

ANNUAL FUND: RAISING MONEY IN A DOWN ECONOMY

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Maximizing Results & Position Your Program for the Future (without adding cost or staff)

- ✓ What are the current philanthropic realities?
- ✓ What do these realities mean for your organization?
- ✓ A Case Study focusing on
 - ✓ Engaging volunteers in peer-to-peer solicitation
 - ✓ Tapping into new technology
 - ✓ Getting the most out of special events
 - ✓ Ways to strengthen relationships with donors
- ✓ Other proven ideas

Externally: How do you stay informed?



N.C. Center *for* Nonprofits

serving nonprofits in all 100 counties of North Carolina

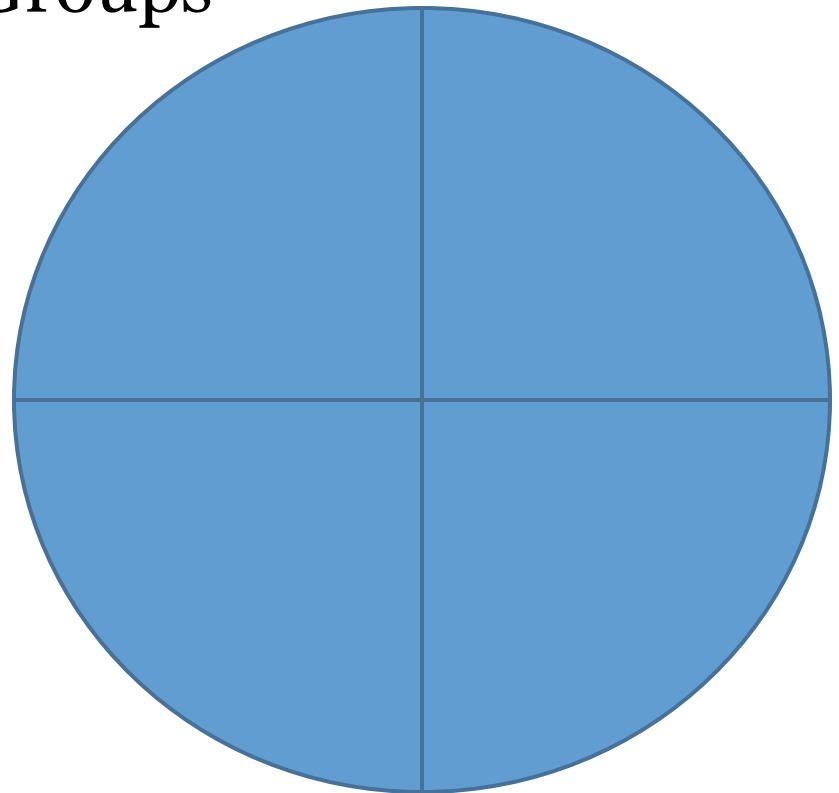


Internally: How do you stay informed?

- Are you analyzing your fundraising data?
- Are you evaluating your events and your message?
- Are you talking with your donors?
- Are you sharing trends and information with your board and other volunteers?

Sources of Philanthropic Revenue

- Corporations
- Congregations/Civic Groups
- Individuals
- Foundations

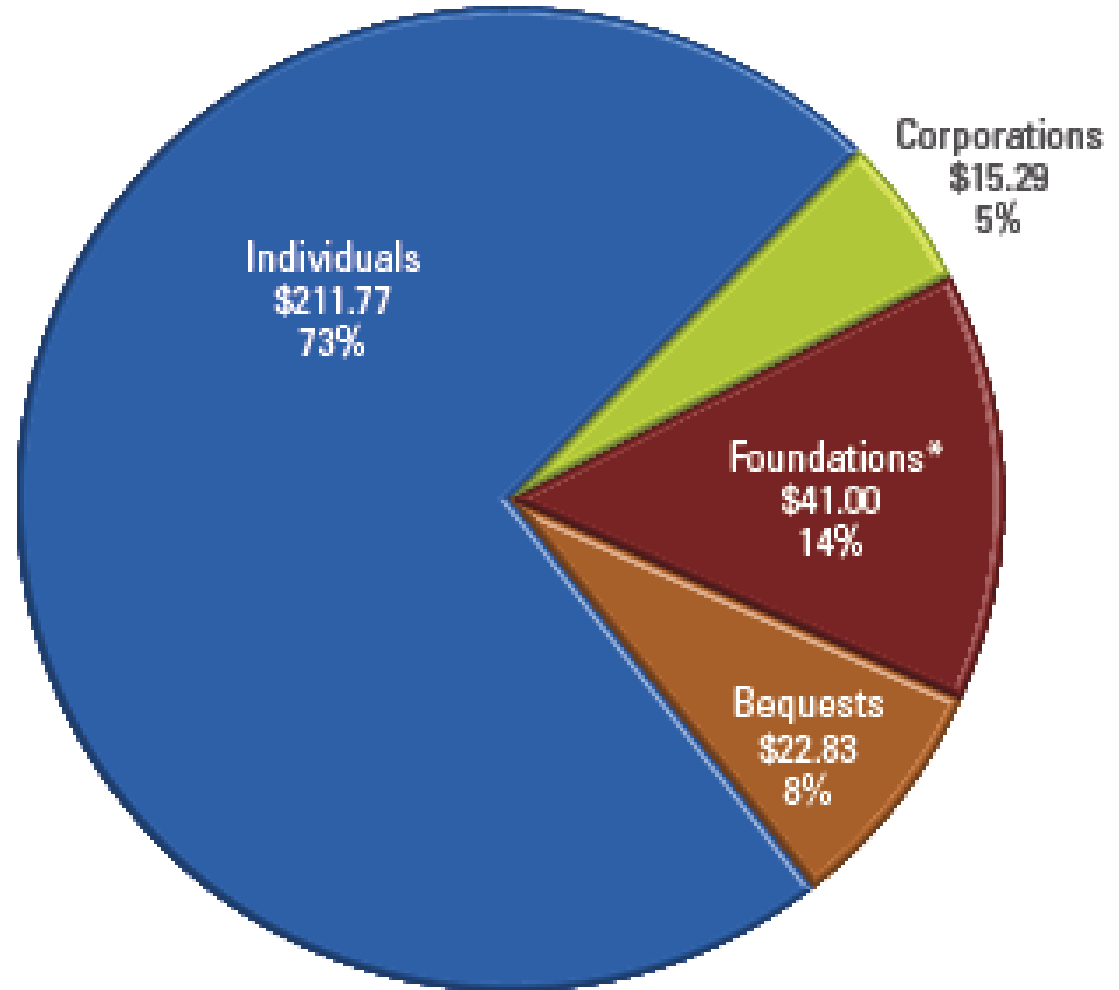


National Sources of Philanthropic Revenue

2010 charitable giving

Total = \$290.89 billion

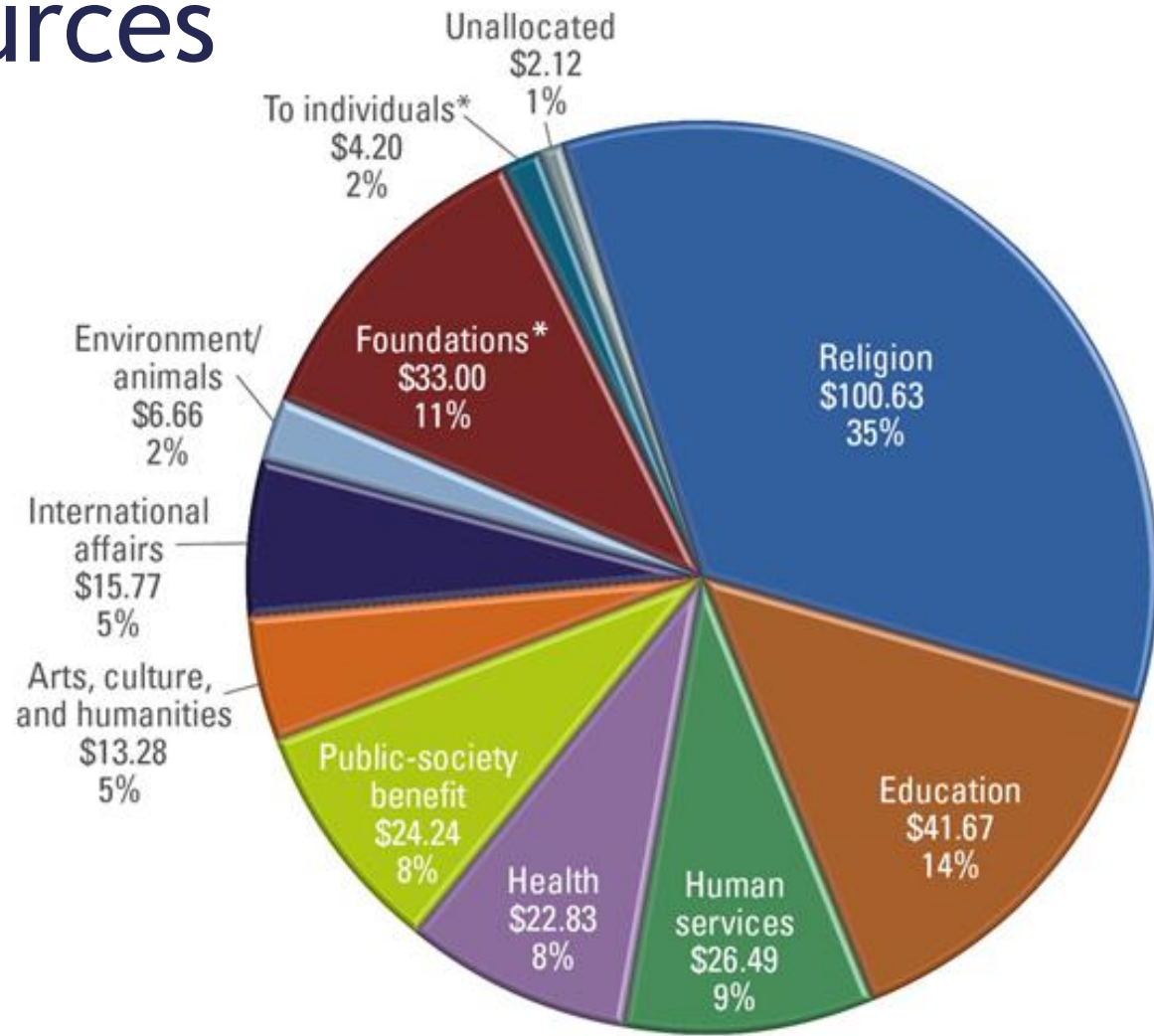
Increase of 3.8% over 2009



The AHA!

- Individuals + charitable bequests = 81% of total.
- Foundation grantmaking = 14% of the total.
 - About 60% of independent foundation giving is from family foundations.
- **Individual + Bequest + Family Foundations = 87 percent.**

Recipient Sources



Includes rounding to get to 100%

*Estimate developed jointly by the Foundation Center and Giving USA


The AHA!

- Giving to religion remains the top philanthropic priority.
- Giving to education remains second.
- Everyone else is competing for 3, 4, and 5th place.

Competition

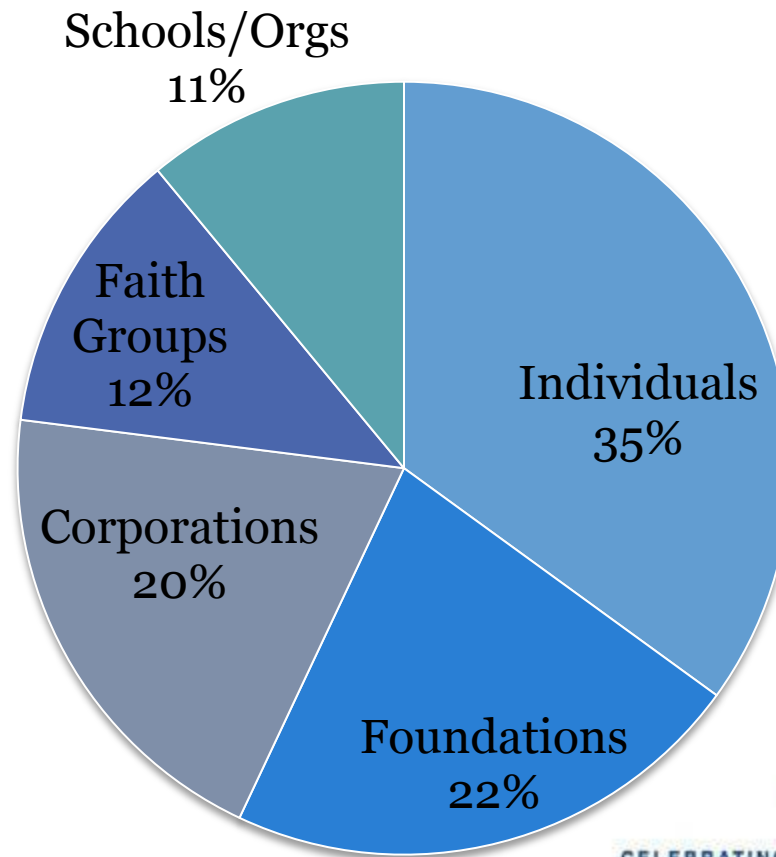
- About 44,000 non-profits in North Carolina.
- More than 1.25 million across the country.
- More organizations are getting into annual fundraising than ever before.
- According to the Blackbaud index, new donor acquisition has been in decline for more than five years.

Habitat Wake: A Case Study



"NEVER AGAIN WILL I FIND
A NOTE ON MY DOOR
TELLING ME THAT MY RENT
IS GOING UP."

Sources of Revenue



Habitat Wake - A Case Study

- Let others do the work for you
- Strengthen relationships
- Adjust your pricing – up or down
- Sharpen and coordinate external messages
- Try out new strategies/eliminate timewasters

Peer-to-Peer Fundraising: A Grassroots Approach

FirstGiving™ Be where the giving happens

Sign In Explore All

HABITAT FOR HUMANITY OF WAKE COUNTY

Celebrating 20 Years of Building Hope!

Habitat for Humanity of Wake County Inc

Habitat for Humanity Builds 2010-2011 6/15/2010 Wake County, North Carolina

DONATE

Like

132 % TO GOAL

\$750 GOAL

\$993 RAISED SO FAR

STORY NONPROFIT EVENT

Pam Forsythe's Habitat Women Build Page

Habitat for Humanity of Wake County is working to build a house this Spring... completely funded and built by WOMEN! This is not our first Women Build. There have been two others that I know of and both were great fun for all and provided homes for deserving families right here in Wake County.

As many of you know, I am on the staff at Habitat Wake, and the women staff members are trying to raise enough to sponsor a portion of this home. Would you like to help us out?

THANKS! Pam

SUPPORTERS

Total **\$993.46**

DONATE

Pam Forsythe
\$2,068 raised for 1 nonprofit

Fundraising

Habitat for Humanity Builds 2010-2011
6/15/2010 | North Carolina

Pam Forsythe's Fundraising Page
6/11/2010

Activity

Pam joined FirstGiving
1 year and 9 months ago (June 2009)

see all activity

Peer-to-Peer Fundraising: Major Gifts

CEO Build - 21 participants at \$5,000/each

Benefits to CEOs

- Exclusive build day
- Great networking opportunity
- Company involvement
- Good PR

Benefits to Habitat

- Access to new companies
- New donors coming in at high levels
- CEO participants helping with solicitation for short term project

Strengthen Relationships: *Honor Someone Special*



Benefits:

- *create a closer bond with a donor*
- *raise event profile*
- *the honoree brings their friends to the event*

Strengthen Relationships: *Recognize & Encourage Unique Gifts*



Contractors Circle - A strategy to increase in-kind donations to offset construction costs and create friendly peer pressure.

Give a Reason to Upgrade Giving

Create a Giving Club



Adjust Your Pricing Up or Down



Original Strategy:

A card is a card \$5/each

Revised Strategy:

A card is a gift

<i>A box of nails</i>	\$ 5
<i>A bundle of shingles</i>	\$ 10
<i>A kitchen sink</i>	\$ 25
<i>A double-paned window</i>	\$ 50
<i>A family's front door</i>	\$100

Sharpen Your External Messages

How Do Your Materials Look?

- Are they sending the message you want to send?
- Do they look like they come from the same organization?
- Are they clear and concise?
- Do they have pleasing photos?
- Are they easy to read?

Coordinate Your External Messages

What communication channels do you have in place?

- Newsletter
- Website
- Blog
- Facebook
- Direct mail
- Events
- Media
- Phone
- Face-to-Face Communication

More importantly, how do they work together?

Try Something New / Eliminate Timewasters

- Target existing donor groups in new ways
- Target a new group

--OR--

- Get rid of an event, mailing, process or anything else that isn't adding value to your fundraising program

Your ideas

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- All ideas will be posted on amapag.com tomorrow.