



2019 Supercharged Fundraising Virtual Conference

Presented by: **Network**  **for Good**®

Systemize Your Fundraising: How to Raise More Money by Creating Scalable Fundraising Systems for Your Non-Profit

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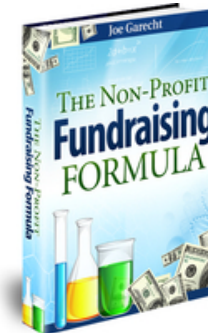
Systemize Your Fundraising:

How to Raise More by Creating Scalable Fundraising Systems for Your Non-Profit

Presented by Joe Garecht
President, Garecht Fundraising Associates

Joe Garecht

- ✓ President, Garecht Fundraising Associates
- ✓ Founder, The Fundraising Authority and The Non-Profit Fundraising Digest
- ✓ Author of *The Non-Profit Fundraising Formula* and *How to Raise More Money for Any Non-Profit*



The slide features a white background with decorative geometric elements. A blue triangle is in the top-left corner, an orange triangle is in the top-right corner, and a grey triangle is in the bottom-right corner. Thin lines in blue and orange extend from the corners towards the center of the slide.

The Power of Fundraising Systems

What We're Going to Talk about Today:

- ▶ What Fundraising Systems Are, and Why They Matter
- ▶ What a Good Fundraising System Looks Like
- ▶ How to Develop Strong Systems for Your Non-Profit
- ▶ An Example of Building a Great Fundraising System
- ▶ Questions & Answers

Fundraising at Most Organizations...



What is a Fundraising System?

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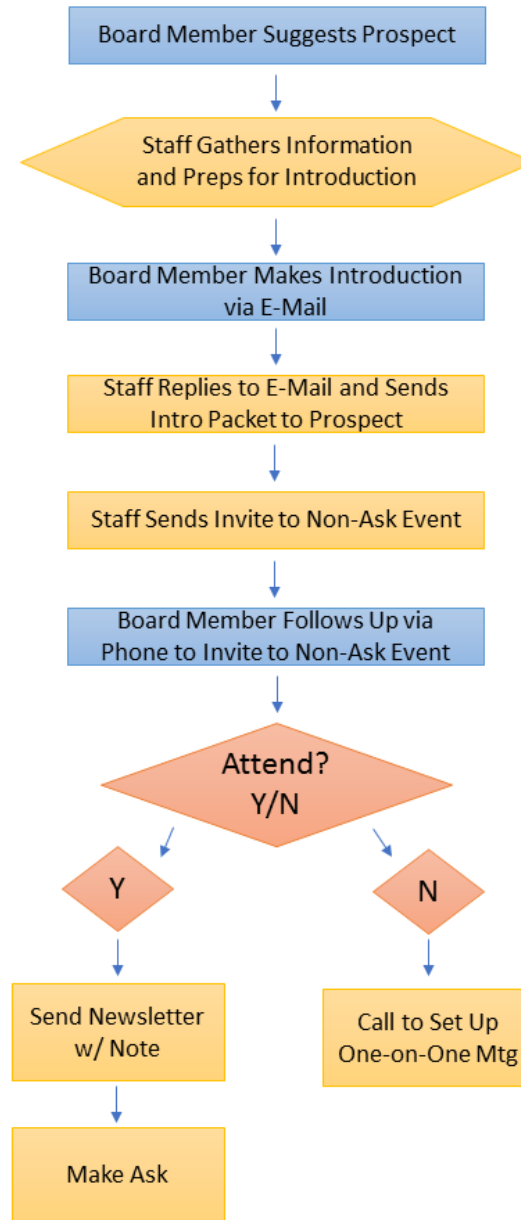
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- ▶ It has defined **roles**.
- ▶ It conserves **resources**.
- ▶ It can be represented **schematically**.



Common Types of Fundraising Systems

- ▶ Prospecting System
- ▶ Cultivation System
- ▶ Ask System
- ▶ Stewardship System
- ▶ Donor Communications System
- ▶ Events System
- ▶ Online Fundraising System
- ▶ Board Engagement System





Prospecting

Cultivation

Asking

Stewardship

Start With...



How to Develop Fundraising Systems for *Your* Non-Profit

All Good Fundraising Systems Need...

- ▶ Goals
- ▶ Timelines
- ▶ Responsibilities
- ▶ Segmentation

GOALS

The 3 Goals of Your Donor Stewardship System Are:

01

Donor
Retention

02

03

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Donor
Retention

02

Donor
Upgrades

03

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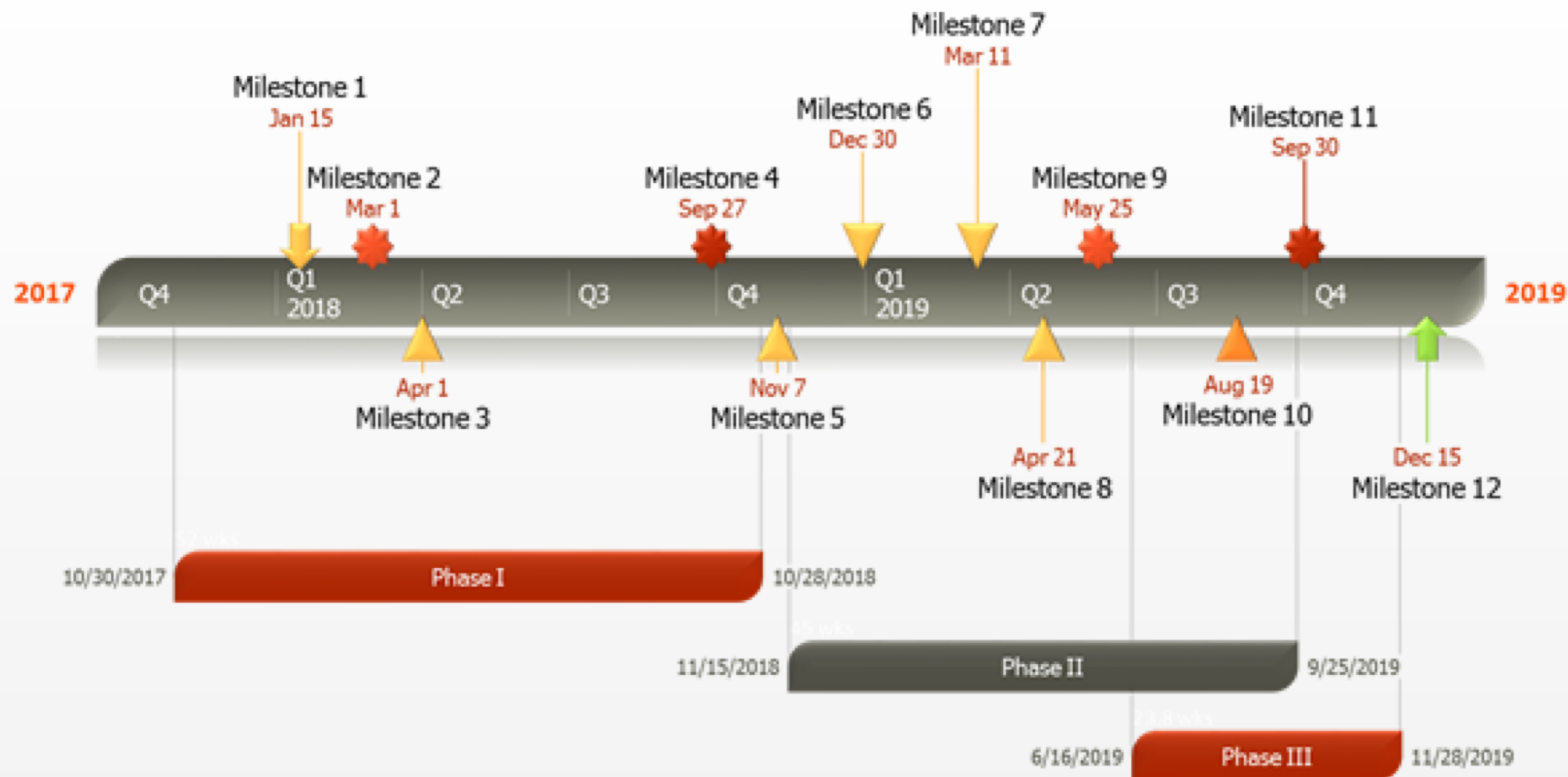
Donor
Retention

02

Donor
Upgrades

03

Donor
Referrals



Some Questions for Your Donor Stewardship System: Timeline

- ▶ When will donors get thank you calls & stewardship calls?
- ▶ When will thank you letters go out?
- ▶ When will donors get invited to stewardship / cultivation events?
- ▶ When will donors receive e-mail newsletters?

TEAM MEMBERS



Role & Responsibilities

Some Questions for Your Donor Stewardship System: Responsibilities

- ▶ Who will add donors to the e-mail newsletter list?
- ▶ Who will make thank you calls?
- ▶ Who will write notes to donors?
- ▶ Who will do cultivation visits with major donors?





Building Your Donor Stewardship System:

Best Practices for Donor Stewardship











Robert and Mary
Cedars
Computer Lab

Dedicated August 21, 2011





Creating Your Stewardship System: Different Ways to Steward Your Donors

- ▶ Newsletters / E-Newsletters
- ▶ A Regularly-Updated Website
- ▶ Non-Ask / Cultivation Events
- ▶ One-on-One or Small Group Meetings
- ▶ Phone Calls
- ▶ Participatory Fundraising Events
- ▶ Special Action Campaigns
- ▶ Donor Clubs / Giving Societies
- ▶ Branded Giveaways

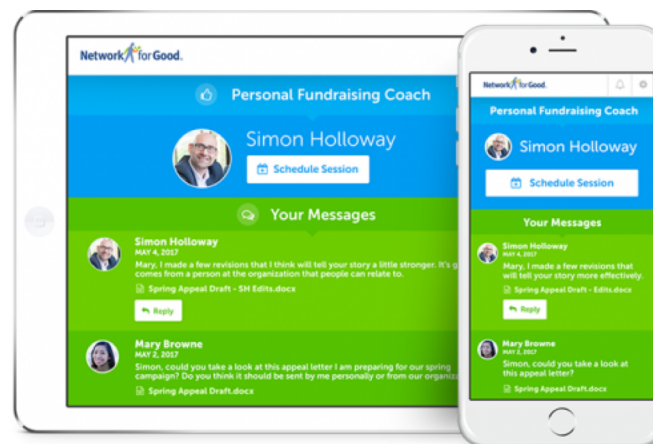


Creating Smart Fundraising Systems

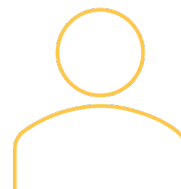
WHO IS NETWORK FOR GOOD?



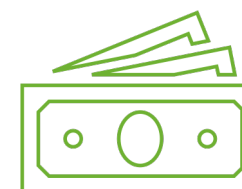
All-in-One, Uncluttered
Donor Management Software



Expert Personal
Fundraising Coach



Campaign, Event, and Peer
to Peer Online Donation
Pages



See more
fundraising
opportunities



"We chose Network for Good's donor management system because it suits our needs the best. Other platforms had too many functions and options that we'd never use. Plus, I like having our fundraising platform and database come from one source."

Emily Dean, Managing Director
Atlas Preparatory School



Donor Management

Make smarter fundraising decisions with simple donor management built for small and growing nonprofits

[See More](#)

[Pricing](#)

[Schedule a Demo](#)



Explore new ideas
and build
plans that work



Fundraising Coach

Work directly with a personal coach with deep fundraising expertise to confidently fundraise better.

[See More](#)

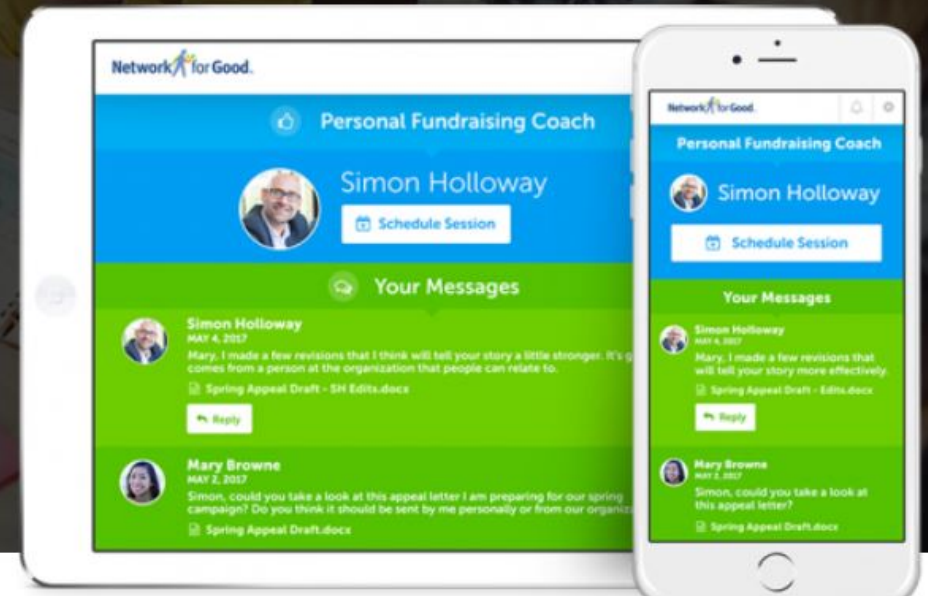
[Pricing](#)

[Schedule a Demo](#)



"I know that with the help of the personal fundraising coach, we're not just going to have good campaigns — we're going to have the best campaigns."

Shailushi Ritchie
Director of Development, Renaissance Social Services, Inc. (RSSI)



Engage supporters
and get new donors



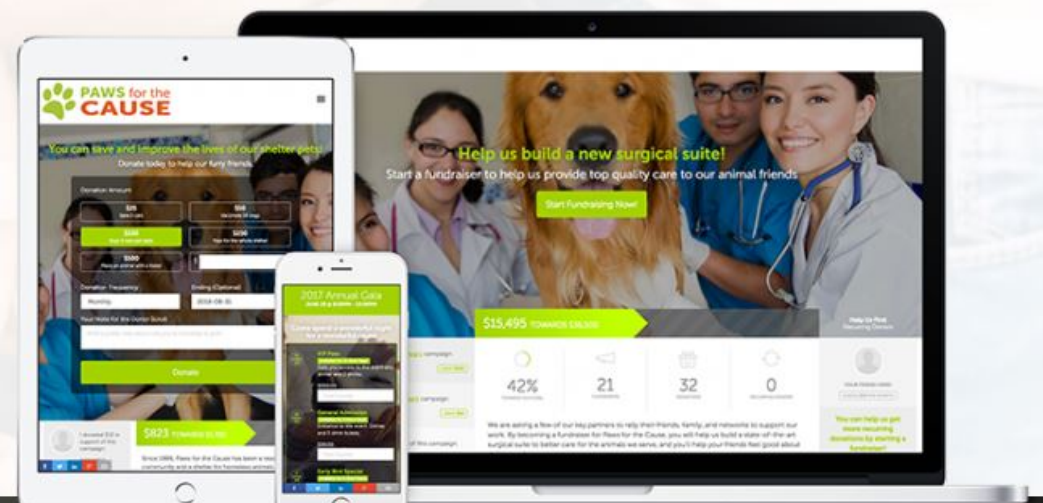
Fundraising Pages

Get more donations and empower supporters with beautiful donation pages, peer-to-peer campaigns, and event ticketing

[See More](#)[Pricing](#)[Schedule a Demo](#)

"I love that it's very easy for me to set-up and run my peer-to-peer fundraising campaign. I have a lot of control over the message and it's easy to distribute to my fundraisers."

Emily Bloomfield
Founder/CEO, Monument Academy



Questions?



If you have questions later...

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www.Garecht.com