YOUR PRESENTERS

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DONOR CONFIDENCE?

Gallup and Wellcome Poll

1 in 3 people worldwide lack confidence in charities

52% expressed confidence worldwide with slightly better confidence (60%) in North America

The confidence of the top 10 countries range from 69 – 79%

Guidestar, BBB Wise Alliance, Charity Navigator

62% of Americans believe charities spend more than they should on overhead

www.overheadmyth.com
WHO IS IN THE ROOM?
<table>
<thead>
<tr>
<th>DONOR INQUIRIES</th>
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<tbody>
<tr>
<td><strong>Phone</strong></td>
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<tr>
<td><strong>Friends</strong></td>
</tr>
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<td><strong>Word of Mouth</strong></td>
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<td><strong>Guidestar/Candid</strong></td>
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<td><strong>Annual Report</strong></td>
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<tr>
<td><strong>Charity Navigator</strong></td>
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HOW MUCH DO YOU SPEND ON FUNDRAISING?

Role playing exercise with a partner for 7 minutes.
HOW DID YOU ANSWER THE QUESTION?

Overhead (management/fundraising)
Do you know your overhead costs?
Use of Funds

PHILOSOPHY

Strong nonprofits strive to efficiently and effectively use funds to achieve their mission while investing in infrastructure, administrative capacity, and the communities they serve.

The Council recognizes that the optimal balance point between program, administrative, and fundraising expenses will be different for every nonprofit.

STANDARD

65% or more of the nonprofit’s three-year average annual expenses will be used to directly support programming. The Board of Directors will monitor this ratio and make adjustments to achieve the optimal balance for their organization.

65–70% — Meets Standard, provides an explanation
70–90% — Meets Standard, no explanation needed
90–100% — Meets Standard, provides an explanation
REFRAMING THE QUESTION
FOLLOW-UP QUESTIONS

- What do you need to know to feel confident giving to this organization?
- When you ask about the cost of fundraising (overhead, management) what are you hoping to learn?
- Can I tell you how the money we spend supports our ability to respond to continuing changes in community needs?
- This is a good question, but more important are the outcomes of our programs...are you familiar with those?
TELLING YOUR STORY

Who tells your story?
- Staff, Clients/Constituents, Board, Donors, Foundations/Corporations

What needs to be included?
- Mission Statement
- Who and geographic area of service
- Organization history
- Key impact measures
- Diversity, Equity & Inclusion statement

** MAKE IT EASY TO CONTACT YOU **
STORYTELLING ELEMENTS

- Relatable
- Relevant
- Emotional
- Engaging
ACCOUNTABILITY STANDARDS - IMPACT

Impact on the Community

PHILOSOPHY
By evaluating program goals and measuring progress toward achieving stated goals, donors can determine how well a nonprofit’s goals and objectives align with their giving philosophy.

STANDARD
The nonprofit will make available its accomplishments from the previous year and goals for the current year in alignment with its mission and community impact.
WHAT DONORS CARE ABOUT

Please indicate the reasons, if any, you chose to donate to a nonprofit organization. Check all that apply. (n=206)

- Felt an emotional connection to the cause... 86%
- Wanted to make a difference in the world 81%
- Felt grateful towards a nonprofit for their... 72%
- Felt a sense of closeness to a community... 52%
  - Was inspired or influenced by people I... 47%
  - In memory of a loved one 30%
- To help those in need during times of a... 29%
- I received a tax benefit or other financial... 21%
- Being able to tell a meaningful story about... 13%
TRANSPARENCY

- Website with clear mission statement
- Active social media presence
- Published financial reports
- Published impact
PPL - TRANSPARENCY IN ACTION

Stable Housing
95% of residents maintained stable housing for 24 months or more.

Long-Term Jobs
86% of those placed in jobs retained their employment for 12 months or more.

3x income growth
On average, Career Readiness graduates who are hired experience a 3x growth in their income.

Postcard – Infographic that can be shared with donors and community.
CORE MISSION SUPPORT

Facets of what’s included in core mission support
TRUE PROGRAM COST

Fully funded programs

https://www.propelnonprofits.org/blog/a-graphic-re-visioning-of-nonprofit-overhead/
GROWING

Growth of core mission support allows for organization’s overall growth.
CORE MISSION SUPPORT - COMPAS
HOW MUCH DO YOU SPEND ON FUNDRAISING? Use the tips you’ve learned today to reshape the answer.
RESOURCES

Overhead Myth (www.overheadmyth.com)
Accountability Standards (www.smartgivers.org/accountabilitystandards)
Core Mission Support (https://www.propelnonprofits.org/blog/a-graphic-re-visioning-of-nonprofit-overhead/)
THANK YOU!