



What's Changing in Fundraising & How To Adapt

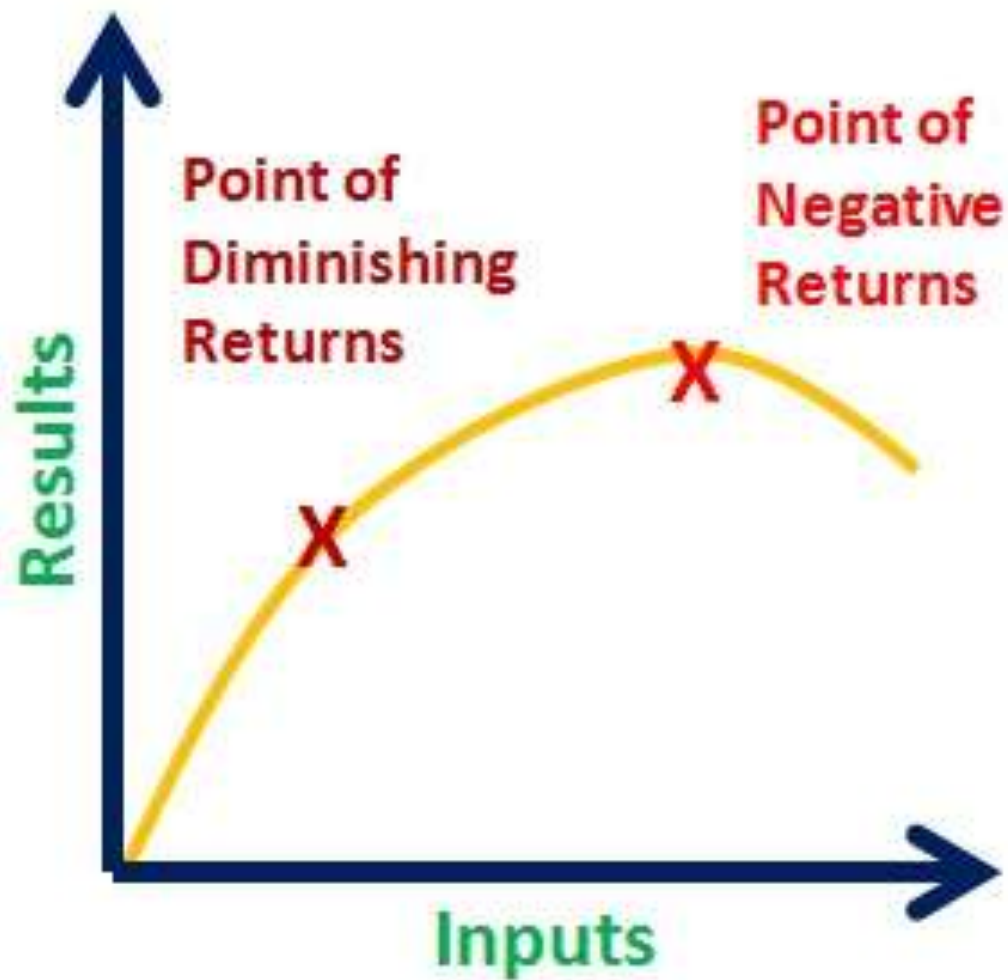




If it ain't
broke,
don't fix it.

“Insanity is doing
the same thing over
and over again and
expecting different
results.”





What's Changing in Fundraising & How To Adapt



Who is this guy?

And why does he think
he knows what he's
talking about?

career fundraiser



CFRETM



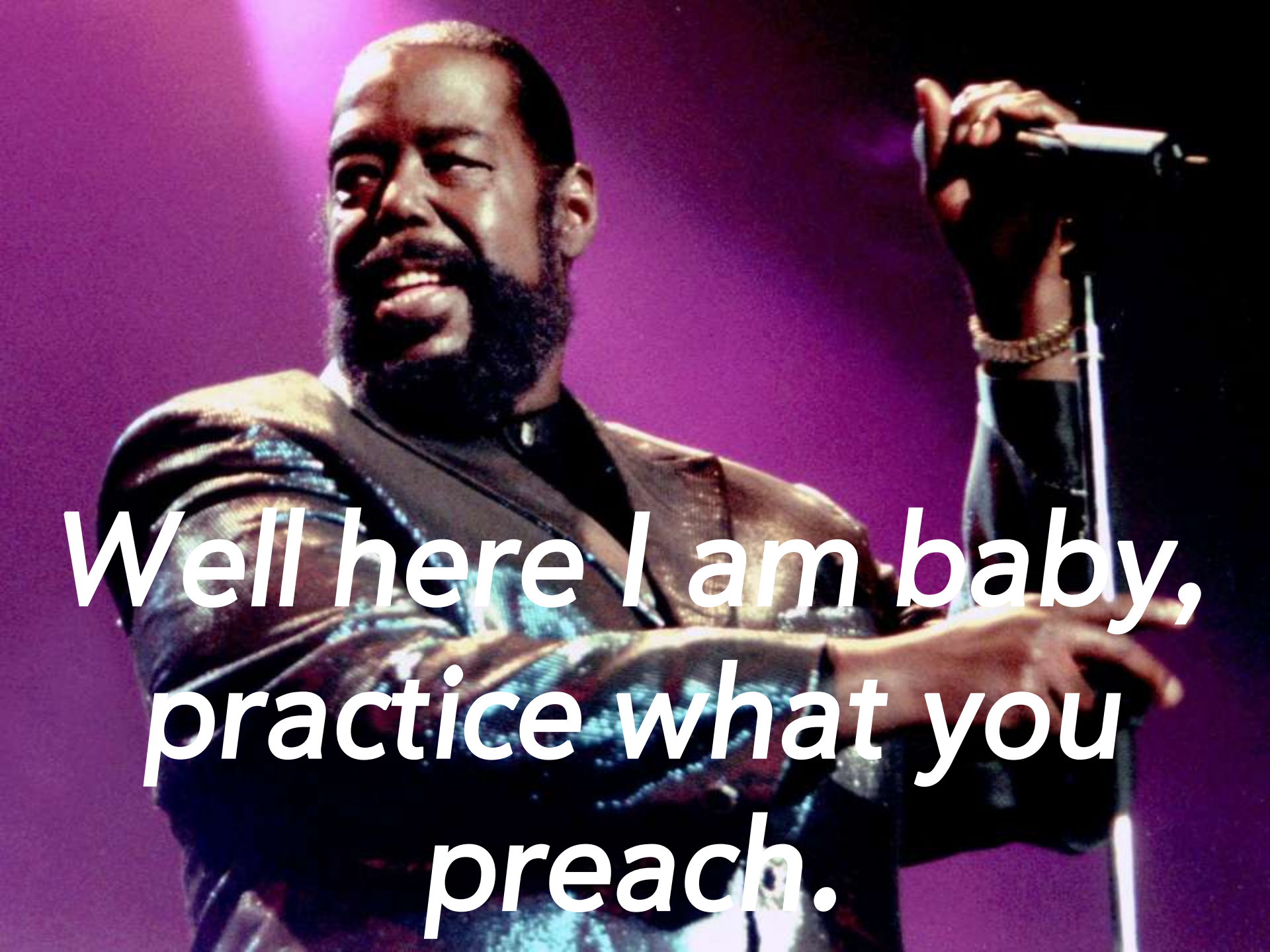


*fundraising strategy
capital campaign support
board training*

for small, but mighty, nonprofits







*Well here I am baby,
practice what you
preach.*

So ... what's
changing?

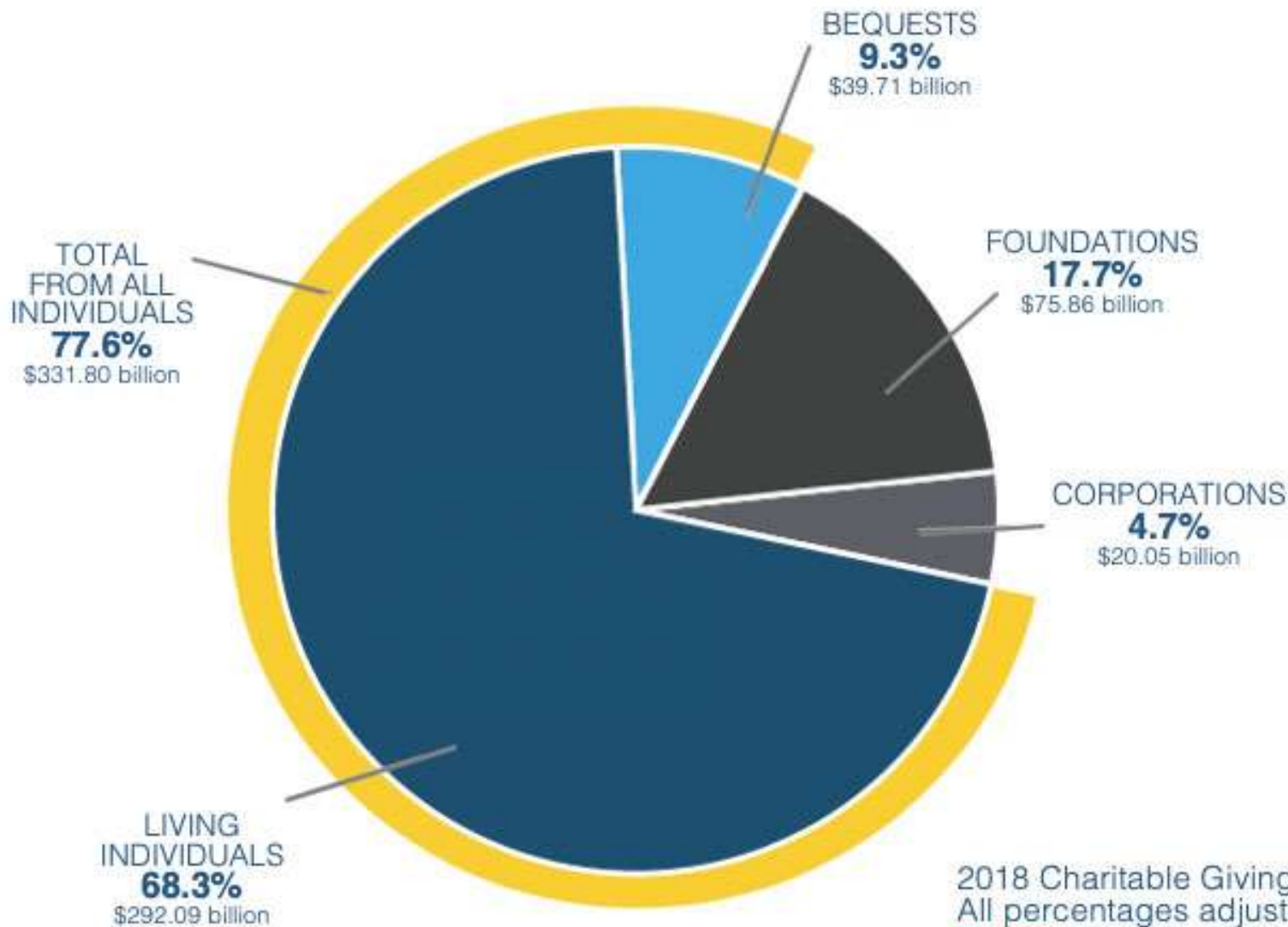
And what should
we do about it?

Giving is growing, slowly.



\$410 billion

Giving USA (2018)



2018 Charitable Giving total: \$427.71 billion
All percentages adjusted for inflation
Source: Giving USA

individuals give the most

- This percentage continues to increase
- Make sure you are spending your time appropriately
- Allocate as much staff time as possible to face to face relationship building



slides?

productivefundraising.com/resources



Donor retention is still horrible.



45%

Fundraising Effectiveness Project (FEP) 2018







productivefundraising.com/resources

45%



85%

recurring monthly donors
give **42% more** than
regular donors over the
course of a year

What's the best way
to convert a donor to
monthly giving?

SEE

productivefundraising.com/resources

The total
number of donors
is decreasing.



-4.5%

Vital Signs Report (Blackbaud Institute, 2018)

but the decrease is not evenly weighted

- Greater decline among donors giving small to medium sized gifts
- Major gifts have continued to propel total giving higher
- New donors disproportionately come from the pool of supporters already donating to other organizations

An elderly couple is sitting on a couch, smiling and looking towards a healthcare professional who is partially visible on the left. The woman has short white hair and is wearing a brown sweater. The man has short grey hair, wears glasses, and a light grey button-down shirt. The professional is holding a clipboard and pen. The background is a bright, out-of-focus window.

visit goals



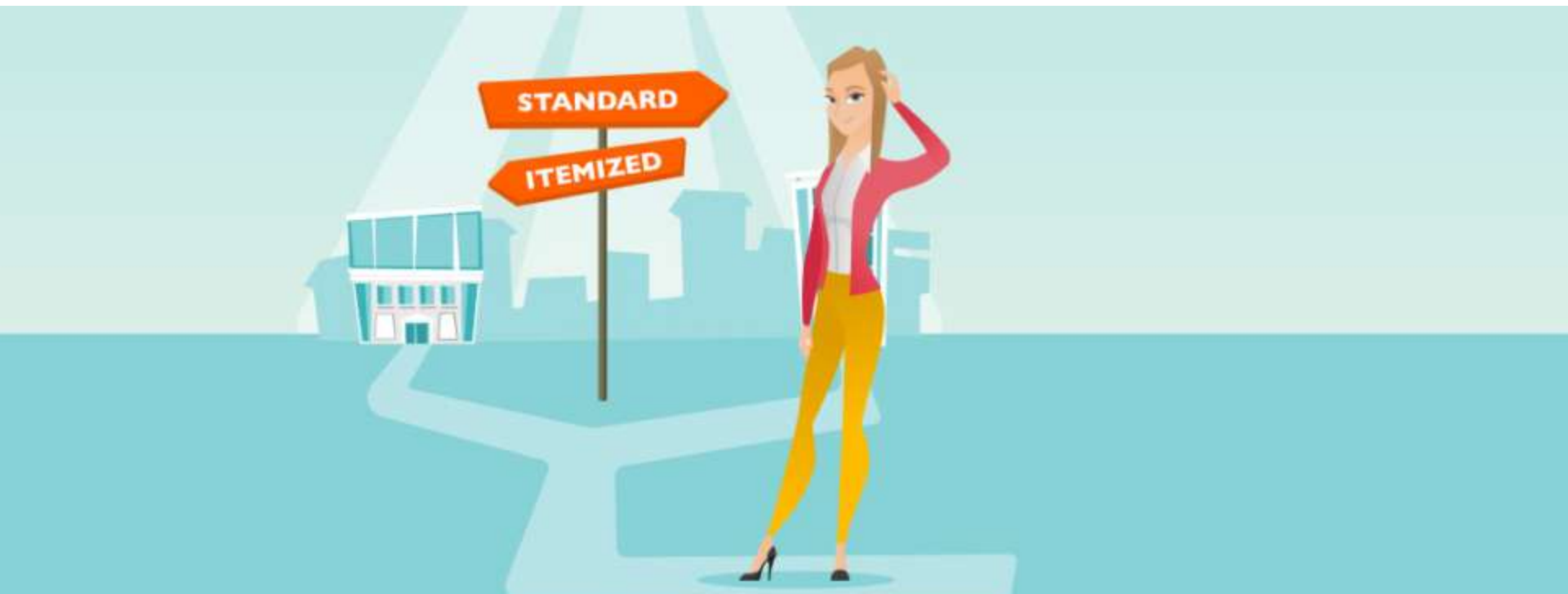
network &
collaborate with
other orgs

**The full implications
of the new tax law are
still unknown, but
coming into focus.**



30%

12%



But they may not
be that bad ...

2018 results

- Giving still increased
- But the number of donors decreased

or they could be horrible

- 2019 is expected to show a larger impact now that donors have filed their taxes for first time under new rules
- Most donors don't pay attention to taxes or financial news until they actually file
- Many were shocked that they were unable to deduct their 2018 donations
- How will they react to this in 2019?

2019 YTD

- Overall fundraising -7.3%
- New donor retention -9.5%
- Existing donor retention -8.8%
- Number of total donors -5.8%

Source: Fundraising Effectiveness Project, Q2 2019



bundling

ADVOCATE
for the universal
charitable
deduction

Online giving
continues to
grow, slowly.



8% of all giving

2018 Charitable Giving Report, Blackbaud Institute

21%

What's the experience
like on your website?

More and more,
online giving is
VIDEO driven.

key = authenticity

Direct mail is not dead.



how

@fundraiserchad

gives

STORY TIME



story characteristics

- Compelling story about 1 **PERSON**, place or thing
- Rich detail (create a vivid picture)
- Brings up a **SOLVABLE** problem
- And ...



donor = hero

- “Without you, this would not be possible.”
- “Because of your support, Johnny has a safe place to sleep tonight.”

But that doesn't
matter if they don't
open it.

6106 Wallingford Way
Mechanicsburg, PA 17050



JOE DONOR
123 ANY WAY
ANYTOWN, PA 12345

And you can't just
switch your mailed
newsletter to digital.

15%

Postal changes
continue to keep us
on our feet.



nonprofit standard mail issues in 2019

- Slower delivery
- Inconsistent delivery
- Batched delivery
- How should you react?
 - Drop your year end appeal earlier
 - Use first class stamps for the top of your list

**Fundraising events
are tracking down,
unless you innovate.**





THE CULTURAL ENRICHMENT FUND PRESENTS

THE RED CARPET
SOIRÉE

ARTS GALA & SHOWCASE EXPERIENCE







lesliegilbert
PHOTOGRAPHY

One last thing
about events ...

the methods

In person

Peer to peer

By mail

By events

By email

Via crowdfunding

On a web site

By phone

By advertising

Phone fundraising is almost dead.





But the phone is
still an amazing
fundraising tool.

call script

Hi (donor's name).

I'm _____ (your name) from _____ (charity).

I'm calling today to thank you for your recent donation. It means so much and we wanted to tell you personally how grateful we are.

[pause]

If you have just a few seconds, I'd love to know what prompted your gift?

[pause]

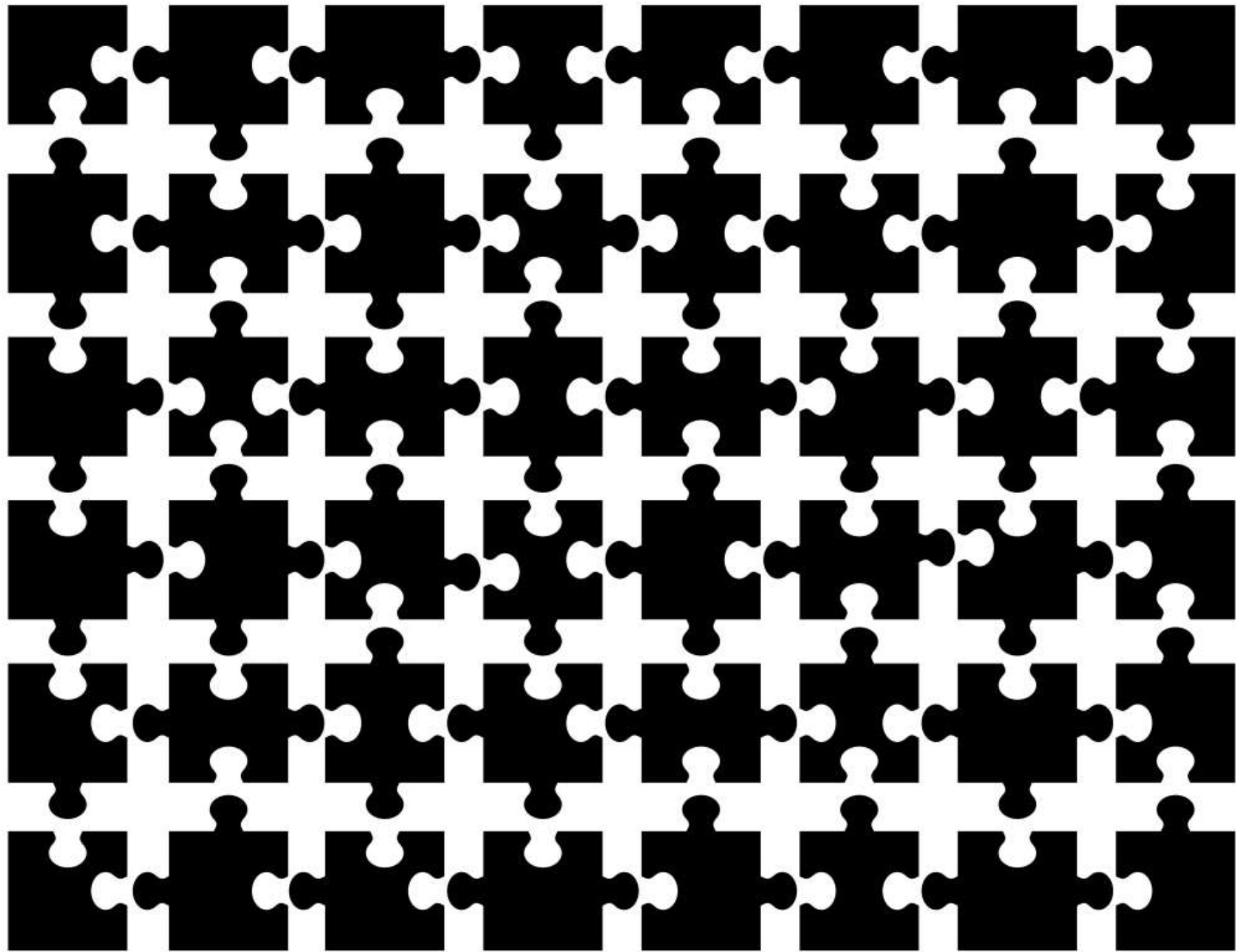
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Thank you _____ we have a wonderful day!

Last one ...

Micro-projects are
the new big thing.





micro project benefits

- Matches current giving climate which favors more frequent, smaller donations
- \$250 out of \$5,000 or \$1,000 out of \$250,000
- Similar to crowdfunding (uber popular)
- Younger generations are less likely to make unrestricted gifts, but they will do this
- Look for “sexy things” already in the operating budget
- Add a corporate sponsor to each campaign (win-win: publicity + more \$\$\$ + head start)



The End!

further learning

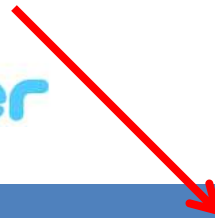
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10/24 @ 12pm (eastern)

What was your biggest takeaway?



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questions

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