

# Easy Fundraising and Friendmaking for Board Members



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# Who Am I?



Gail Perry

25+ years

Blogger, coach, consultant

Duke University and UNC-Chapel Hill fundraising

Author “Fired-Up Fundraising: Turn Board Passion into Action”

AFP Fundraiser of the Year

International speaker and workshop leader

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# Our Agenda Today

- Your personal message
- Do the math: Why do we need to raise money?
- Where the easy money is in fundraising today
- Friendmaking for board members! Easy jobs they can do to impact the bottom line

# Would You Like to Be An Ambassador?

Fundraising? “YETCH!”

Ambassador?  
“What fun!”





**Why Is Our Organization Important?**

# Why Is Our Organization Important?

1. "Find a partner.
2. "Introduce yourself.
3. "Tell them why you care about our organization.
4. "Listen to them tell you.
5. "You only have 30 seconds each.
6. "When I call out, find another partner.



# Four Parts to the Elevator Speech

## Part 1: What You Say



**The “Why”**

**not the**

**“What.”**



# Spread the Idea Virus Sneeze Wherever You Go!



*This is how board members can become  
“sneezers,”  
spreading the BUZZ wherever they go.*

# Part 2 of the Elevator Speech: How You Are Being

- Energetic
- Enthusiastic
- Authentic
- Honest
- Personal





How You Are  
**Being**  
Matters Most

Your Own  
Energy  
is Infectious!



FIRED U



If you are all about **money**,  
where will **your energy** be?



People will forget what you said,  
people will forget what you did,  
but people will never forget how you made  
them feel.

~ Maya Angelou





***Nothing great  
was ever  
achieved  
without  
enthusiasm!***

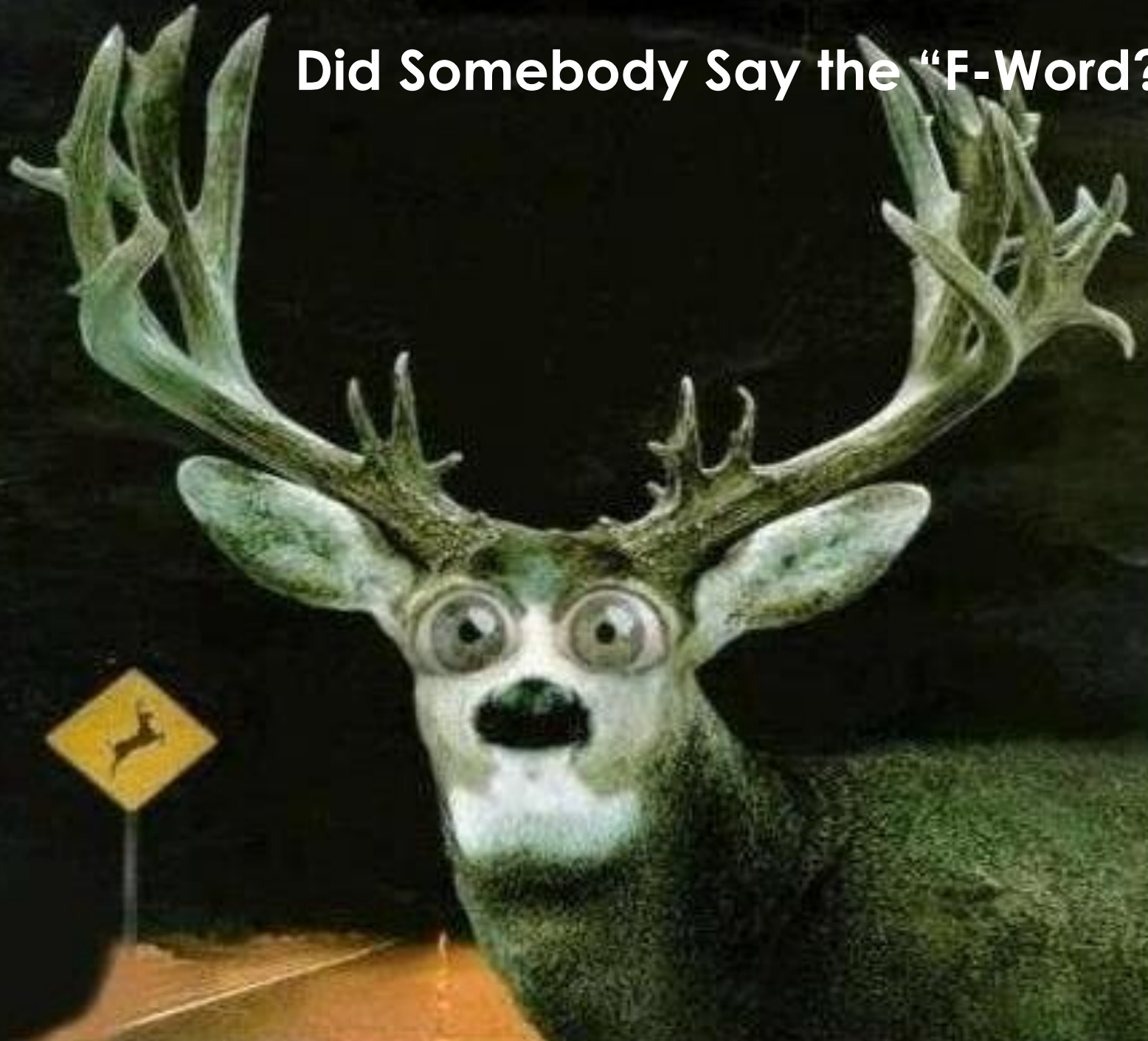
**—Ralph Waldo Emerson**

Do we believe in  
these myths about  
fundraising?





Did Somebody Say the "F-Word?"



PLEASE HELP  
ME, I HAVE  
NOTHING  
PLEASE UNDERSTAND  
YOU GOD BLESS



The Tin Cup Syndrome?

# Fundraising = Begging?



# Do You Think Fundraising = Rejection?



# Fundraising = Cold Calls?



## Part 3 of the Elevator Speech: Turn It Into A Conversation

What  
are your  
impressions?



# The Fundraiser's Kiss of Death

- Being boring!
- Talking too much!



# The Soft Sell School of Fundraising

*The Relationship is More Important Than the Ask*

High  
intention  
Low pressure





# How to Open The Door Without Being Pushy

- Listening skills
- When in doubt, shut up!



# Conversation Skills

## Advice Visits

**Advice visits: If you  
want money ask for  
advice;  
if you want advice,  
ask for money.**



# Advice Visit Success

I had an "advice visit" today with a very prominent woman in the community who on the spot **offered a \$10,000 challenge grant!!**

What's even more amazing is that she did not want to schedule the meeting because she said her foundation had no money to give us!

~Linda Frenette, Community Music School, Raleigh NC

# Advice Visit Success

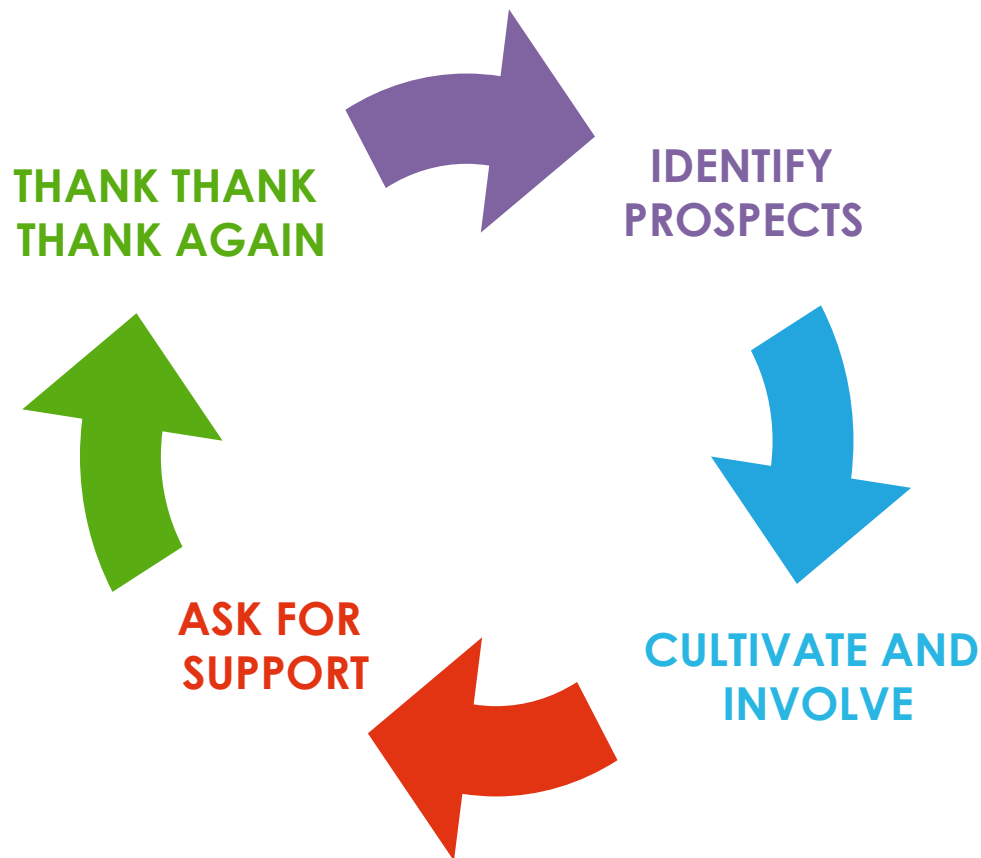
**“I've been having a great time** contacting various business leaders asking for their coaching/opinion on making the Grand Canyon Chapter of the Red Cross a success.

I briefly outline the reasons I serve on the board, what the Red Cross does in our community, and ask what successful practices they have seen on other charitable boards.

**The response is great.** They are interested in the Red Cross and want to have on-going dialogue! It's about relationships..... Thanks again, Gail

~Karen Mildenhall, Chair-Elect Phoenix Red Cross

# Steps in the Fundraising Adventure



# The Fundraising Adventure

**TIME AND ENERGY INVOLVED**

*in each step of the cycle*



# Part 4 of the Elevator Speech: Request for Followup



**“What kind of followup requests can you make?”**

# How Can You Followup?

1. Visit a site?
2. Meet top staff?
3. Lunch to discuss?
4. Advice visit coffee?
5. A meeting or event?
6. Something specific to your friend's personal interest?







**A Deeper Discussion**

# How Do We Raise Money?

# Fundraising Strategies

## Cost Per Dollar Raised

<b>Fundraising EVENT</b>	<b>50%</b>
<b>ANNUAL FUND</b>	25-30%
<b>MAJOR GIFT OR CAPITAL CAMPAIGN</b>	5-10%

# A Broader Conversation

## What Are We Raising Money For?



# The MPI Fundraising Formula

The Language that Today's Donors  
Want



# The MPI Fundraising Formula

**Money:** how much do you want to raise?

**Purpose:** what project/purpose is it for?

**Impact:** what impact will it have?

# **Fundraising 2.0:** *Where the Easy Money Is in Fundraising Today*



# Are We Losing or Gaining Donors?



**FIRED UP FUNDRAISING™**  
Strategies for a Changing World



**Fundraising's  
Dirty Little  
Secret:**

**Waaday Too Much  
Donor  
ATTRITION**

# Donor Retention Past 7 Years

50%



39%



# Nonprofit Donor Retention Primer

Nonprofit Donor Retention is **39%**

Attrition is **61%**  
(dollars given)



## New Donor Retention

22.9%



## Repeat Donor Retention

60.8%





# Keeping Your Donors is Where The EASY Money Is Today



How much \$\$  
from people  
who have  
not renewed  
their gifts?



# A Revolutionary Idea



# For Board Members, Re-Define Fundraising into Friendmaking



**FIRED UP FUNDRAISING™**  
Strategies for a Changing World

**Fundraising  
2.0:  
How Can YOU  
Improve  
Donor  
Loyalty?**



# How To Improve Donor Loyalty?

- Terrific thank you and welcome programs.
- Terrific post gift servicing.
- Meaningful info on how we used their money.
- Donor-centered communications.
- Make them feel appreciated.
- Help them feel good and part of the cause.

# What Happens When Board Members Phone To Say Thank You?

Donors received a thank you phone call from a board members within 24 hours of receiving the gift.

The next time they were solicited, **they gave 39%** more than the other donors who did not receive a call.

After 14 months, **those called were giving 42%** more.

*Donor Centered Fundraising, Penelope Burk*

# The Good News: Plenty of \$\$ Left on the Table

Satisfied donors WILL give more!



42% of donors said they could have afforded to give more last year.

~Penelope Burk 2013

# Who's Giving? The Ladies!

Study findings:

**for every \$100 MEN gave,**  
the women in the same  
economic circumstances  
gave **\$258.**

Study of Affluent Adults  
"Women Give 2012"  
Women's Philanthropy Institute at the  
Center on Philanthropy at  
Indiana University



**64% of all charitable gifts are made by women.**

-Huffington Post 2014



# VIP Prospect Game



Who are 10 funding sources who could catapult our financial future?





**OUR LIVES BEGIN TO END  
THE DAY WE BECOME SILENT  
ABOUT THINGS  
THAT MATTER.**

-martin luther king, jr.

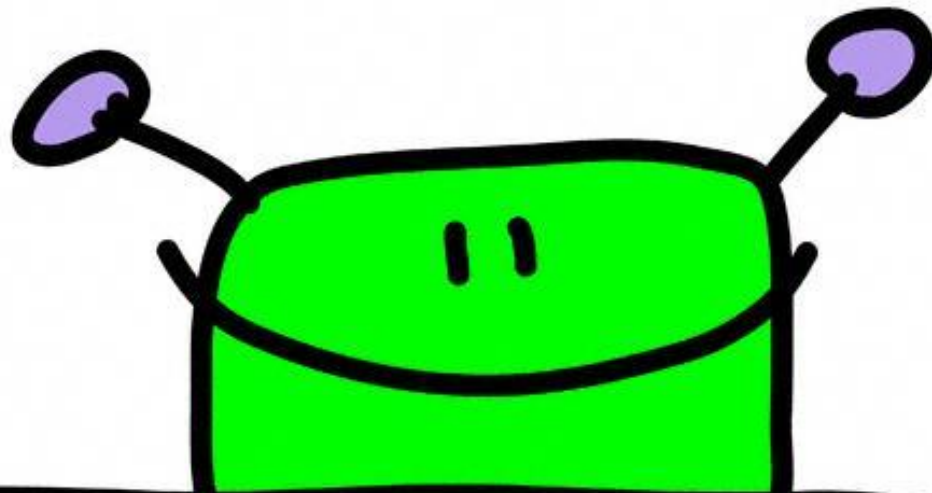
*Made*



“There is a difference  
between knowing  
the path and walking  
the path.”

– Morpheus

#you are awesome.



@gapingvoid

# Many More Resources at FiredupFundraising.com

Top 10 Things to Understand About How Fundraising Really Works Today

5 Clues Your Fundraising is Headed Downhill

Why Board Members Love Advice Visits

Does Your Organization Really Support Fundraising? Take This Simple Quiz

Easy Elevator Speech Exercise for Your Board

Show Me the Money: How To Move From Friendraising to Fundraising

How Major Donors are Changing and What To Do About It

20 EASY Ways Board Members Can Cultivate Donors

10 Easy Ways Board Members Can Raise Money

12 Ways to Liven Up Your Board Meetings —and Your Board

## **Fired-Up Fundraising NEWSLETTER**

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