



# **Fundraising for Organizations with Big Ideas and Small Budgets**

**With Kim Klein**

**Created for the MN Council of Nonprofits**

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**KLEIN & ROTH CONSULTING**

Real money. Real people. Real change.

# Evaluation of FR Program

**Overall:**

**The same number of people,  
working the same amount of time,  
should raise more money every year**



# Check in frequently

What is going well?

Where are you disappointed?

Are your expectations realistic?

Are you building a fundraising culture?

What does your data show?

- Conversion rate?
- Retention Rate?
- Lapsed Capture?



# Giving is changing



- ▶ Gifts can start at any size
- ▶ Donors will be episodic
- ▶ Fewer regular annual donors
- ▶ Many people bypassing nonprofits altogether
- ▶ Competition with disasters and political campaigns

# What is the “background noise”?



# Focus on People Who Give

- ▶ **Most people:** 68% of adults give away \$\$
- ▶ **Give to 5-10 organizations each year**
- ▶ **Equal numbers of men and women.**
- ▶ **# 1 reason people make a donation: someone asked them.**
- ▶ **#1 reason people don't give: they say they were not asked.**

# Focus on Building Relationships



# The Importance of Appreciation

**“Almost 5 out of 10 donors stop giving or give less because they feel, in part, that their gift is unappreciated” Penelope Burke**

**What forms can appreciation take at your organization?**



# Thank you Notes

**Sent promptly**

**Personalized**

**Content changes every two months**

**Remember:**

**The thank you note is the one thing donors will read—don't waste that opportunity**



# Create Different Ways to Help:

## Some people:

- ▶ will ask for money and some won't
- ▶ love events, and some don't
- ▶ enjoy working alone, others in teams
- ▶ prefer approaching strangers
- ▶ prefer working with institutions

Who are you?

Is your team balanced amongst all the styles?



# Build a Team of Askers

**Some people must be willing to ask in person, do follow up e-mails and make phone calls!**



# Make a Plan



# A Simple Chart

**Goal: \$50,000**

<u># of gifts</u>	<u>size</u>	<u># of prospects*</u>
2	\$5000	8
4	\$2500	16
10	\$1000	30
20	\$500	40
40	\$250	80

76 gifts X 2 = 152 prospects

*\* You will need 2 times the number of prospects as the number of gifts*

# Identify Triple A Prospects

## Access:

Prospect knows you or someone who knows you.

## Ability:

Gives away money

## Affinity:

Cares about this cause or something similar



# Affinity for the Cause is Critical

Sounds great. I think it is fantastic.



I wish you well

I want to be part of this. Here is my gift.



I will give money

# Approach Prospects Personally

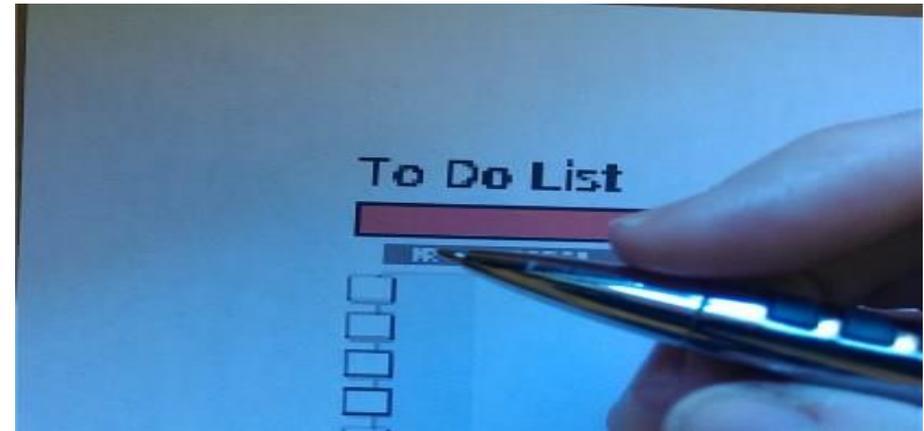
Use a combination of cards, letter/e-mail, text or phone call, and face to face meetings



# Preparation

Have ready:

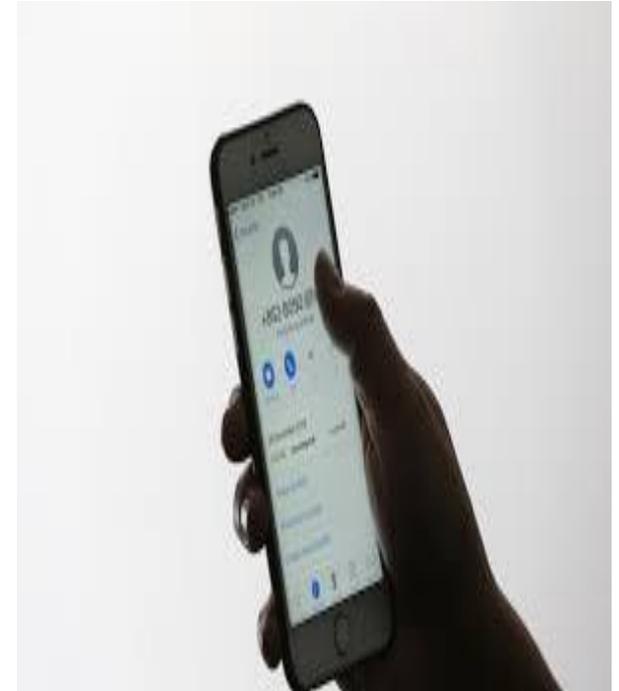
- ▶ **Stories**
- ▶ **Statistics, including comparisons**
- ▶ **Philosophical points**
- ▶ **Responses to common objections and questions**
- ▶ **Budget and fundraising success so far**



# The Phone Call

Have ready:

- ❑ *Opening sentence*
- ❑ *Message for VM*
  
- ❑ *Most exciting thing about the project*
- ❑ *Where are you toward the goal?*
- ❑ *How much do you want?*
- ❑ *What happens now?*



# Prepare Questions To Ask

**How did you first hear about us ?**

**How long have you lived here?**

**How is that donut shop that just opened?**

**What is most compelling about this issue to you?**



# Tell Your Own Story

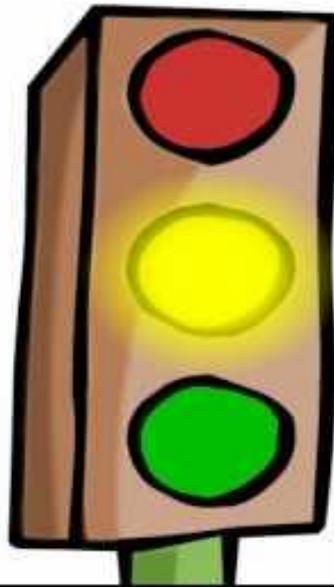
**I got involved in this because....**

**The most surprising thing to me about this issue is....**

**I loved meeting people who have been giving for a long time because....**



# Ask yourself, “Why Am I Talking?”



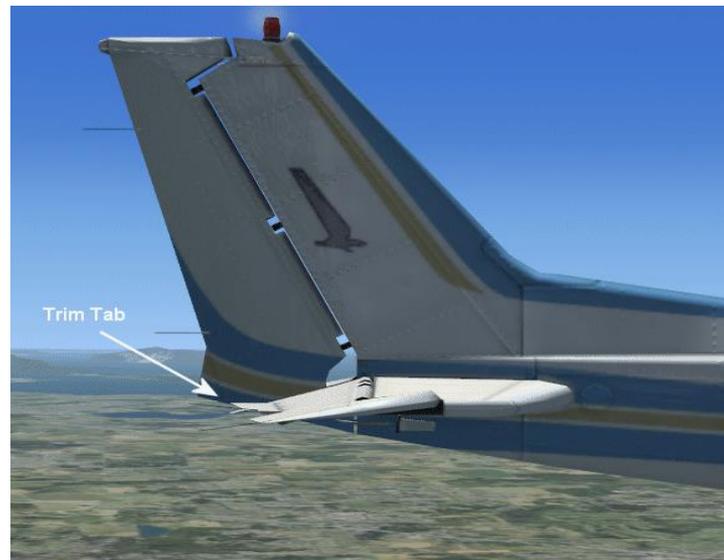
**WAIT**

# The CLOSE



# What is next for you?

What are the small changes you could make that would lead to big changes in your fundraising program?



# About the Presenter

**Kim Klein** is the author of five books, including the classic text, **Fundraising for Social Change**, recently released in a **SEVENTH** edition. She also wrote **Reliable Fundraising in Unreliable Times**, which won the **McAdam Book Award** in 2010.

She has provided training and consultation in all 50 United States, five Canadian provinces and 21 other countries. She is a lecturer at the **School of Social Welfare** at the **University of California, Berkeley**, and has served as guest faculty at the **Haas School of Business** at **UC Berkeley** and **Concordia University** in **Montreal**.

She divides her time between **Berkeley** and **Pt Reyes Station, CA**