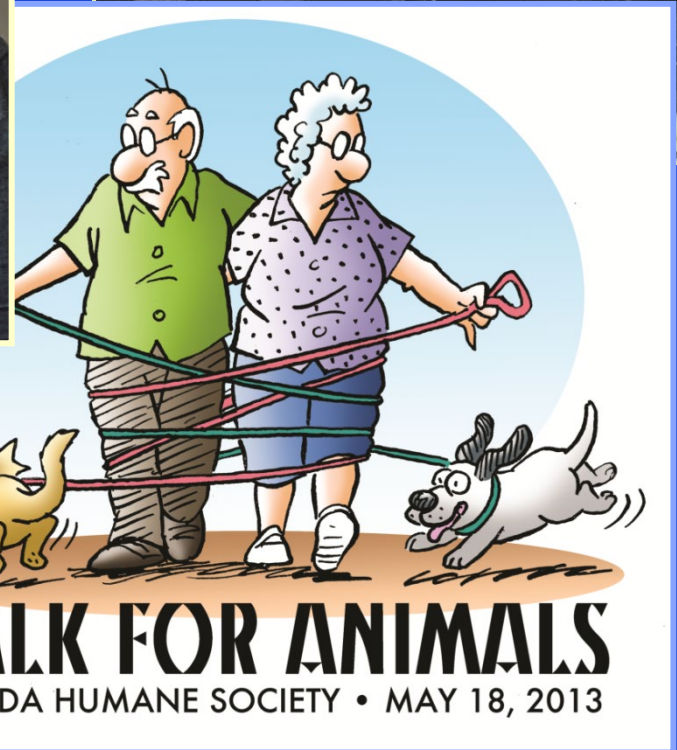
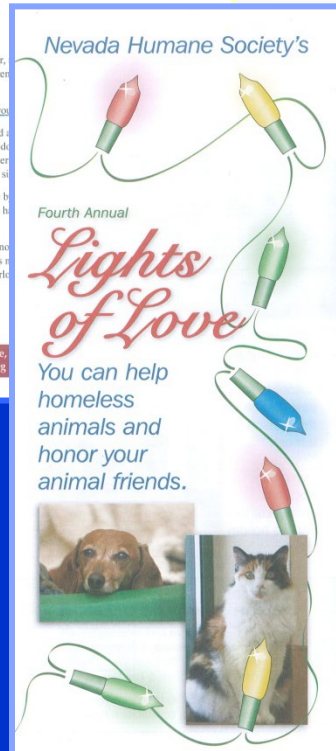
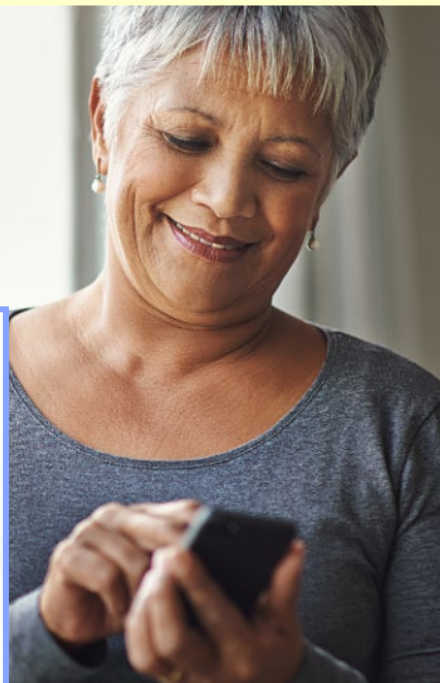
When you look at a dog like Emma or a cat like Kit Kat, you

When Kit Kat, a tabby cat who loves to hug people, arrived at our shelter, he had a painful eye infection which left him blind in one eye. Your donation one week after week Kit Kat was overlooked by potential adopters until day Alan and Kate came into the shelter. It was love at first sight.

Kate writes, "Kit Kat shows his gratitude for his new home by purring in our laps. My husband says, 'Kit Kat, where have you been?'"

In many shelters, a cat in poor health or simply one who is not wanted would be routinely destroyed. At Nevada Humane Society's, we have lifesaving miracles like healing the sick and saving the overlooked every day - thanks to you!

Nevada Humane Society • 2825 Longley Lane,  
775-856-2000 • [info@nevadahumanesociety.org](mailto:info@nevadahumanesociety.org)



# Power Your Journey

## Thank people enthusiastically and often



October 18, 2011

Carolyn A. ...  
Reno, NV 89 ...

Dear Carolyn,

Thank you so much for your very generous gift of \$100.00. Please work right away saving precious lives at Nevada Humane Society enough for thinking of the animals!

Nevada Humane Society is a no-kill shelter, but we are also so much strides toward achieving our no-kill community goal and making nation for homeless pets.

This year, we are on track to find even more great new homes for. Thanks to you, we are here for the animals who need us the most abandoned, lost, or injured. Even the very young, old, and sick at shelter, made possible by your generosity.

Your gift is a true lifesaver for the over 10,000 orphaned pets in need of care and new homes that come through our shelter each year.

Thank you so much, from the very bottom of our hearts, for your kindness toward the animals!

With very best wishes,

*Bonney*  
Bonney Brown  
Executive Director  
Nevada Humane Society

*Nevada Humane Society is a no-kill shelter creating a no-kill community.  
Our work is made possible through your support!*

2825B Longley Lane • Reno, Nevada 89502 • 775-856-2000 • Fax 775-284-7060  
nevadahumanesociety.org



**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?**





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“People give  
because you meet  
needs. . .



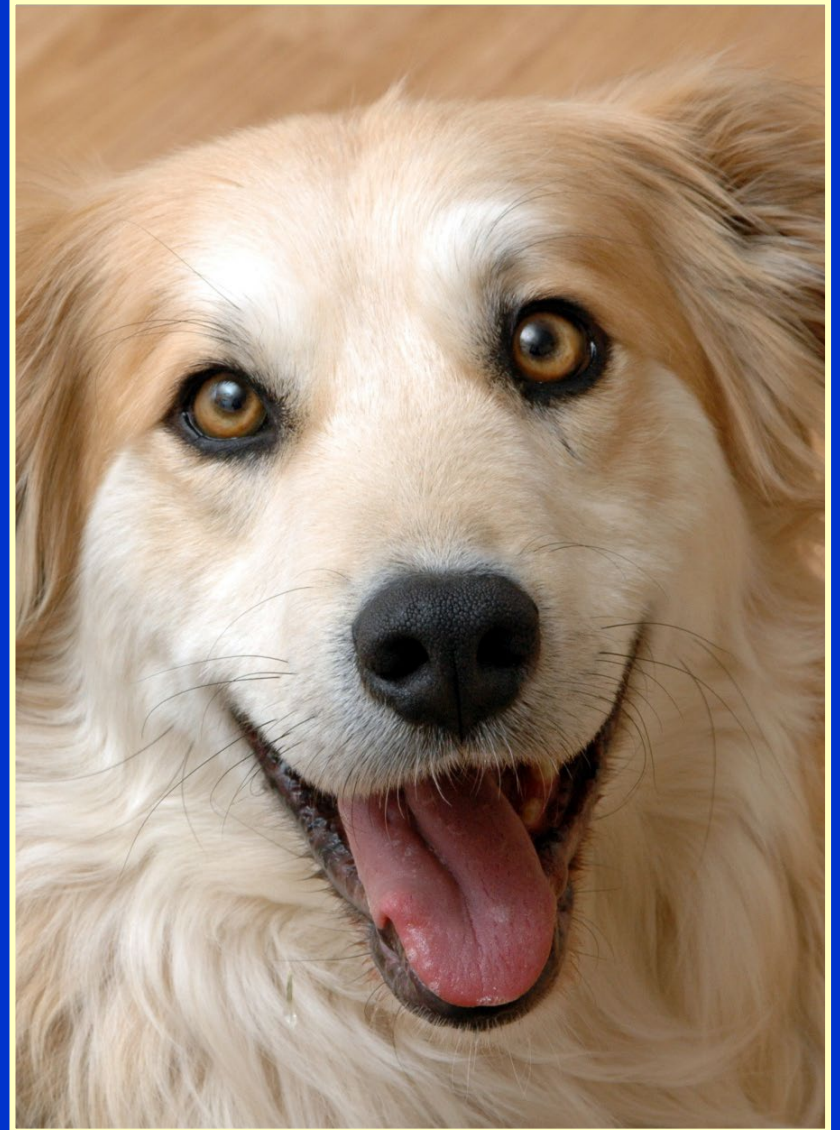
. . .not because  
you have needs.”  
- Kay Sprinkel Grace

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People give  
because they  
are asked

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

- Hank Rosso



# Power Your Journey

The words you choose make a big difference

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.”

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**“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.”**

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“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

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**“Your generosity  
will help these  
dogs!”**

**OR**

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





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**“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.”**

# Power Your Journey

“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.”**



# Power Your Journey

“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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\$35	\$60	\$120
\$250	\$750	\$1500
<input type="text" value="\$ Enter my own amount"/>		
<input type="button" value="Credit Card"/>		

OR

Full Name *	
<input type="text"/>	<input type="text"/>
First Name	Last Name
E-mail *	
<input type="text" value="ex: myname@example.com"/>	
Phone Number *	
<input type="text"/>	<input type="text"/>
Area Code	Phone Number
Amount *	
<input type="text"/>	USD
Charity Donation	
Message	
<input type="text"/>	

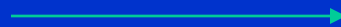


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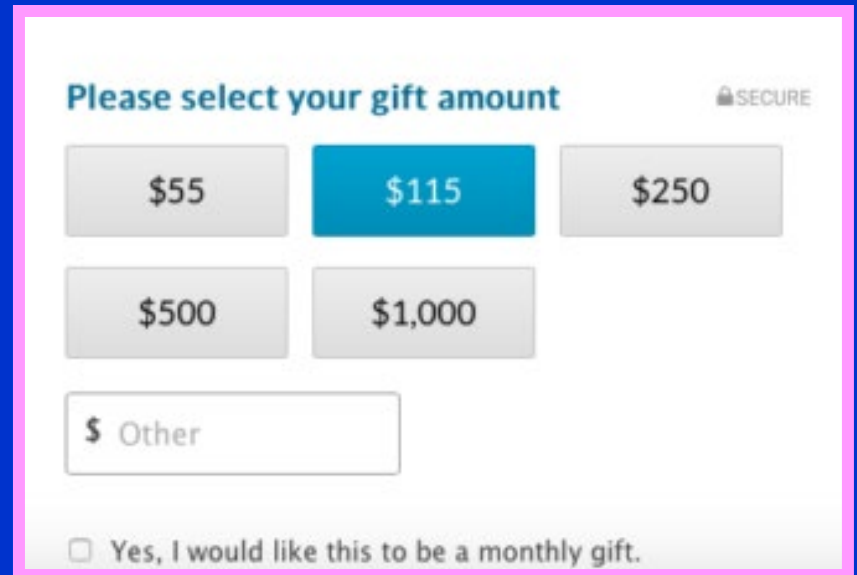
People are more likely to engage in a behavior when they think other people are doing the same thing.

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

Another example



A screenshot of a donation interface. At the top, there are six orange buttons arranged in two rows of three, with values: \$35, \$60, \$120 in the first row, and \$250, \$750, \$1500 in the second row. Below these is a white input field with the placeholder text "\$ Enter my own amount". At the bottom, there are two buttons: a large orange "Credit Card" button and a smaller black "masterpass" button with a red and orange logo and a right-pointing arrow.



A screenshot of a donation interface titled "Please select your gift amount" with a "SECURE" lock icon in the top right. It features five buttons: \$55, \$115 (highlighted in teal), \$250, \$500, and \$1,000. Below these is a white input field with the placeholder text "\$ Other". At the bottom, there is a checkbox labeled "Yes, I would like this to be a monthly gift."

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## Tell a Story

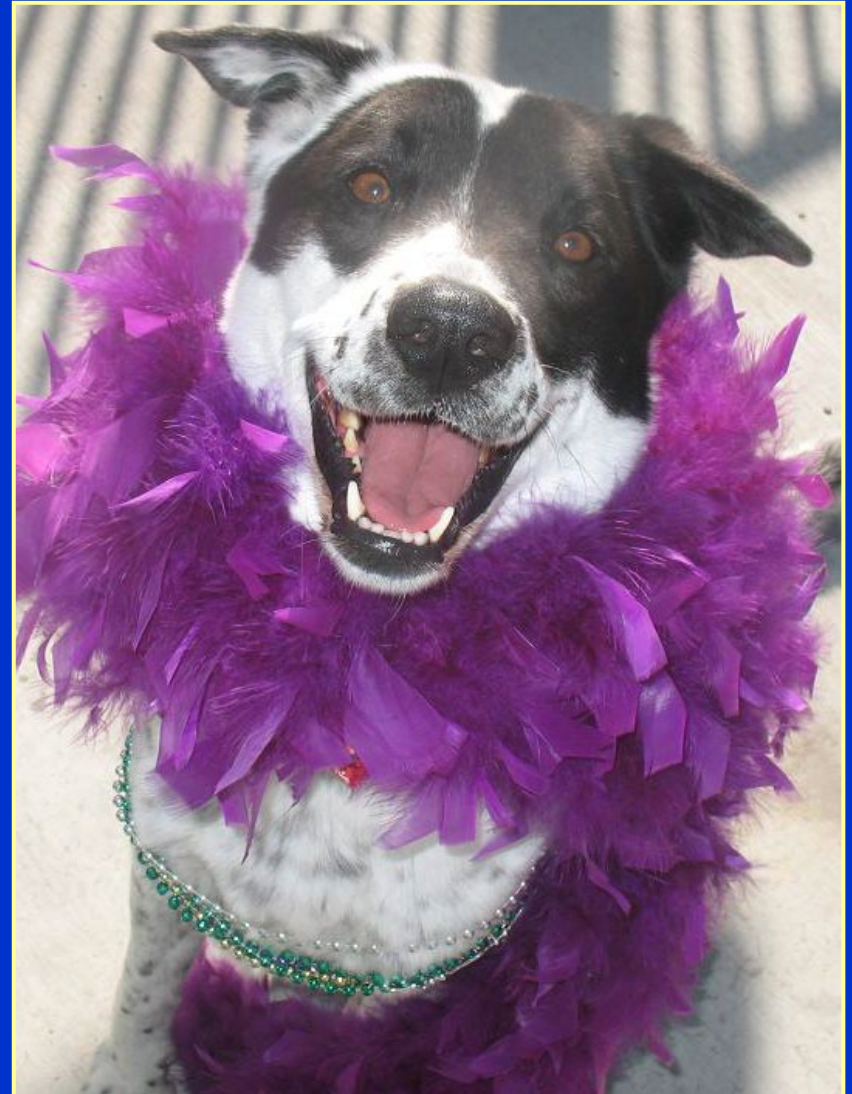


**“Donors tend to give twice as much when presented with a story about an affected individual, as opposed to reading abstract numbers of the overall scope of a problem.”**

— Network for Good

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“A picture is worth a thousand words”

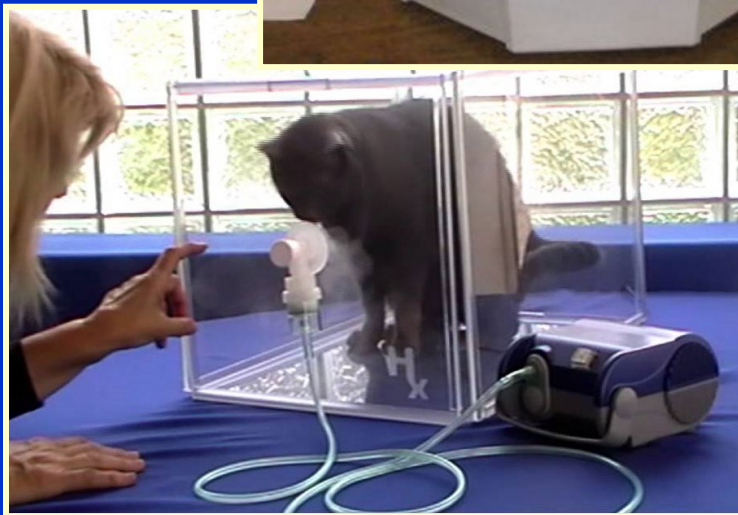




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Specific requests, specific results: equipment

Requests for funds for specific lifesaving equipment can be effective.



# Power Your Journey

Specific requests, specific results: veterinary care costs

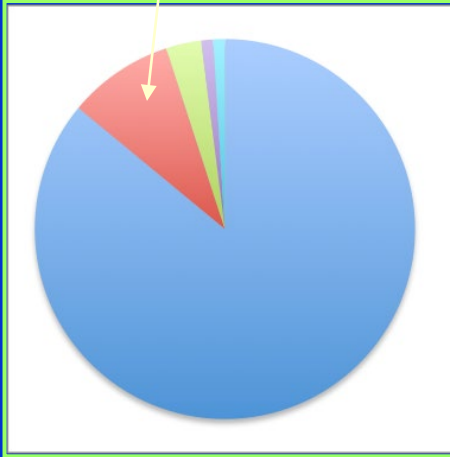


**Animals' stories can raise substantial funds for veterinary treatment.**



# Power Your Journey

## Events



## Virtual events can

- Raise more money
- Reduce expenses
- Potentially broaden audience

Pet photo contest:

[GoGophotocontest.com](http://GoGophotocontest.com)



# Power Your Journey

## Quick Poll



**Has your organization done major gifts fundraising?**

- Yes
- A little bit
- No or not usually
- Not sure or not applicable

# Power Your Journey

## Seeking Major Gifts: Getting Started

### 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.

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## Seeking Major Gifts: Getting Started



### 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.



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## 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.**

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## Seeking Major Gifts: Getting Started

**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?

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## 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.





# Power Your Journey

## 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](http://www.amyeisenstein.com/major-gift-fundraising)

# Power Your Journey

## 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.**



# Power Your Journey

**“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





# Power Your Journey

Next week is part two of Power Your Journey

**You'll learn how to:**

**Increase public  
engagement with your  
organization to help you  
raise more funds.**





**Bonney Brown and Diane Blankenburg**

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**[www.humanenetwork.org](http://www.humanenetwork.org)**



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The Petco Foundation is creating a  
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# Questions?







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