Welcome!
Fundraising 101

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Icebreaker: 6 word life story

Accidental fundraiser seeking truth through science
Why do donors give to your organization, or any other charity?
Why donors give (a partial list):

• Philanthropic purposes
• Involvement with nonprofit
• Solicitation from staff members or volunteers
• Gifts in honor or in memory
• Repayment of a debt
• Nonprofit as a family substitute
• Tax/financial benefits
How People Make Giving Decisions

• Our Brains Are Wired to Be....

• Think about it; What’s missing from this list?

Self-Centered

Beaker is so self-centered...

Everything the guy says is...

"MeMeMeMeMeMeMeMeMeMeMeMeMeMe"
Sensitive to Contrast
Tangible
Beginning to End Focused
Visual Stimuli Responsive

From Awe...

Visual Stimuli Responsive

To Awww...
Emotional
How People Make Giving Decisions

• Our Brains Are Wired to Be
  1. Self-centered
  2. Sensitive to Contrast
  3. Tangible
  4. Beginning and end focused
  5. Visual stimuli responsive
  6. Emotional

• What’s missing from this list?

As a child, what did you want to be when you grew up?
Professional Fundraiser?
About Fundraising as a Profession

• Why do fundraisers matter?
• Terms: Development vs. Fundraising vs. Advancement
• Association of Fundraising Professionals
  • Certification
  • Ethics rules
  • [http://www.afpnet.org/Ethics/EnforcementDetail.cfm?ItemNumber=3261](http://www.afpnet.org/Ethics/EnforcementDetail.cfm?ItemNumber=3261)
Data Management!

• All forms of giving start here
• Data tells you who to solicit and when
• Data shows what’s most effective (and with whom)

• It’s important for:
  • Fundraising Accountability
  • IRS Form 990
  • Fundraising Ratio
  • External Evaluators
    • Guidestar
    • Charity Navigator
    • Better Business Bureau
  • State Registration where required (not AZ)
    http://charitylawyerblog.com/2013/06/20/arizona-abolishes-solicitation-registration/
Pop Quiz – Who gives what?

- Corporations: 8%
- Foundations: 15%
- Individuals: 5%
- Bequests: 72%
Who is giving, and how much?

2014 contributions: $358.38 billion by source (in billions of dollars – all figures are rounded)

- Individuals: $258.51 (72%)
- Foundations: $53.97 (15%)
- Corporations: $17.77 (5%)
- Bequests: $28.13 (8%)

Source: Giving USA Foundation
Individual Giving

- Direct Mail
- Special Events
- Monthly Gifts/Giving Clubs
- Workplace Campaigns
- Text to Give
- Social Media
- Telemarketing
- Stock Gifts/Gifts of Securities
- Matching Gifts
- Web Gifts

POP QUIZ: Which one of the above brings in the most $ for charities nationwide?
10 YEARS AGO

Ding!!!
You've got mail!!!

NOW

436 unread emails
Individuals - Monthly Giving

- Electronic Funds Transfer/Automatic Credit Card
  - One time set up
  - Annual Acknowledgment
  - Checking, Savings and Credit Card technology available
  - Cost effective
  - Great for Budgeting
All Direct Mail Appeals Should Have These Elements

- Outer Envelope
- Return Envelope
- Letter/card
- Pre-personalized response slip:

![Response Slip Image]

My Gift to Make Arizona Hunger-Free!

Yes, Angie! I want to help hungry families and children across Arizona. I have enclosed my tax credit eligible gift of:

- [ ] $25 can provide 2,500 lbs. of food
- [ ] $50 can provide 5,000 lbs. of food
- [ ] $75 can provide 7,500 lbs. of food
- [ ] My best gift of: $___________

Please provide your email:

______________________________

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Please see other side for giving and credit card information. Your gift is tax-deductible to the full extent provided by law. Thank you for your generous contribution to help hungry children and families in your area.
• Facts about web donors
  – Average gift is 5 times that of direct mail
  – Responsive in direct mail as well
  – Many times new to an organization
Individuals - Planned and Major Giving

- Benefits of Charitable Giving
- Philosophy of Major Gifts
- Types of Planned Gifts
- Life Income Gifts
Importance of the Ask

Have you and the members of your family or household been asked to give money or property to charitable organizations, including religious organizations in the past year?

- Percentage of households that report contributions when no one asked:
  - No: 50.2%
  - Yes: 49.8%

- Percentage of households that report contributions when someone asked:
  - No: 32.5%
  - Yes: 80.9%

http://www.independentsector.org/GandV/s_impo.htm

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Importance of the Ask

Asking for Contributions

Eighty-one percent (81%) of households contributed when asked. In each of the six surveys, respondents who were asked to give by someone they knew well were twice as likely to contribute if they were asked than if they were not.

http://www.independentsector.org/GandV/s_impo.htm
Individual Giving – Helpful links and resources

- http://www.gailperry.com/2013/06/18-tips-to-create-a-wildly-successful-monthly-giving-program/
- http://www.nten.org/article/how-to-have-a-killer-online-donation-page-0/
- http://malwarwick.com/8-steps-to-writing-successful-fundraising-letters/
- https://bloomerang.co/blog/15-odd-things-that-make-direct-mail-fundraising-appeals-successful/
- https://www.psychologytoday.com/blog/vitality/201404/the-neuroscience-giving
- http://getfullyfunded.com/blog/
Who’s Giving? - Corporations

2014 contributions: $358.38 billion by source (in billions of dollars – all figures are rounded)

Source: Giving USA Foundation
Corporate Giving

• Outright cash (corporate budget)
• In-kind donations
• Marketing co-ventures
• Company foundations
Corporate Giving…One Example

What could be better than to hold your hand out to people who are less fortunate than you are?
– Paul Newman

http://www.causemarketingforum.com
http://www.sponsorship.com
Who’s Giving? - Foundations

- Foundations

2014 contributions: $358.38 billion by source (in billions of dollars – all figures are rounded)

Source: Giving USA Foundation
Who’s Giving? - Foundations

• Minimum Payout Requirement Qualifying Distributions:
  – Grants
  – Direct expenditures to accomplish charitable purposes, such as technical assistance to grantees
  – Charitable administrative expenses
  – Amounts paid to acquire assets used for tax exempt purposes, such as purchasing office furniture or computers
  – Program-related investments
  – Certain amounts set aside for future charitable projects

http://grantspace.org/tools/knowledge-base/Funding-Resources/Foundations/payout
Pop Quiz!

Can you guess what percentage of their assets foundations are required to distribute each year?

• A. 5%
• B. 15%
• C. 20%
Sesame Street

Although *Sesame Street* is self-supporting today, this was not always the case. During the early 1960s, the National Education Association endorsed the idea of making preschool education available to all children, but funds available within school budgets were not sufficient for such programs.

In 1966 the Carnegie Corporation of New York underwrote a feasibility study on the use of television for preschool education; the same foundation then gave the [Children's Television Workshop](http://www.cof.org/Learn/content.cfm?ItemNumber=607&navItemNumber=2516) a two-year grant to launch *Sesame Street*.

Grants from the John R. and Mary Markle Foundation and others followed.
White Lines on Highways

In the early 1950s, engineer-inventor Dr. John V. N. Dorr had "revolutionary highway theory." He postulated that at night and when rain, snow or fog impaired vision, drivers hugged the white lines painted in the middle of highways.

Dorr believed this led to numerous accidents and that painting a white line along the outside shoulders of the highways would save lives. Dorr convinced highway engineers in Westchester County, New York, to test his theory along a stretch of highway with curves and gradients. The decrease in accidents was dramatic, and a follow-up test in Connecticut had similar results.

Dorr then used his own foundation, the Dorr Foundation of New York, to publicize the demonstration's results.

Although state funds are now used to paint white lines on the shoulders of this nation's highways, every person who travels in a motor vehicle is indebted to Dorr and his foundation the implementation of this life-saving discovery.

http://www.cof.org/Learn/content.cfm?ItemNumber=607&navItemNumber=2516
Helpful links and resources - foundations

http://foundationcenter.org/

http://www.azgrants.com/guide/memaccess.cfm
Fundraising is not about money; it is about giving people the chance to change the world.
AJ Leon @ajleon
Thanks for coming to the conference!

Questions?