Creative Fundraising

Fundraising Committee, Advisory Council
Intel ISEF

Intel ISEF 2015
Objectives in Brief

• Introductions and review of fairs
• Overview of Fundraising Principles
• Roundtable Forums
• Sharing of Roundtable topics
• Next Steps for your Fair
• Question and Answer Period
• Introductions
• Who have we got here
• What is it you are hoping to learn or get help with
“Fundraising” Cycle

To develop, support and capitalize on relationships with our local, regional, national and international communities
The Fundraising Environment

• Changes to levels of government and corporate support

• More pressure for accountability from ourselves and our donors

• Technology and its impact

• Constant Expectation to do more with less

• Donor and Volunteer Fatigue
Planning to Fundraise

• What is your story

• What makes you unique

• What resources are available to you
  • time - who is going to do it
  • talent - what have you got available
  • spend money to make money

• How much do you need

• What do you need it for
What are you doing now?

• Special events
  • one time - raffles, bake sales
  • ongoing - bingo

• Annual asks
  • letters
  • grant or funding proposals
  • face to face asks

• Multiple year asks
  • funding or grant proposal
  • face to face asks for pledges
Opportunities: Trends in Giving

Living Individual: 76%
Bequests: 8%
Corporate: 5%
Foundation: 12%
Getting Ready

- Collecting and evaluating information from your fair and all its staff, volunteers, supporters
- Prospect pool
- History of giving
- Process for needs identification, analysis, and decision-making on priorities
- What resources do you have in terms of time (writing letters, stuffing envelopes, follow up calls, personal visits), talent (writing skills, on-line skills, visits), budget (grants, gifts in kind, spending)
How are you structured now?

- Foundation?
- Sort of Foundation?
- Committee?
- Structure? I wish we were structured!!
Types of support

• Cash
• Pledges
• Gifts in Kind (product or equipment)
• Gifts of Stock
• Deep Discount
• Expectancies
• Annual programs already in existence
Example

• Current Fair

• We cover our basic facilities costs

• Each project has three judges, and we provide coffee for them

• Awards ceremony is very basic

• Sending half our allocation of students to state/national/international fairs
Example

- Our Dream Fair

  - Funded activity day

  - Each project has five judges, and we can provide lunch for those judges

  - Able to provide tools and resources to help teachers and make it easier for students to enter

  - Would provide a souvenir for all students, not just winners

  - Would be sending our full complement of students to state/national/international fairs
Focusing

• CORE
  • Have to have
  • Fair can’t run without it
  • Promised to a sponsor
  • Would spend our own money for

• DISCRETIONARY
  • Nice to have
  • Could go without and still operate
Fundraising Cycle

Involve → Inform → Support → Invest → Involve
Donor Pyramid

- Overall Awareness
- Special Events
- First
- Annual
- Major (25K+)
- Capital
- Planned
Challenge/Opportunity: Suspects and Prospects

• Students
• Alumni
• Retirees
• Board of Governors
• Chambers of Commerce
• Boards of Trade
• Faculty and Staff
• Service Clubs and Organizations
• Individuals
• Companies
• Foundations
• Government
  • Local
  • Regional
  • Provincial
  • Federal
  • First Nations
Donor Segments

- Individual – Friends
- Individual – Alumni
- Corporate – Friends
- Alumni Led Corporations
- Foundations
- Associations
- Government
Let’s get creative

• Broader based annual program?
• Increasing gifts from specific donors?
• Diversification of sources?
• Adding technology based resources?
• Formalizing a contact management system?
• Better stewardship of donors?
• Endowment program for stability?
• Planned Giving program?
Next Steps for your fair

- Broader based annual program
- What segments are you not soliciting
- What is the status of your alumni framework
- Using additional methods of fundraising
- How are you thanking donors
A small number of high value donors is better than a large number of low value donors.
Next Steps for your fair

- Increasing gifts from specific donors?
  - Who are your current top 3/10/20
  - Who do you want to be your top 3/10/20
  - Who has the best relationship with those donors
  - How well do you know what those donors want
Next Steps for your fair

• Diversification of sources?

• Are you dependent on fewer than three sources for 50% or more of your fairs budget

• What contacts do all your committee have

• Asking every donor “who else would be interested in this story” and what role are they willing to play in facilitating that process
Next Steps for your fair

• Adding technology based resources?
  • Do you have a website
  • Can people donate on it, and is that page easily located
  • Are you needs clearly articulated
  • Who responds to those gifts and in what timeframe
  • Who responds to questions and in what timeframe
  • Who is your target audience
Next Steps for your fair

- Formalizing a contact management system
  - In your monthly fair meetings, how is fundraising contact addressed
  - How are notes on each donor passed from fair year to fair year
  - How and where are you recording contact information and follow up notes for each donor
  - What is the accountability process for follow up on requests
Anatomy of a Call

1. Suspect Identification
2. Research
3. Suspect Evaluation
4. New Opportunity Identified
5. Pre-Approach
6. Initial Communication
7. Opportunity Analysis
8. Interview
9. Solution Development
10. Solution Presentation - Draft

12. Negotiation
13. Solution Presentation
14. Customer Evaluation
15. Negotiation
16. A) Commitment to Give
   B) Decision Not to Give
   C) Decision Delayed
17. Follow Up
Next Steps for your fair

- Better stewardship of donors
  - Fair thanking the donors
  - Students thanking the donors
  - Follow up after Intel ISEF
  - Engaging donors
  - Publicly thanking donors
  - Ongoing communication with donors
  - Stewardship plan for largest donors
Next Steps - Advanced Level

• Endowment program for stability
  • Under what umbrella
    • your own fair
    • a separate trust entity created for fair
    • community foundation
    • other sources
  • Who administers the funds
• Policies and Procedures
  • what happens if fair ceases to exist
  • under what conditions can the funds be dispersed
Next Steps - Advanced Level

- Planned Giving program
  - Gifts of stock, art, real estate
  - Bequests
  - Annuities
  - Insurance Policies
  - Policies and Procedures
    - formal name and registration
    - handling of large gifts
Roundtables

- Communication and Marketing to support Fundraising
- General Fundraising
- New Ideas
- Advanced Fundraising
- Foundation or No Foundation?
- New Technologies
- Your ideas???
How to get “Voted off the island”

• Not asking for the gift
• Not asking for a large enough gift
• Not providing creative gift structuring options
• Not genuinely listening
• Not knowing enough about the prospect
• Forgetting to discuss next steps before leaving
How to get “Voted off the island”

• Talking instead of waiting after asking for the gift
• Forgetting to “sales dog” in advance with your solicitation team
• Go by yourself
• Understanding that “no” isn’t personal
• Understanding that “no” isn’t necessarily the end of the conversation
Resources

- www.foundationcenter.org
- www.grantspace.org
- www.philanthrophynewsdigest.org
- www.guidestar.org
- www.networkforgoo.org
- www.charityvillage.ca
- www.basef.ca
- www.sarsef.org
- www.fundraiserhelp.com/fundraising-auction-donations-sources
Thank you!

Questions???
Answers!!!!

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