



Resource Development Workshop



Communities
In Schools
North Carolina

Angela Kemper, CFRE October 13, 2015

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

– Hank Rosso




Photo: CISNC

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Communities In Schools NC Affiliate Locations



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Reactions to Fundraising



Like



Dislike

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Agenda

Boost Your Fundraising

- 1. Introductions and Overview 10 a.m.
- 2. Fund Development Trends & Ideas 10:25
- Break 10:55
- 3. Board Engagement in Fundraising 11:05
- 4. Conclusion and Next Steps 12:00
- Working Lunch 12:30

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Fund Development Trends and Ideas



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Common Board Strengths & Challenges

Strengths



1. Mission
2. Financial Oversight
3. Legal/Ethical Oversight

Challenges

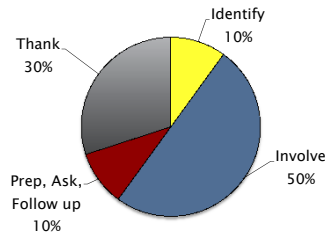


1. Fundraising
2. Board Composition
3. Community Relations

Source: BoardSource *Leading with Intent* National Index 2014.

Fundraising Is More Than Asking

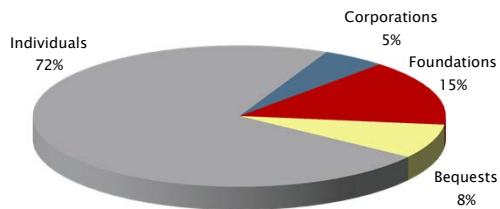
Time Allocation for Effective Fundraising



Source: *Fired-Up Fundraising: Turn Board Passion into Action*, Gail Perry, 2007.

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Sources of Contributions in 2014

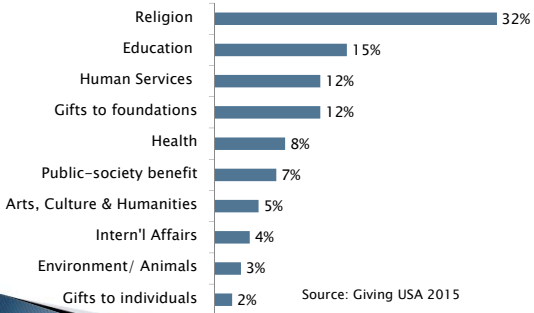


Source: Giving USA Foundation™ / *Giving USA 2015*

2014 Total =
\$358.38 Billion

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Types of Recipient Organizations



Source: Giving USA 2015

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Donor Retention Is a Challenge

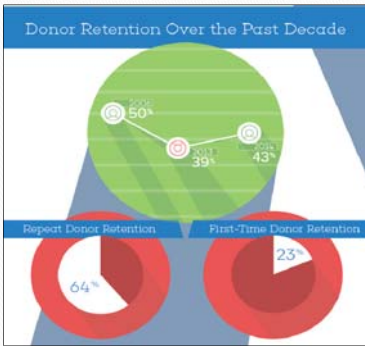


Image: Credit Bloomerang.
Data: Fundraising Effectiveness Project 2014.

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Donor-Centered Focus

“In good times and bad, we know that people give because you meet needs, not because you have needs.

– Kay Sprinkel Grace

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Board Engagement in Fundraising

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Tell Your Story of a Recent Meaningful Donation

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Top Motivations for Giving

Believe that gift can make a difference	74%
Personal satisfaction	73%
Support the same causes or organizations each year	66%
Give back to community	63%
Serve on board or volunteer for the organization	62%
Political or philosophical beliefs	50%

The 2014 U.S. Trust® Study of High Net Worth Philanthropy

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Additional Motivations for Giving

- ▶ Remedy issues affect donor or close others
- ▶ Spontaneous response to need
- ▶ Honor or memorialize another
- ▶ Religious beliefs
- ▶ To receive a tax benefit
- ▶ Desire to set example for future generations
- ▶ In response to being asked
- ▶ Other (e.g., social norms, business interests)

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Brainstorm Ideas of Ways Board Members Can Help with Fundraising





“ The purpose of fundraising is not to raise money, but to raise donors.”

Kim Klein

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Build Relationships Starting with Those Closest to Your Organization



Board Campaign

- › Led by Chair of Board.
- › Specific timeline (preferably first quarter of FY).
- › Individual gift amounts are confidential.
- › Celebrate success!



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Understand How Fundraising Connects with Program Impact



Key Steps in Solicitation Visit

- ▶ **Opening:** connect personally
- ▶ **Project Need and Impact:** engage
 - Probe for their interests and objections
 - Decide if now is the time to ask
- ▶ **Ways They Can Help:** elaborate
- ▶ **Ask for Support:** and then wait for them to speak next
- ▶ **Next Steps:** close or agree to when to follow up

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Success = Asking



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Thanks from Board Members Makes a Difference



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Key Fundraising Areas to Address

1. **Knowledge:** Embracing your fundraising role.
2. **Relationship building:** Finding and engaging donors.
3. **Solicitation:** Asking for support.
4. **Thanking:** Sharing appreciation and impact.

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Priorities for Your Organization



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Lunch

Talk with new people: Sit at different tables.

Successes: Share stories of what has worked well in fundraising.

Challenges: Share stories of challenges or things that didn't work well in fundraising.

Questions: Write down any questions about fundraising.



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Agenda

Fundraising Implementation

- 5. Successes and Challenges 1:30 p.m.
- 6. Resource Dev. Templates & Ideas 1:50
- 7. Ideas for Thanking & Sharing Impact 2:20
- 8. Conclusion and Next Steps 2:40
- Adjourn 3:00

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Fundraising Implementation Successes and Challenges



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Resource Development Plan Template and Ideas



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Priorities Addressed in Resource Development Plan

- ▶ Board giving.
- ▶ Developing relationships/personal outreach to donors and prospects, particularly individuals and businesses.
- ▶ Thanking donors and keeping them informed about impact.



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Ranking of Effectiveness of Fundraising Methods

1. Personal (face-to-face meeting)
 - Team of 2
 - Solo
2. Personal letter on personal stationary
 - With telephone follow up
 - Without telephone follow up
3. Personal telephone call
 - With letter follow up
 - Without letter follow up
4. Personal email message
5. Personal phone-a-thon call
6. Impersonal letter, direct mail, or email
7. Impersonal telemarketing call
8. Fundraising benefit/special event
9. Door-to-door canvassing
10. Media, advertising, internet

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Build a Base of Donors and Also Cultivate Major Donors



80% of the donations often come from 20% of the donors.

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Practice Handling Questions



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Key Questions to Be Prepared to Answer

1. What are you tackling this year in our community? Why is it so urgent?
2. Why do you need contributions? What difference do contributions make?
3. What are your organization's biggest challenges right now?
4. How much does it cost to help one person, or do one good deed?

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Ideas for Thanking and Communicating Impact



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Effective Thank You Letters

1. Timely: Received within 2 weeks of gift.
2. Personalized and conveys warmth.
3. Begins with an engaging first sentence (not "on behalf of").
4. Indicates how gift will be used.
5. Focuses solely on thanking - no requests for another gift or to complete a form.
6. Is personally signed by organization leader and includes contact information.
7. Is concise, error-free, and prompt.

Based on Penelope Burk's research in *Donor-Centered Fundraising*.



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Sharing Impact

"Stewardship at its best engages donors with the impact and outcomes of their investments of time, wisdom, expertise, connections, and money."

- Karen Osborne

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Next Steps



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Your Take-Aways for: Fundraising Implementation



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Thank You

Angela Kemper, CFRE
HunterKemper Consulting

20 Maplewood Road
Asheville, NC 28804
828-252-1475
angela@hunter-kemper.com
www.hunter-kemper.com

LinkedIn:
<http://www.linkedin.com/in/angelakemper/>

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