



# DuPagePads

The Solution to End Homelessness.

## *The Vital Role of Fundraising*



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# ***Fundraising***

*How many of you like to fundraise?*

*What do you think of when you hear  
the word fundraising?*

*What are some reasons people don't  
like to fundraise?*

# The *What if* Questions...

- What if I embarrass myself??
- What if I offend someone?
- What if I can't answer the question(s)?
- What if they think I'm crass by asking for money?
- What if they say "No"?
- What if I'm asking too much?
- What if they ask me to help them in their charitable causes?
- What if they say yes??? What do I do?

*How do we overcome  
the “What if’s”???*



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# *Fundraising*

*The seeking of financial support for a charity, cause or other enterprise.*

*The organized activity of raising funds.*

*Process of gathering contributions of money or other resources.*

# *Philanthropy*

*Defined as voluntary action for the common good.*

*The desire to promote the welfare of others.*

*An act or gift made for humanitarian purposes.*



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# *Redefine Fundraising*

*Fundraising carries with it ideas of sales, asking for money, “hitting people up.”*

*Philanthropy carries a sense of nobility, helping fellow members of the human race.*

*Create other words like friendraising, engagement, philanthropy.*



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***Let's look at the opportunities  
we have...***



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# *Which sector donated the most money last year?*

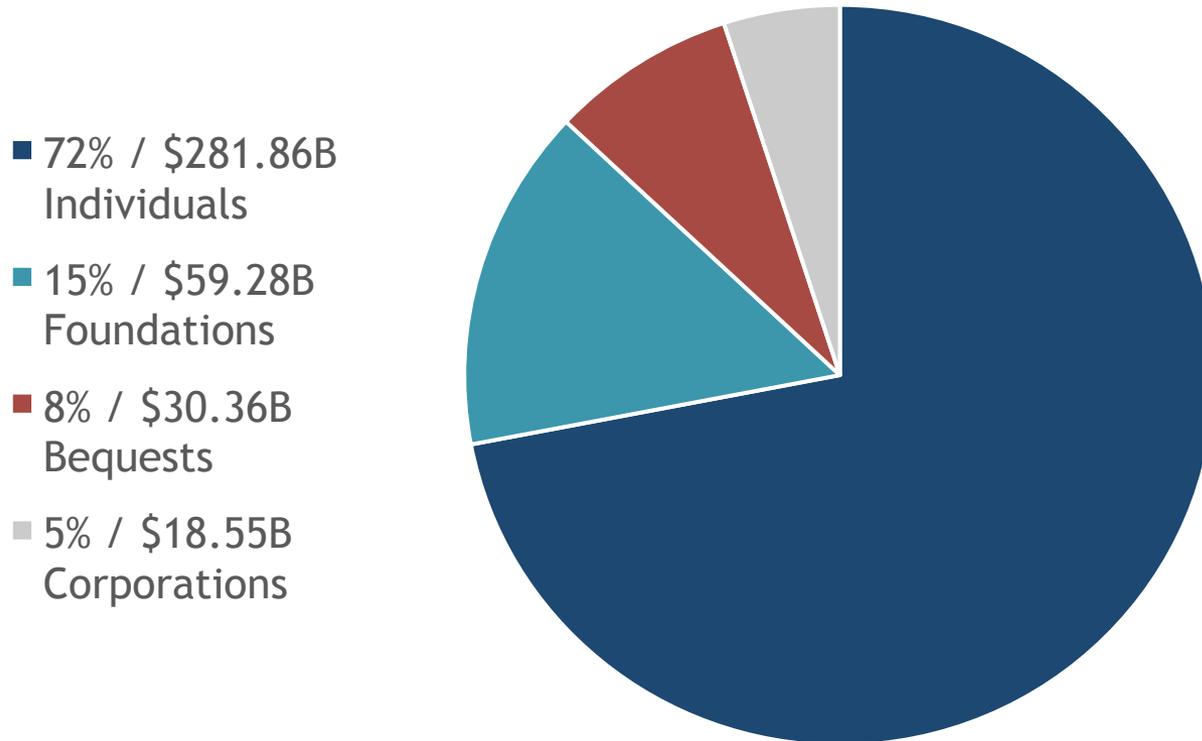
Corporations?

Foundations?

Individuals?

Bequests?

# Last Year, Americans Gave \$390.1 Billion\*



\*According to Giving USA 2017; Indiana University School of Philanthropy

# 2016 Contributions

Overall, Increased by 2.7%

Giving by...

- Individuals up 3.9%
- Foundations up 3.5%
- Corporations up 3.5%
- Bequests down 9.0%



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# 3 Key Elements of the Fundraising Process...

- Cultivation
- Solicitation
- Stewardship

# Cultivation - “Friendraising”

- Process of relationships being built... or reconnecting...
- Never ask for DOLLARS in this phase... too early!!
- Begin telling your story...

# Friendraising Activities

- Turn 10 individuals each year into “friends”.
- Call donors/events attendees to thank them.
- Drop a personal note to donors.
- Introduce to influential people you know.
- Make visits in teams.
- Speak frequently about your organization and its programs and purpose.
- Identify prospects and host cultivation events and stewardship events.
- Donate to the best of your ability.

# Solicitation

- Tell the story and the cause/mission... why you are involved...why the work is crucial to the community.
- The ASK
- Financial and or other forms of support

# Stewardship

- In the process of thanking donors and letting them know the vital difference or impact their gift made.
- Can you give them the most MEMORABLE THANK YOU they have ever know? Make deeply personal to them.
- How do we thank people?? How do you thank your people who gave???

# Ladder of Effectiveness: Solicitation Techniques

1. Personal: face-to-face
  - a. Team of two
  - b. One person
2. Personal letter (on personal stationery)
  - a. With telephone follow-up
  - b. Without telephone follow-up
3. Personal telephone
  - a. With letter follow-up
  - b. Without letter follow-up

# Ladder of Effectiveness: Solicitation Techniques (cont'd)

4. Personalized letter
5. Invitation to a special event
6. Impersonal letter (direct mail)
7. Impersonal telephone (phonathon/telemarketing)
8. Media (advertising)

# Donors Give When:

- They are involved in the organization or cause.
- The organization really listens to them.
- They want to make a difference.
- Emotions are stirred or heart strings are touched.
- They are confident contributions are used wisely.
- Someone they know and respect asks them to give.
- They are clear about the organization's need for resources to accomplish its goals.

# Donors Give When: (cont'd)

- They want to share their good fortune.
- They wish to pay tribute to someone through a charitable contribution (in honor of, in memory of, etc.).
- They received appropriate recognition for the gift.
- They feel good donating to a deserving charity that produces results.
- They want to pay a personal debt (to an organization that helped them).



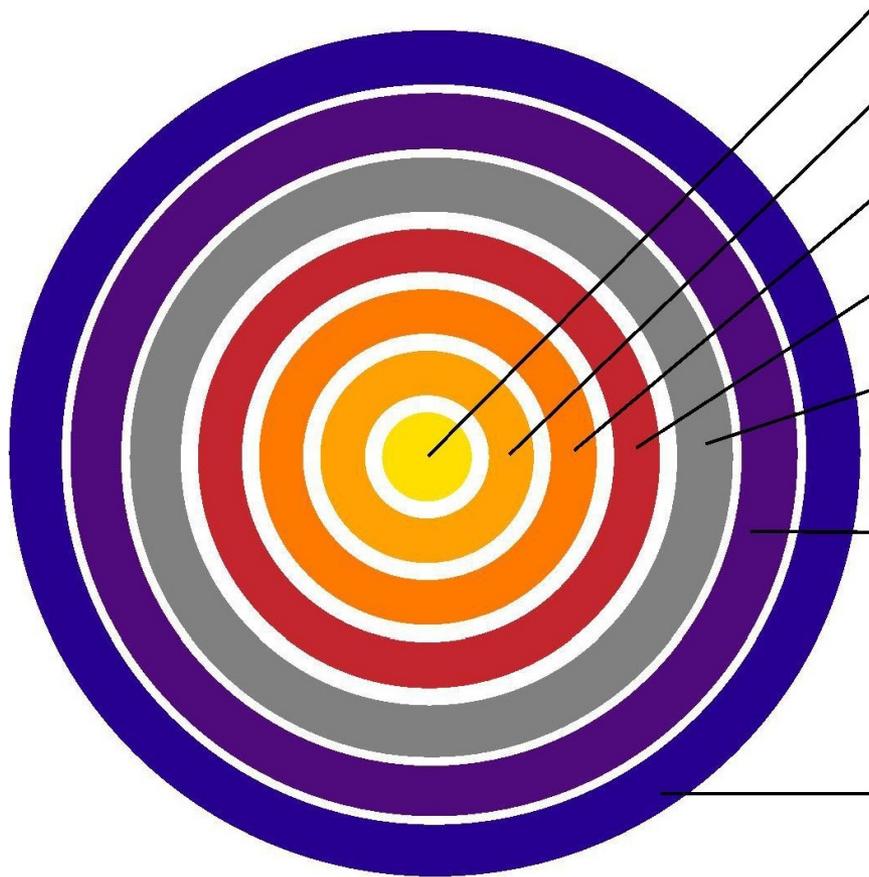
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# How to Get LIFT in your Friendraising

IS YOUR “*NET*” WORKING?

***NET•WORK•ING***: influencing the people who are centers of influence for dozens, hundreds, or perhaps even thousands of like-minded individuals.

# Who are your *Best Prospects?*



1. Self

2. Family/Relatives

3. Friends

4. Neighbors

5. Work

- Colleagues
- Vendors

6. Associations

- Member Organizations
- Other Associations they work with
- Professionals you know
- Business Owners

7. Civic/Community

- Recreation
- Political
- Religious

# *Questions to Ask?*

- Who is in your Circle of Influence?
- Why would this person give to the cause?
- Do you have a powerful message?
- Who would this person say yes to if not you?
- What is their potential to give? What amount is right?
- How should this person be approached?

# Janelle's Hints for Success:

- The number 1 reason people give is because YOU asked them.
- Start from the ground up.
- Believe in the mission.
- Stories are the #1 tool for marketing success.
- YOU donate first.
- Know your donor - research.
- Learn how people want to communicate.
- It's a go, until you get a "no".

# Janelle's Hints for Success: (cont'd)

- Don't be intimidated by other agencies - work together.
- Thank, thank and THANK donors.
- Contact donors between asks.
- Find your own style. Always be sincere.
- You seldom get more than you ask for.
- Fundraising is about building and maintaining relationships ~ *Friendraising*.
- Create a Culture of Philanthropy!



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*Thank YOU and go Friendraise!!*

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