

# Fired-Up Fundraising!

## Turn Your Board's Passion into Action

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**FIRED<sup>UP</sup>** FUNDRAISING™

**Would You Like to  
be an Ambassador?**

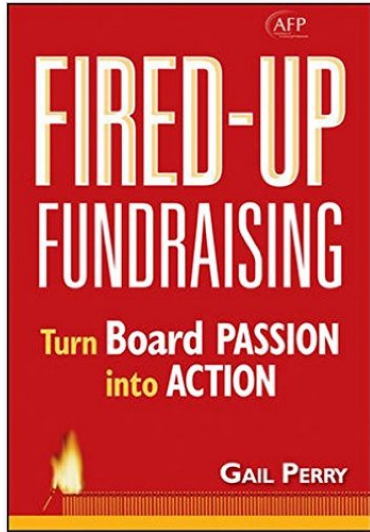
Fundraising?  
**“YETCH!”**

Ambassador?  
**“What fun!”**





# Who Am I?



- 30 years
- Blogger, coach, consultant
- Duke University and UNC-Chapel Hill fundraising
- Author "Fired-Up Fundraising: Turn Board Passion into Action"
- Raised hundreds of millions
- AFP Fundraiser of the Year
- International speaker and workshop leader

# Our Agenda

1. Your personal message.
2. How to get the door open to a donor without being pushy.
3. Why do we need private contributions?
4. What's the board's job in fundraising?
5. Specific fundraising jobs board members can do.

# Do You Have A Bored Board?







**We All Want a Happy  
Fired-Up Board!**



**Why do YOU care  
about your organization?**



# As you share your story, track:

1. What you are saying and how it changes.
2. How you are impacted by what you hear.
3. Is this easy or difficult?
4. Is it fun or miserable?
5. What happens to the energy in the room?

What was your  
experience like ?

# Key fundraising lesson:



**The  
Why**



**The  
What**



# How to Open the Door Without Being Pushy.

**1**

What  
you say

**2**

How you  
are 'being'

**3**

Turn it into a  
conversation

**4**

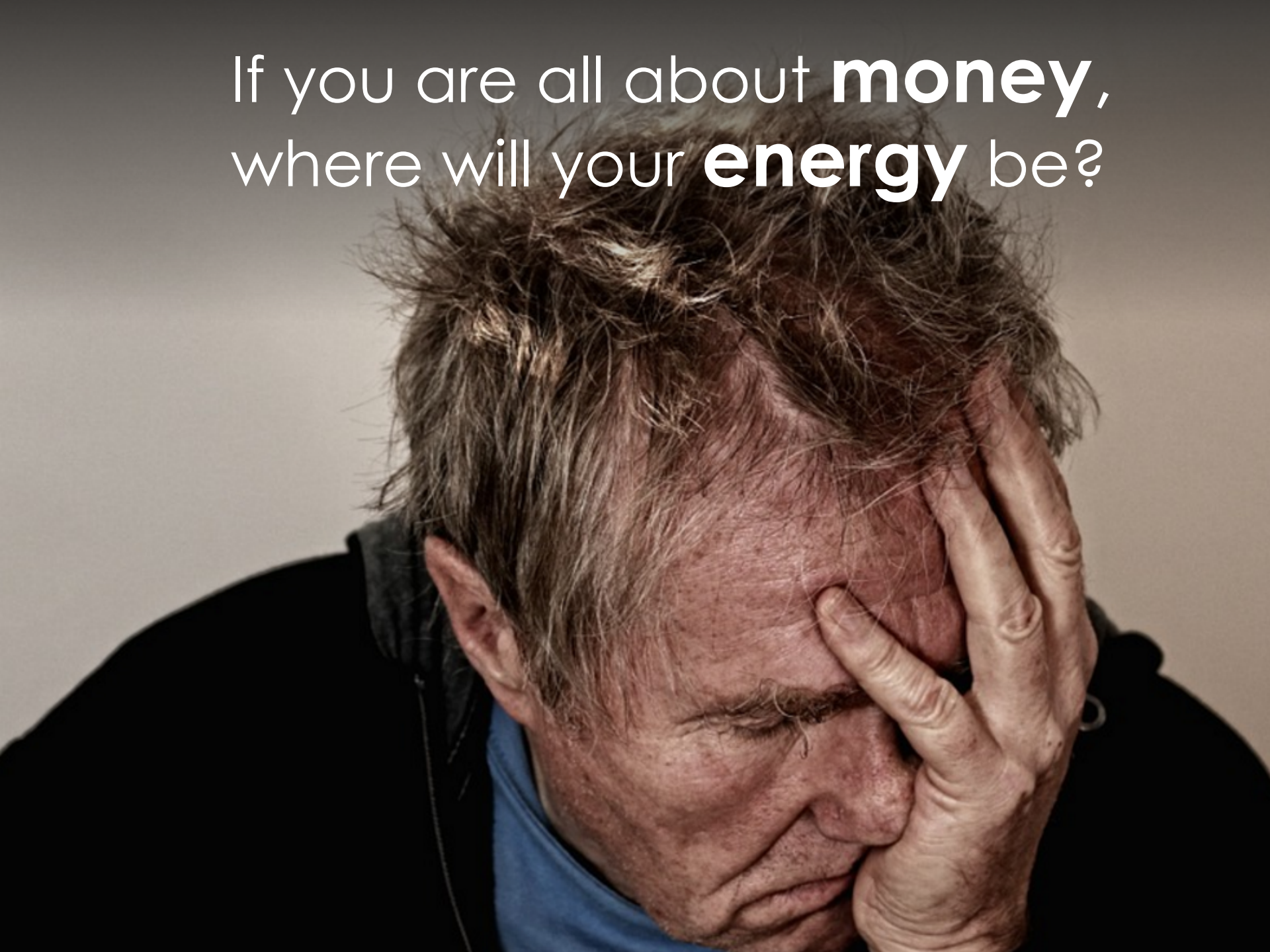
Request for  
follow up

A man with short, graying hair, wearing a dark blue suit jacket over a light green and white striped shirt, is seated at a round table with a white tablecloth. He is smiling and gesturing with both hands as if speaking. A name tag on his left chest reads "Shawn Fisher". In the background, there are other round tables with white cloths, dark chairs, and a yellow patterned carpet. A glass of beer is visible on the table to his left.

How  
you are **being**  
matters most



If you are all about **money**,  
where will your **energy** be?



# Successful Fundraising is **NEVER** About the Money!

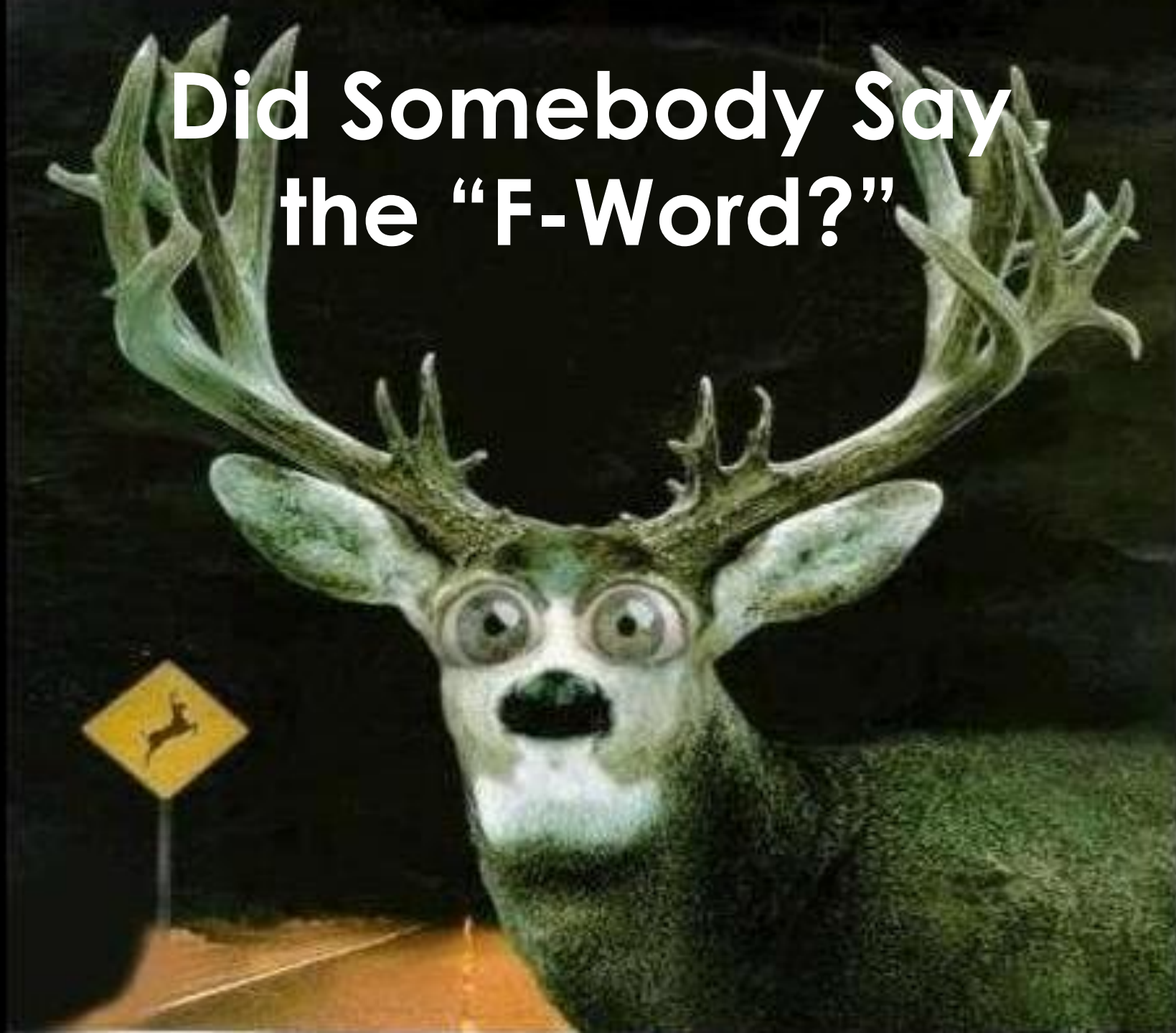


**This is not a forever life.**

DuPagePads is an advocate for those who cannot advocate for themselves.  
Success starts with Housing.



**Did Somebody Say  
the “F-Word?”**



# Internal Issues With Fundraising?





# Fundraising myths



# People Have Weird Ideas About Fundraising





PLEASE HELP  
ME, I HAVE  
NOTHING  
PLEASE UNDERSTAND  
YOU GOD BLESS



Fundraising = Begging



Fundraising



Rejection



Fundraising = Cold Calls





Good  
Fundraising is  
NEVER  
about  
**MONEY**



It's About the  
Relationship

**Spread the idea virus**



# Your Donors Have a Reason for Choosing You





Why do you  
give to your  
organization?

# How to Open the Door Without Being Pushy.

**1**

What  
you say

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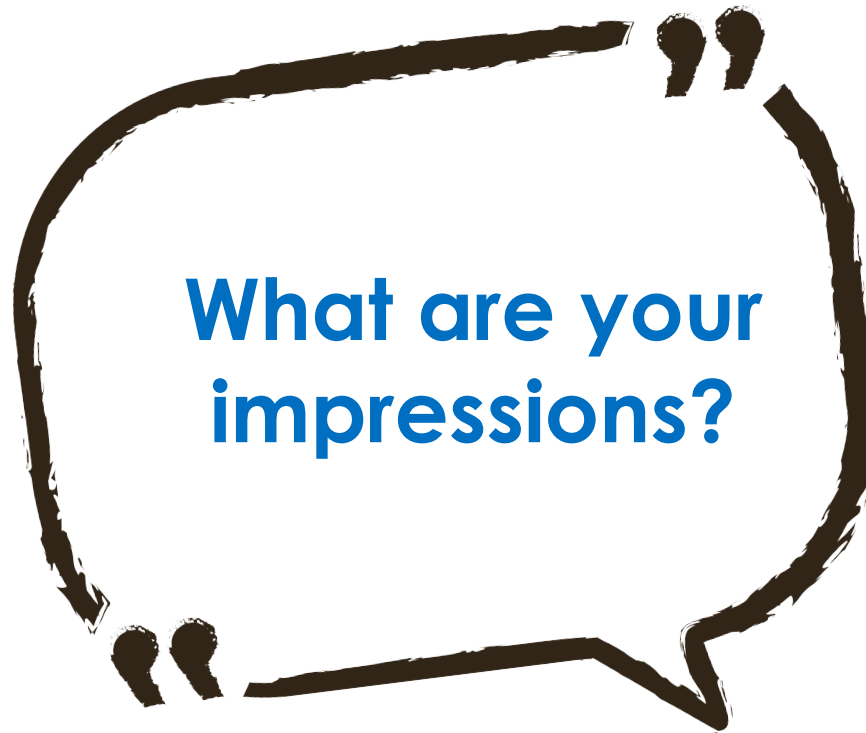
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**How to have a  
successful conversation  
with a donor**

# The 4 magic words



**You don't know what  
you're gonna get!**



What are Your  
Impressions of Our  
Organization?

# Finding Out About Your Donor and What He Wants to Accomplish!



Tell me  
about your  
interest in . . .



# Fundraiser's kiss of death

Being boring

Talking too much



If you want money ask for advice.



Can I pick  
your brain?



What do  
you think?



I'd love  
your opinion.

If you want advice ask for money.

A decorative horizontal bar at the bottom of the slide, consisting of a solid blue top half and a solid orange bottom half.

I had an ‘advice visit’ today with a very prominent woman in the community who on the spot ***offered a \$10,000 challenge grant!!***

What's even more amazing is that she did not want to meet because she said her foundation had no money to give us!



Linda Frenette, Community Music School

We asked our top donor:  
“We’d like your input on our  
business plan.”

We walked out with a \$1.5  
million challenge gift!



*Indraloka*  
ANIMAL SANCTUARY

# Donor Power Conversations

1. What inspired your gift?
2. What are your impressions?
3. Could you see yourself becoming more involved?
4. How did you come to be so generous?



**What part of  
our work  
most interests  
you?**



# Donor Power Conversations

1. What part of our work interests you most?
2. Ask for advice.
3. If you made a gift, what would you like to accomplish?
4. Would you like to know more about how you could impact this project?

# What are her passions, interests and hot buttons?

**I love your  
organization  
because of my  
mother . .**



# Homework:

## Do you know what your top 20 donors are passionate about?



# How to Open The Door Without Being Pushy

2

How you  
are 'being'

3

Turn it into a  
conversation

4

Request for  
follow up

What  
you say



# How Can You Follow-up?

1. Visit a site?
2. Meet top leaders?
3. Lunch to discuss?
4. Advice visit coffee?
5. A meeting or event?
6. Something specific to your friend's personal interest?



# The Fundraising Adventure



# Many Roles for Board Members!

**TIME AND ENERGY INVOLVED**  
*in each step of the cycle*



# What Happens When Board Members Make Thank You Phone Calls?

Donors received a thank you phone call from a board members within 24 hours of receiving the gift.

The next time they were solicited, **they gave 39%** more than the other donors who did not receive a call.

*Donor Centered Fundraising, Penelope Burk*

# Focus Trustees on Donor Loyalty projects:

- less than 2% chance of gift from new donor,
- 20-40% chance from lapsed donor,
- 60-70% from an active donor

Direct mail guru Roger Craver



# Homework: How Can Board Members Help Improve Donor Loyalty?

- Amazing donor experiences.
- Terrific thank you programs.
- Terrific post gift servicing.
- Meaningful info on how we used their gift.
- Donor-centered communications.
- Make them feel appreciated.
- Help them feel good and part of the cause.

What actions could  
you and your board  
do to increase donor  
loyalty?

# The “profit” in fundraising is in the major gifts area.

<b>Fundraising EVENT</b>	<b>50%</b>
<b>ANNUAL FUND (direct mail, digital)</b>	25-30%
<b>MAJOR GIFT OR CAPITAL CAMPAIGN</b>	5-10%

**Cost per dollar raised of various fundraising strategies**

**For Board Members,**  
**Re-Define Fundraising into**  
**Friendmaking**





# VIP Prospect Game



Who are 10 funding  
sources who could  
**catapult** our  
financial future?

**Specific  
fundraising-related  
jobs for board  
members?**



**Your #1 Job is  
to Support  
the Fundraising  
Program.**



# Make Your Own Enthusiastic Commitment!



# Call Donors to Say Thanks!





# Make Sure Fundraising is Properly Staffed and Budgeted.



# Make Sure There's a Plan.



# Spread the Word in Your Community.



**Volunteer to  
Help  
Fundraising.**





# Help Identify Prospects.





# Engaging Major Gift Prospects.



# Help With “Asks.”



Help  
Make  
Friends!





# Host Events.





# Host Donor Events and Make Introductions.





# Host Porch Parties!



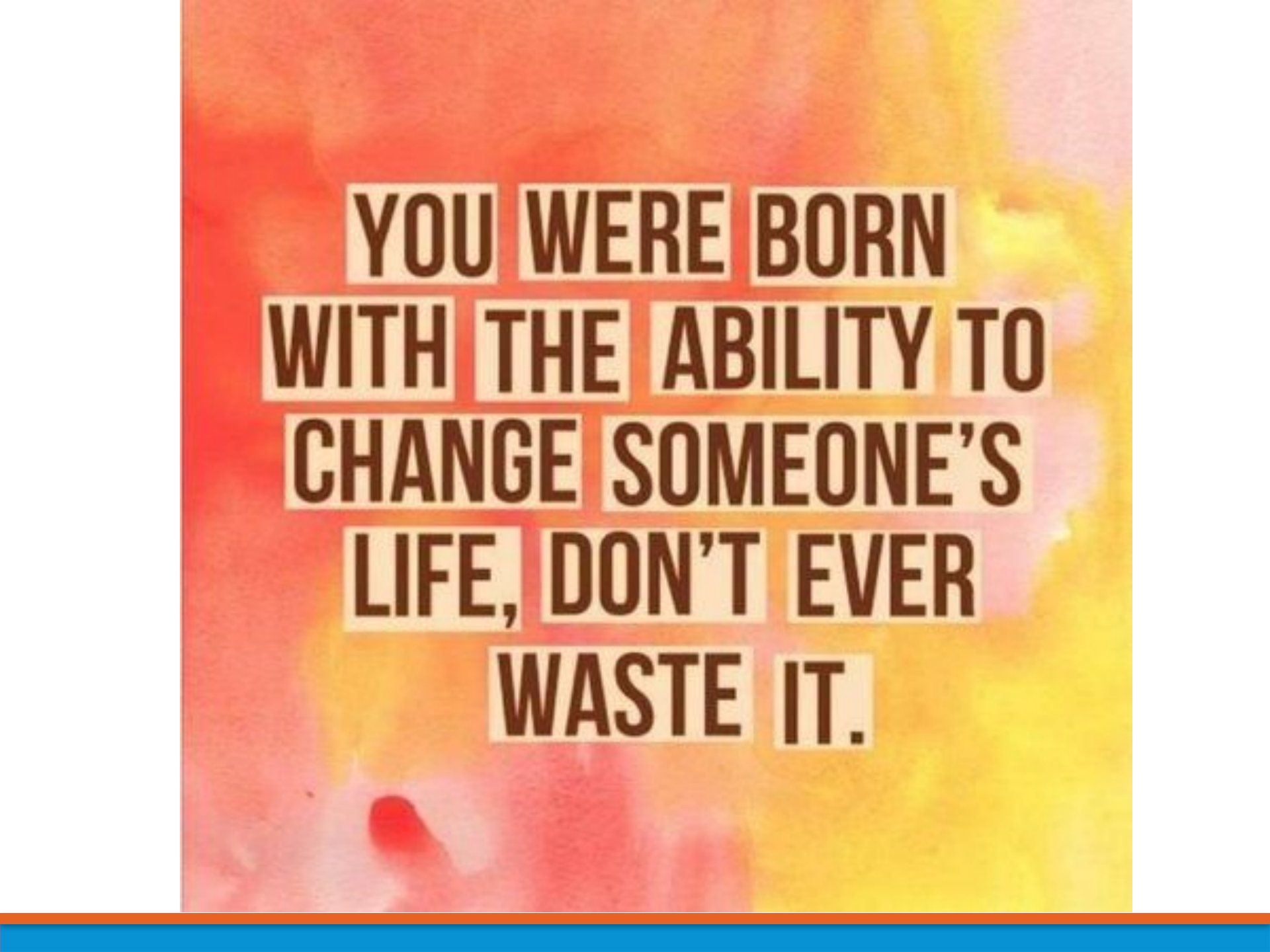


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DO WHAT YOU CAN,  
WHERE YOU ARE,  
WITH WHAT YOU HAVE.

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-THEODORE ROOSEVELT



**YOU WERE BORN  
WITH THE ABILITY TO  
CHANGE SOMEONE'S  
LIFE, DON'T EVER  
WASTE IT.**



# Your Takeaways? Action Items?



# Get today's PowerPoint

*plus a Free 61-Page Workbook*

## Skyrocket Your Fundraising with a Major Gifts Program

Text **firedup**

to

66866



# How Can We Help You?

## Gail Perry Associates



- Major gifts coaching
- Consulting
- Fundraising Training Community-INSIDERS

[gp@gailperry.com](mailto:gp@gailperry.com)

919-821-3050

@gailperrync

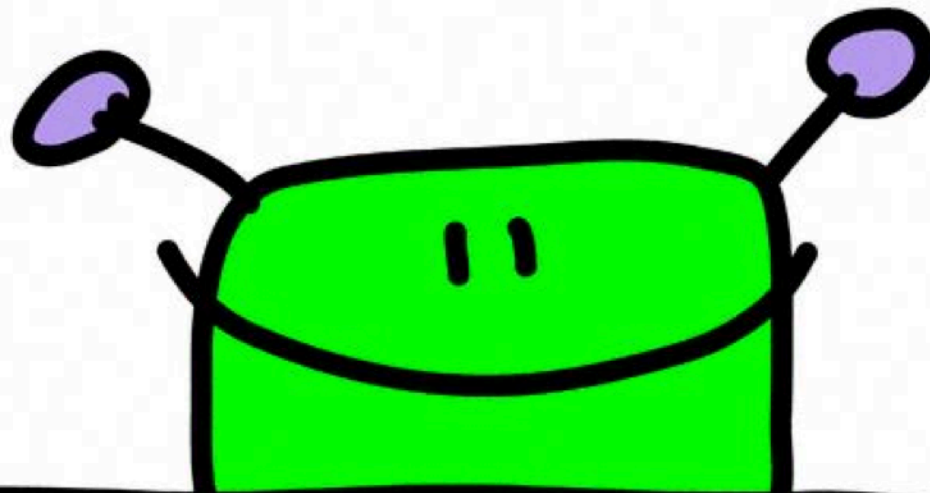
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**FIREDUP™**  
FUNDRAISING

#you are awesome.



@gapingvoid