Who Has Time For Fundraising?

PaLA Conference
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Objectives

• current fundraising efforts and how this fits in with daily duties.
• difference between development and fundraising, plus return on investment for carefully selected development tasks.
• List of potential practices at various staff levels to advance development and donor relations in a small way on a regular basis.

Introduction

Your Reality

• What takes up most of your time now?
• How much time can you give to Fundraising?
• Two fundraising Activities that raise the most for your org?
• Who is your mentor/support for fundraising?

Development vs. Fundraising

You need the dollars, right?
Gotta make budget, right?

“It’s about meeting people and sharing your enthusiasm about your organization’s work and seeing if your enthusiasm ignites them. It either will or it won’t. But you won’t know until you ask.”

~Sandy Rees (blog)

Show Me Your Mission

We Are Always Fundraising!

Where to Start

STRATEGIES, TECHNIQUES, AND STEPS
### 1. Customer Service

- First Impression of your Organization
- Exceptional Customer Service
- Train Staff to Develop Relationships
- Empower Staff with Information & Options
- Evidence of your Mission?

**Ten Minutes a Day:**
- Walk around and talk to people
- Interact with the staff

### 2. Identify Fans & Excited Donors

- Regular Users?
- Volunteers?
- Who is Excited about your Mission?
- Who Complains?

**Say Thank You (Start stewardship)**
- Get Them Talking (success and needs)
- Stay in Touch?
- Friends Group?

**Ten Minutes a Day:**
- Make note of these fans
- Pick one to connect with

### 3. Communicate Needs & Projects

- Start a Wish List (and share it...)
- Tell Great Stories
- Staff Training on how to convey needs to the public
- Set up Online Giving (more details later...)

**People give to people, not to causes!**

**1 Hour a Week?**
- Promote Wish List Item?
- Story to eNews or Blog

### 4. Start a Database

- Start Simple
  - Who is in your registration / reservation system?
  - Who LOVES your programs, your staff, your facility?
  - Who has given in the past?
  - Who has complained or had a lot of suggestions?
  - Who used to use your services but has drifted away?
  - Who has given recently? (Current donor database?)
  - Who are your volunteers?

- Gather emails and postal addresses, when possible
- Make detailed notes to yourself

### Who Do You Know Exercise

- **$100** SUSAN
- **$500** TOM BOB
- **$1,000** ?? TOM
Who Do You Know Exercise

GOAL $50,000

100 @ $500  10 @ $5,000
500 @ $100  50 @ $1,000

5. Learn Donor Centered Communication

- Tap into Emotions
- "You" instead of "We"
- Impacts Connection with Donors
- Social Media “voice”
- Feeling of Being Part of Something...

Ten Minutes a Day:
- Read about Tom Ahern
- Review/Edit current messages

6. Cultivate Community Relationships

- How to meet Potential Major Donors?
- Business Partners?
- Sponsors?
- Board Members make Introductions
- Who has a Similar Mission?

One Evening per month?
- Join a group
- Attend an event

Cheat Sheet

- 5 Successes
- 2 People Touched
- 3-5 Goals for their Gift

Say Thank You

15 minutes per week

Projects

- Who gave recently?
- Personal phone call
- How you used their donation...
- Write thank you card
- Highlight one donor in your blog
- Show photo of donations at work!

- Set up a system
- Board members make the calls / write the notes

This ALONE will do big things!

7. Do a SIMPLE Appeal Mailing

- You have a Mailing Database (Strategy #1)
- In- House or Need Help?
- Write a Donor Centered Letter
- Must include Return Envelope to be an Ask
- Consider Fun Appeals?
- Turn the Newsletter into an Appeal?
- Be Ready for Thank You & Donation Processing
Set up Online Giving

- Automate – make it easy
- Consider your landing page
- Offer a monthly option
- Immediate response email

**Resources:** Stripe, Paypal, Google Pay, Apple Pay

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Steps to a Simple “In-House” Mailing

1. Complete your database
2. Read about Donor Centered Fundraising (*Tom Ahern*)
3. Write the letter – keep it simple! Photos matter!
4. Can you afford a designer? *(If not – use letterhead)*
5. Can you have them professionally printed?
6. Can you include a return envelope? *(who can donate envelopes to you?)*
7. Can you print envelopes rather than labels for the mailing?
8. Can you afford Postage?

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After a Mailing

- Be ready to receive donations
- Consider a donor database software
- Prepare thank you letter, including tax info *(google IRS Publication 1771)*
- Set up mail merge to create letters
- Set up envelope templates
- Who prints, folds, stuffs, mails? *(volunteers!)*

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Development vs. Fundraising

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A word about...

- Grants
- Events
- Sponsor a...
- Bequests

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QUESTIONS?
THANK YOU!

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RESOURCES

SIGN UP for a BLOG – Just one to start if it feels overwhelming!

• Amy Eisenstein
• Sandy Rees
• Gail Perry
• Penelope Burk
• Joan Gerry

Association for Fundraising Professionals website