



Most Things You'd Like to Know about Fundraising

Part 2: There Is A Method To The Madness – The Donor Cycle

Power Up Your Pantry, University of Missouri
New Chapter Coaching, LLC, Columbia, Missouri





Housekeeping

- We are recording this!
- Please mute your mic and stay muted unless you would like to make a comment or ask a question.
- Feel free to type questions into the chat box anytime.
 - We'll address these during the Q and A at the end.
- For those joining by phone, you can mute/unmute yourself by hitting “*6.”

Power Up Your Pantry

Power Up Your Pantry is a University of Missouri program intended for food pantries and other hunger relief groups looking for ways to enhance their current operations and better meet the needs of the people they serve.

Connect with us!

Website: foodsecurity.missouri.edu/power-up/

Facebook: <https://www.facebook.com/powerupyourpantry/>



Interdisciplinary Center
for Food Security

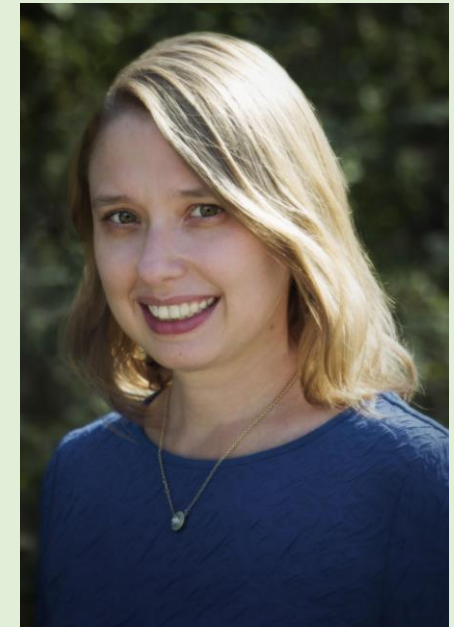


New Chapter Coaching, LLC

Our mission is to build a better world by increasing the effectiveness of nonprofit leaders and the impact of the organization they serve.

Our core services:

- Leadership Coaching
- Strategic Planning
- Strengths-Based Team Building
- Leadership Roundtables
- Executive Transition Management
- Facilitation of Retreats & Meetings
- Fundraising Assessments & Coaching



Jaime Freidrichs
Strategic Partner
Fundraising Coach

What are our objectives?



Define the steps of the donor cycle



Learn how to identify and qualify prospects



Talk about strategies for cultivating donors



Recognize the importance of stewardship

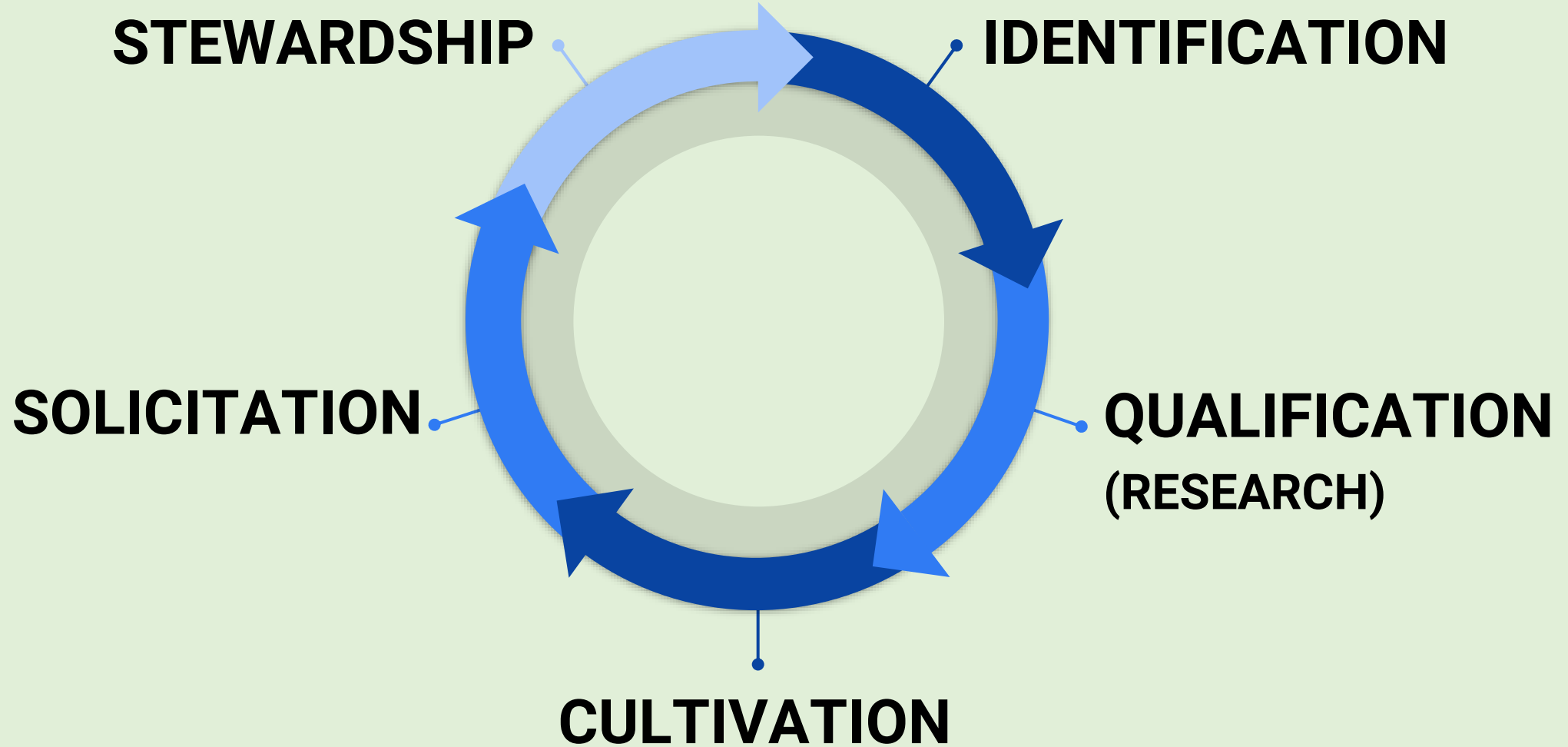




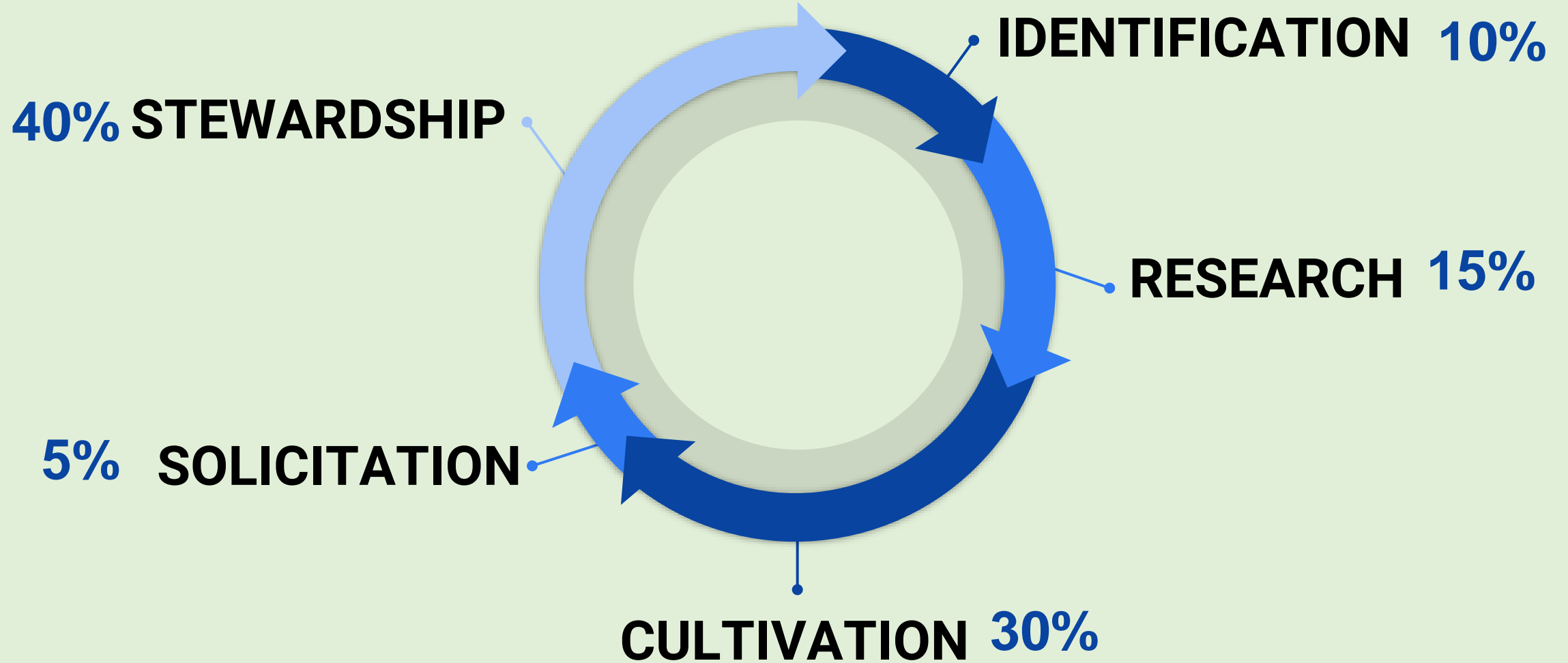
Previously, on *Most Things You'd Like to Know about Fundraising*

1. Fundraising is the raising of assets and resources from various sources for the support of an organization or a specific project.
-The Association of Fundraising Professionals Fundraising Dictionary Online
2. Fundraising is important because it gives you the money you need to deliver your mission and sustain your future.
3. Fundraising is everyone's job, especially the executive director and the board of directors.
4. You can raise money from individuals, bequests, corporations and foundations. Nationally, 70% of donations come from individuals.
5. Fundraising is not about money; it is about giving people the chance to change the world.

The Donor Cycle



The Donor Cycle



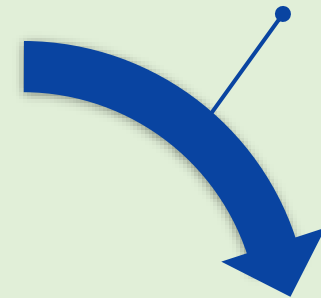
How To Identify Prospects



EXAMPLE CONSTITUENCY CIRCLES

From *Achieving
Excellence in
Fundraising* by
Henry Rosso

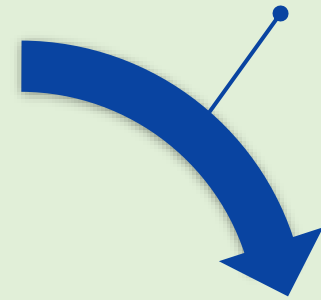
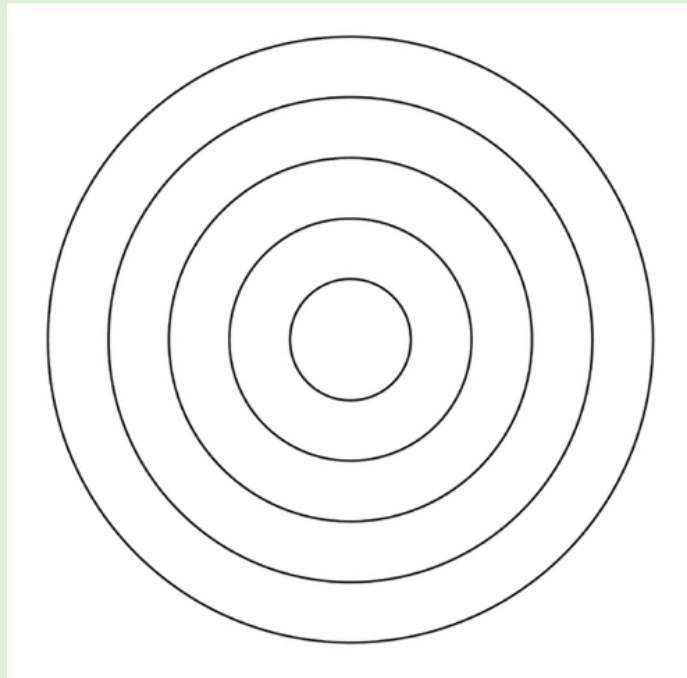
IDENTIFICATION



How To Identify Prospects

Who is likely to give to your pantry?

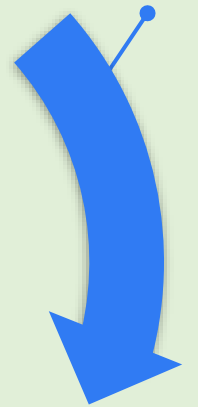
IDENTIFICATION



Prospect Research

Linkage
Ability
Interest

RESEARCH



Prospect Research Tools

Internet

Media (news stories, etc.)

Board members or other volunteers/staff

Real estate tools like Zillow

Other organization's annual reports

RESEARCH



Cultivating Donors & Prospects

MOST EFFECTIVE

ACTIVE

- Private tour.
- Meet for coffee, lunch or breakfast.
- Visit their home.
- Invite to events.

- Phone calls.
- Personal emails asking advice or specific sharing information.

- Send brochures.
- Send newsletters.
- Send e-blasts.

**CULTIVATION
LEAST EFFECTIVE**

PASSIVE

- Your website.
- Publicity in the news or other sources.
- Social media.



Tips for Good Cultivation



CULTIVATION

LISTEN more than you talk.

Track your visits and record notes after.

Make it a habit.

Meet over a meal.

Tune in next time...



SOLICITATION

Why stewardship matters

STEWARDSHIP



Legal requirements:

- a) Date of gift
- b) Amount of gift
- c) Value of goods or services received or a statement that none were:
“For tax considerations, you received no goods or services in exchange for your gift.”



THINK

Stewardship

IT'S EVERYONE'S JOB



STEWARDSHIP

Stewardship Ideas

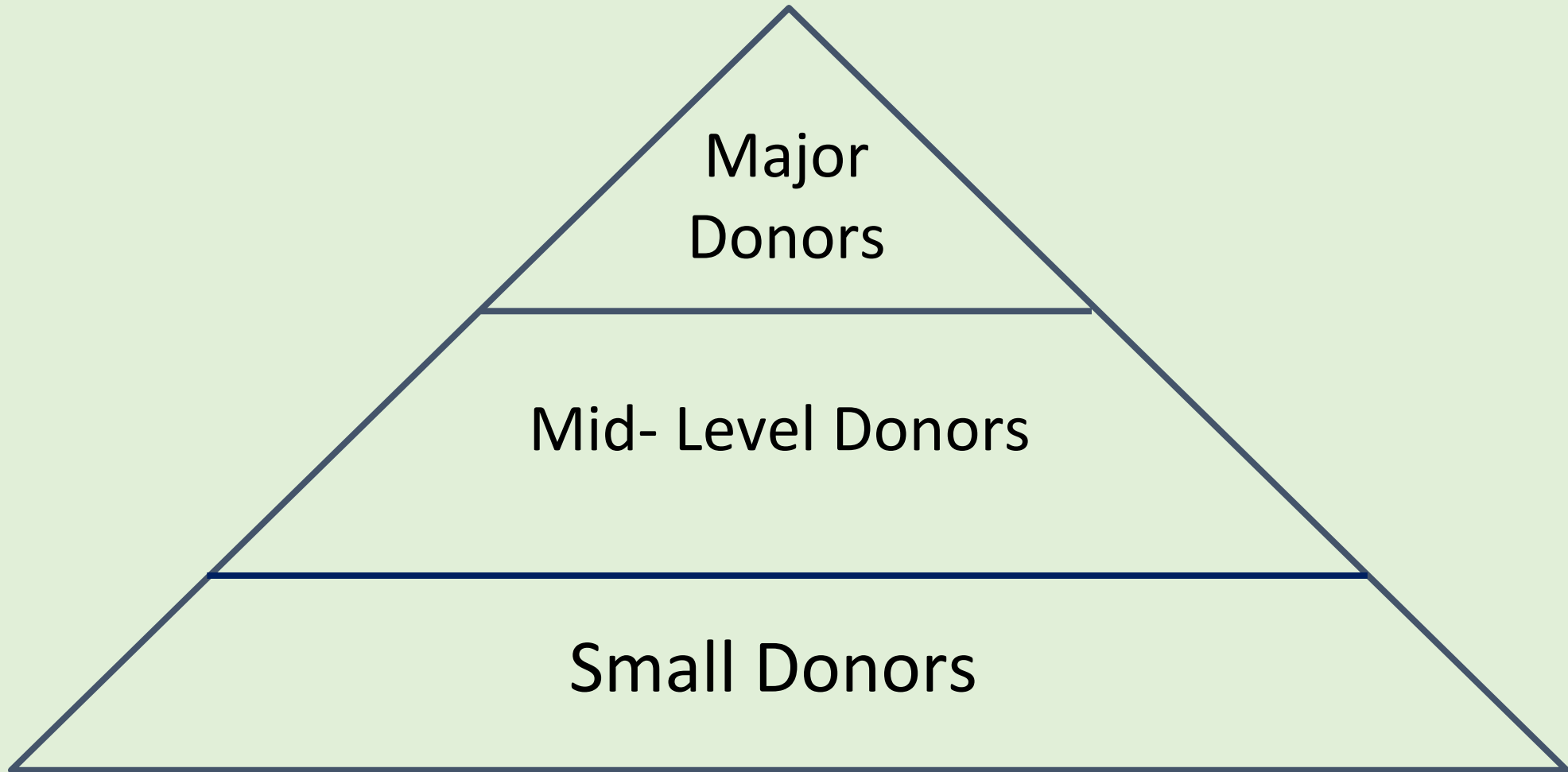
- Formal letter with an impact story
- Handwritten note (beneficiary, board, staff)
- Thank you call
- Recognition in Annual Report or program guide

- Recognition on website
- Social media shout-out
- News release
- “Big check” presentation
- Insider emails
- Small gifts

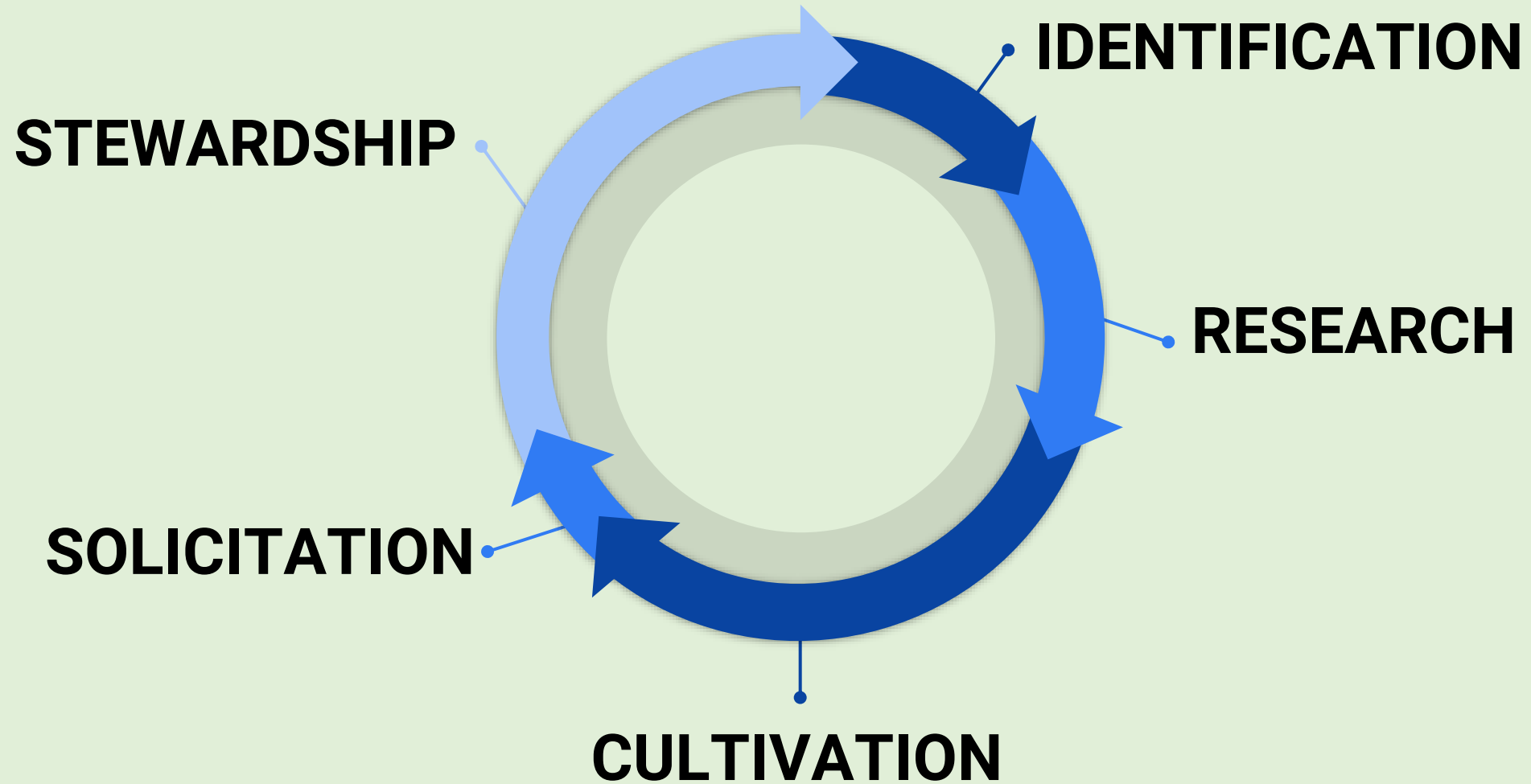
STEWARDSHIP



Individual Donor Pyramid



The Donor Cycle



Fundraising Secrets of Success

To succeed in fundraising, you must:

1. Know the mission of the organization
2. Know what you are asking for
3. Know why you are asking
4. **Know who you are asking**
5. AND ... but there is more to asking than you think! STAY TUNED ...





Never forget ...

**Fundraising is not about money;
it is about giving people
the chance to change the world.**



Resources

- Giving USA 2018
- Independent Sector
- Foundation Center
- Grant Space
- Association of Fundraising Professionals
- Board Source
- Council for Nonprofits



Questions?



Next in the series...

- Wednesday, February 13: Fighting The Fear – How To Ask And Make A Donor Visit
- Wednesday, February 27: The Power Of Words – How To Craft A Good Fund Raising Letter And Thank You Letters
- Wednesday, March 13: It Takes More Than One Person - How To Engage Board And Other Volunteers In Fund Raising and How to Effectively Track Donors

Thank you for joining us!

GET INVOLVED



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DOWNLOAD "POWER UP YOUR PANTRY" GUIDE SHEETS FOR FREE AT: [FOODSECURITY.MISSOURI.EDU/POWER-UP/](https://foodsecurity.missouri.edu/power-up/)



CONTACT US FOR QUESTIONS OR INPUT. WE APPRECIATE THE FEEDBACK!

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Interdisciplinary Center
for Food Security