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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?

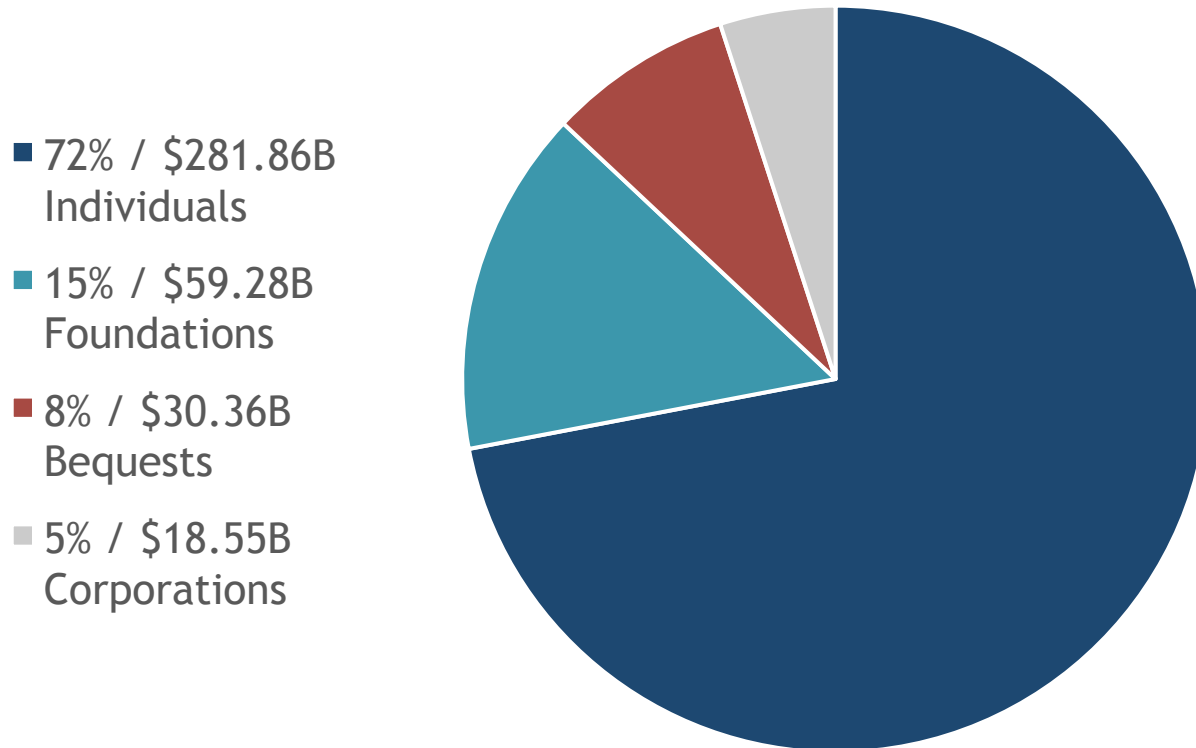
Corporations?

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).



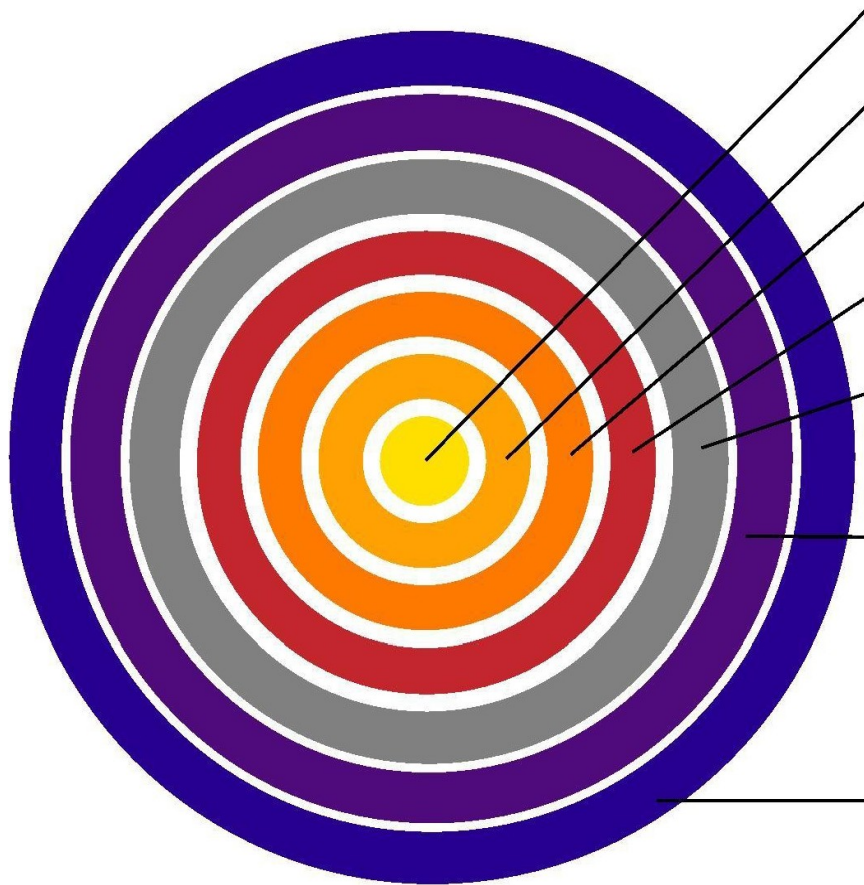
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How to Get LIFT in your Friendraising

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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