

# Overcoming the Poverty Mentality and Strategies for Reducing Isolation about Fundraising

Debby Tucker, National Center on Domestic and Sexual Violence

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## Fundraising Materials and Resources

NOTE: all the resources listed below are available at [http://www.ncdsv.org/publications\\_fundraising.html](http://www.ncdsv.org/publications_fundraising.html), unless otherwise indicated.



### Basics

#### 10 Most Important Things to Know about Fundraising

1. If you want money, you have to ask for it
2. Thank before you bank
3. Donors are not ATMs
4. Most money comes from people, and most of these people are not rich
5. People have the right to say no
6. Cultivate three traits to be good at fundraising:
  - a) belief in the cause
  - b) have *high* hopes and *low* expectations
  - c) have faith in the basic goodness of people
7. Fundraising should not be confused with fund chasing, fund squeezing or fund hoarding
8. Fundraising is an exchange – people pay you to do work they cannot do alone
9. People's anxieties about fundraising stem from their anxieties about money
10. Four fundraising steps
  - a) plan
  - b) plan
  - c) plan
  - d) work your plan

– Kim Klein

## Resources

*“Essential Elements of Great Fundraising,”* Jan Murfield, Jeffrey D. Byrne & Associates, Inc., Kansas City, MO: April 26, 2005. Copyright © 2005 Jeffrey D. Byrne & Associates, Inc.

*Fundraising Frequently Asked Questions,* Alliance for Nonprofit Management, Washington, DC.

*“Great Fundraisers are Great Listeners: Avoid Listening ‘Against’ Your Speaker,”* Jeffrey D. Byrne, Jeffrey D. Byrne & Associates, Inc., Kansas City, MO. Copyright © 2006 Jeffrey D. Byrne & Associates, Inc.

*“The Ten Most Important Things You Can Know About Fundraising,”* Kim Klein, *Grassroots Fundraising Journal*, Oakland, CA: January/February 2004.

*“A Reluctant Fundraiser Rises to the Challenge,”* Rona Fernandez, *Grassroots Fundraising Journal*, Oakland, CA: November/December 2005.



## Board

### Board's Role in Fundraising

1. Contribute (time spent as a Board member is not money)
2. Develop and approve fundraising plan and goals
3. Serve on fundraising committees
4. Solicit funds
5. Share the work and the 'asks'

## Resources

*“The Board and Fundraising,”* Kim Klein, *Grassroots Fundraising Journal*, Oakland, CA: 1997.

*“Fifty-Three Ways for Board Members to Raise \$1,000,”* Kim Klein, *Grassroots Fundraising Journal*, Oakland, CA.

*“How to Get Your Board to Raise Money: Plan X,”* Kim Klein, *Grassroots Fundraising Journal*, Oakland, CA: 2000.

## Database



*“Your Fundraising Database: Using it for Organizational Success,” Jeffrey D. Byrne & Associates, Inc., Kansas City, MO: March 30, 2004. Copyright © 2004 Jeffrey D. Byrne & Associates, Inc.*



### Direct Mail

#### Fundraising Letter

1. Use the opening paragraph to tell a story – either about someone your group has helped, some situation your group has helped rectify, or about the reader of the letter
2. Use the middle part of the letter to tell more stories, provide back up statistics, describe philosophy and stress the need for money
3. Letter needs to be 2-3 pages long so readers get the sense that you have enough to say and that all of the information they might want is in the letter
4. Use the closing paragraph to tell people what to do specifically (i.e, “Send your gift of \$25, \$50, \$75 or what you can afford. Use the enclosed envelope and do it today.”)
5. Use the P.S. to tie people back into the letter by telling a story or offering an additional incentive for acting immediately
6. Make envelopes look first class
  - a) addressing by hand is optimal
  - b) using a precanceled bulk-mail stamp
  - c) using different size envelopes
  - d) using words, graphics or photos to give an impression of urgency related to the agency or use come-ons (i.e., “survey enclosed”, “free address labels enclosed”)

– Kim Klein

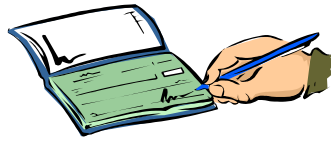
### Resources

*“The Direct Mail Fundraising Letter,” Kim Klein, Grassroots Fundraising Journal, Oakland, CA: 1993.*

*“Mail Appeals: Will They Open the Envelope?” Kim Klein, Grassroots Fundraising Journal, Oakland, CA: 1993.*

## Donors

### Common Mistakes with Donors



1. Treating them as nameless and faceless
2. Running hot and cold (one time they are treated with utmost care and then they never hear from you again)
3. Shortchanging them translates into losses on three levels
  - a) personal contact
  - b) public relations
  - c) advocacy

– Stephanie Roth

### Donor Cultivation

1. Treat a donor like a whole person, instead of a checkbook
2. Get to know your donor to find out things you have in common, especially what you each most like about your organization, so you can talk about something besides money
3. Do what you have to do to get the donor to trust your organization
4. Keep in touch with your donor, especially with personal touches like birthday cards

– Kim Klein

### Resources

*“Common Mistakes in Building Relationships with Donors and How to Avoid Them,” Stephanie Roth, Grassroots Fundraising Journal, Oakland, CA: 2000.*

*“Donor Cultivation: What It Is and What It Is Not,” Kim Klein, Grassroots Fundraising Journal, Oakland, CA: 1999.*

## General Fundraising Information



### Two Absolutes

1. In order to raise money, you have to **ask** for it.
2. Once you receive a gift, you should **thank** the person who made it.

– Kim Klein

### Asking

1. 80% of donors say they made their most recent donation, “because someone asked me.”
2. Of that group, only 50% can remember the organization they gave to, but almost all of them can remember something about the person who asked them, even if that person is a stranger.

– Kim Klein

### Resources

*Grassroots Fundraising Journal* (<http://www.grassrootsfundraising.org/index.html>) – practical tips and tools to help you raise money for your organization

Greenlights for Nonprofit Success (<http://www.greenlights.org/>) – resources in a variety of issues facing nonprofits

“*Membership Pays: The Role of Members in Grassroots Fundraising*,” Sara Mersha, *Grassroots Fundraising Journal*, Oakland, CA: 2002.

“*Opportunistic Fundraising*,” Kim Klein, *Grassroots Fundraising Journal*, Oakland, CA: 1996.

“*Selected Nonprofit Management, Philanthropy and Fundraising Publications*,” *The Center on Philanthropy at Indiana University, Indianapolis, IN. Copyright © 2004 The Center on Philanthropy at Indiana University.*



### Grants

*Government Grant Opportunity Assessment Worksheet, Greenlights for Nonprofit Success, Austin, TX.*

## Internet/Online Fundraising



### Seven Ways to Raise Money Online

1. Website appeals
2. E-mail newsletter appeals
3. Commission from the sale of books, CDs, etc.
4. Benefit from online auctions
5. Sponsors donating advertising on your website or your e-mail
6. E-mail solicitation of donors who joined via direct mail but gave permission to contact them by e-mail
7. Sell something related to your mission

– Nick Allen

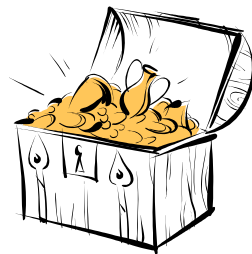
### Resources

“Fundraising on the Internet: Using E-mail and the Web to Acquire and Cultivate Donors,” Nick Allen, *Grassroots Fundraising Journal*, Oakland, CA: June 2000 (vol. 19, no. 3).

Groundspring.org ([http://www.groundspring.org/index\\_gs.cfm](http://www.groundspring.org/index_gs.cfm)) – affordable Internet fundraising, email and advocacy for nonprofits

### Major Gifts

#### Gift Range Chart



GOAL \$50,000

Gift Amount	# of Gifts	# of Prospects Needed	Total	Cumulative Total
\$5,000	1 (10% of total goal)	4	\$5,000	\$5,000
\$2,500	2 (10% of total goal)	8	\$5,000	\$10,000
\$1,000	5 (10% of total goal)	20	\$5,000	\$15,500
\$500	10	30	\$5,000	\$20,000
\$250	20	60	\$5,000	\$25,000
\$100	50	150	\$5,000	\$30,000
TOTAL	88 major gifts (10% of donors and 60% of \$ goal)			\$30,000
\$25-99	≈ 175	Varies w/ strategy	\$10,000	\$40,000
\$1-50	≈ 600	Varies w/ strategy	\$10,000	\$50,000

– Kim Klein

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 Debby Tucker, National Center on Domestic and Sexual Violence  
[dtucker@ncdsv.org](mailto:dtucker@ncdsv.org) • 512.407.9020 • [www.ncdsv.org](http://www.ncdsv.org)

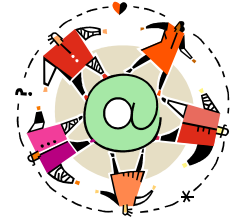
## Resources

“The Fine Art of Asking for the Gift,” Kim Klein, *Grassroots Fundraising Journal*, Oakland, CA: 1983.

“Getting Major Gifts: The Basics,” Kim Klein, *Grassroots Fundraising Journal*, Oakland, CA.

## Organizational

“Reclaiming our Social Justice Organizations,” Anne Tapp, *Grassroots Fundraising Journal*, Oakland, CA: July /August 2006.  
[http://www.ncdsv.org/publications\\_nonprofitmgmt.html](http://www.ncdsv.org/publications_nonprofitmgmt.html)



## Planning

### Fundraising Plan

1. Assess current fundraising efforts
2. Identify strategies to best fit needs/timeframe
3. Develop plan
4. Identify prospects
5. Set goals/timeframe/who is responsible
6. Establish fundraising calendar
7. Implement
8. Evaluate

## Resources

*Development Action Plan, Greenlights for Nonprofit Success, Austin, TX.*

*Discussion Questions for Development Self-Assessment, Greenlights for Nonprofit Success, Austin, TX.*

“How to Plan Your Fundraising Strategy: Keep Your Organization Financially on Track with a Year-Round Plan,” Pat Munoz and Liz Raisbeck, *Grassroots Fundraising Journal*, Oakland, CA: 1987.

“Why Hire a Consultant? What You Should Expect Beyond the ‘Feasibility’ Study,” Jeffrey D. Byrne & Associates, Inc., Kansas City, MO: January 30, 2004. Copyright © 2004 Jeffrey D. Byrne & Associates, Inc.

## Raising Funds Quickly

*“8 Ways to Raise \$2,500 (or more) in 10 Days (or less, sometimes),”  
Kim Klein and Stephanie Roth, Grassroots Fundraising Journal,  
Oakland, CA: September/October 2003.*



### Rural

*“Guide to Rural Fundraising,” Kim Klein, National Court Appointed  
Special Advocate Association, Seattle, WA: 2006 edition. Copyright ©  
2006 National Court Appointed Special Advocate Association.*

### Special Events

*“Making Special Events Work for You,” Stephanie Roth, Grassroots  
Fundraising Journal, Oakland, CA: November/December 2002.*  
*Recommendations for Implementing a Signature Event, North Carolina  
Coalition Against Domestic Violence, Durham, NC: March 20, 2006.*  
*Special Event Fundraising, Ruth A. Peebles, Innovative Nonprofit Solutions,  
Raleigh, NC: April 2006.*  
*Special Event Timeline/Checklist, Greenlights for Nonprofit Success,  
Austin, TX.*  
Target Funding Group (<http://www.charityauctionhelp.com/>) –  
successful auctions for non profits



### Strategy

#### Pattern of Gifts

1. 50-70% of an organization’s income comes from 10% of its donors
2. 15-25% of an organization’s income comes from 20% of its donors
3. the remaining 15-25% of an organization’s income comes from 70% of its donors

– Kim Klein

### Resources

*“Choosing the Right Fundraising Strategy,” Stephanie Roth and Kim Klein, Grassroots  
Fundraising Journal, Oakland, CA: 1999.*

*Wise Women’s Favorite Fundraising Strategies, North Carolina Coalition Against  
Domestic Violence, Durham, NC.*

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