

# 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

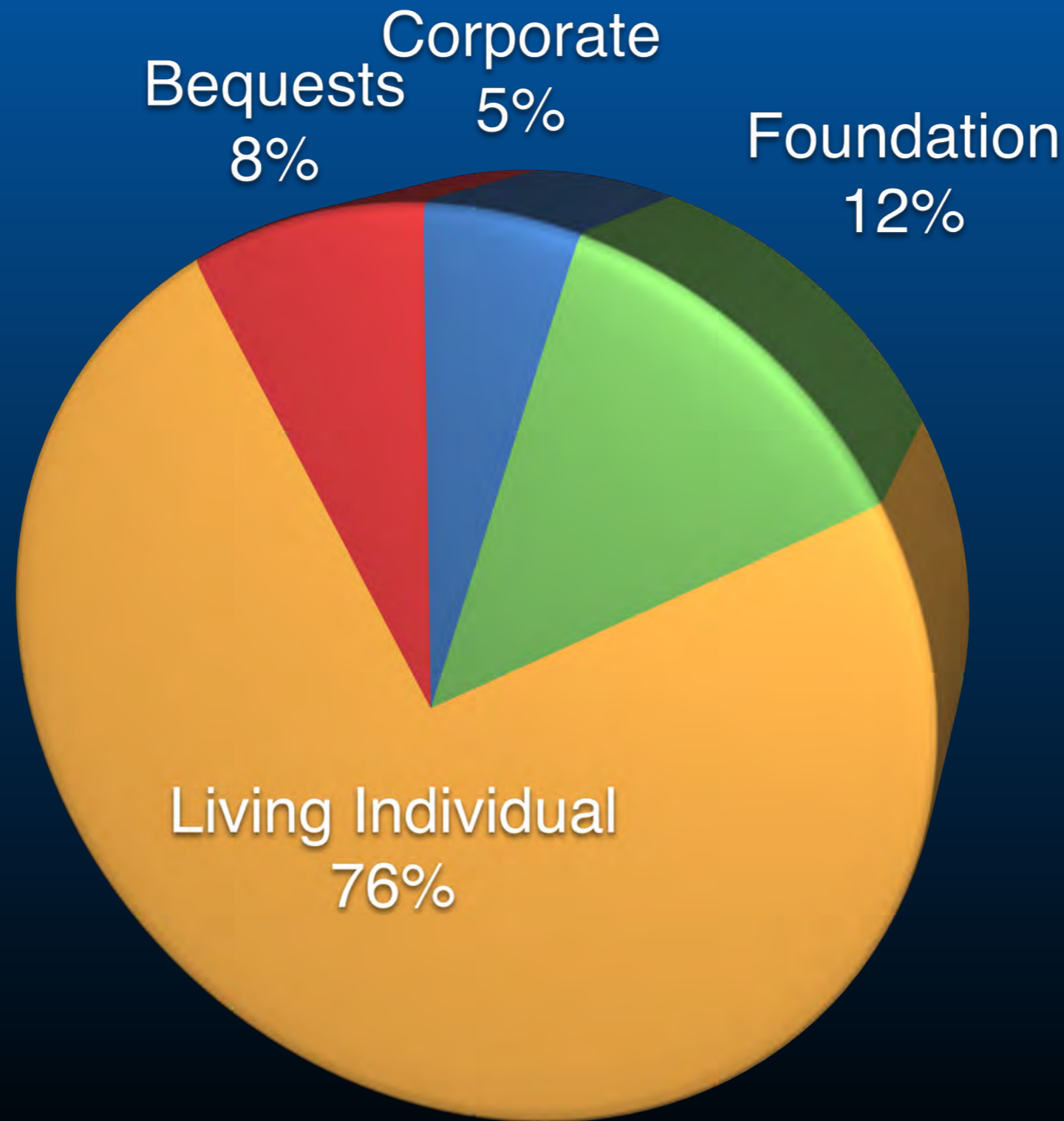
# Planning to Fundraise

- 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





# 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

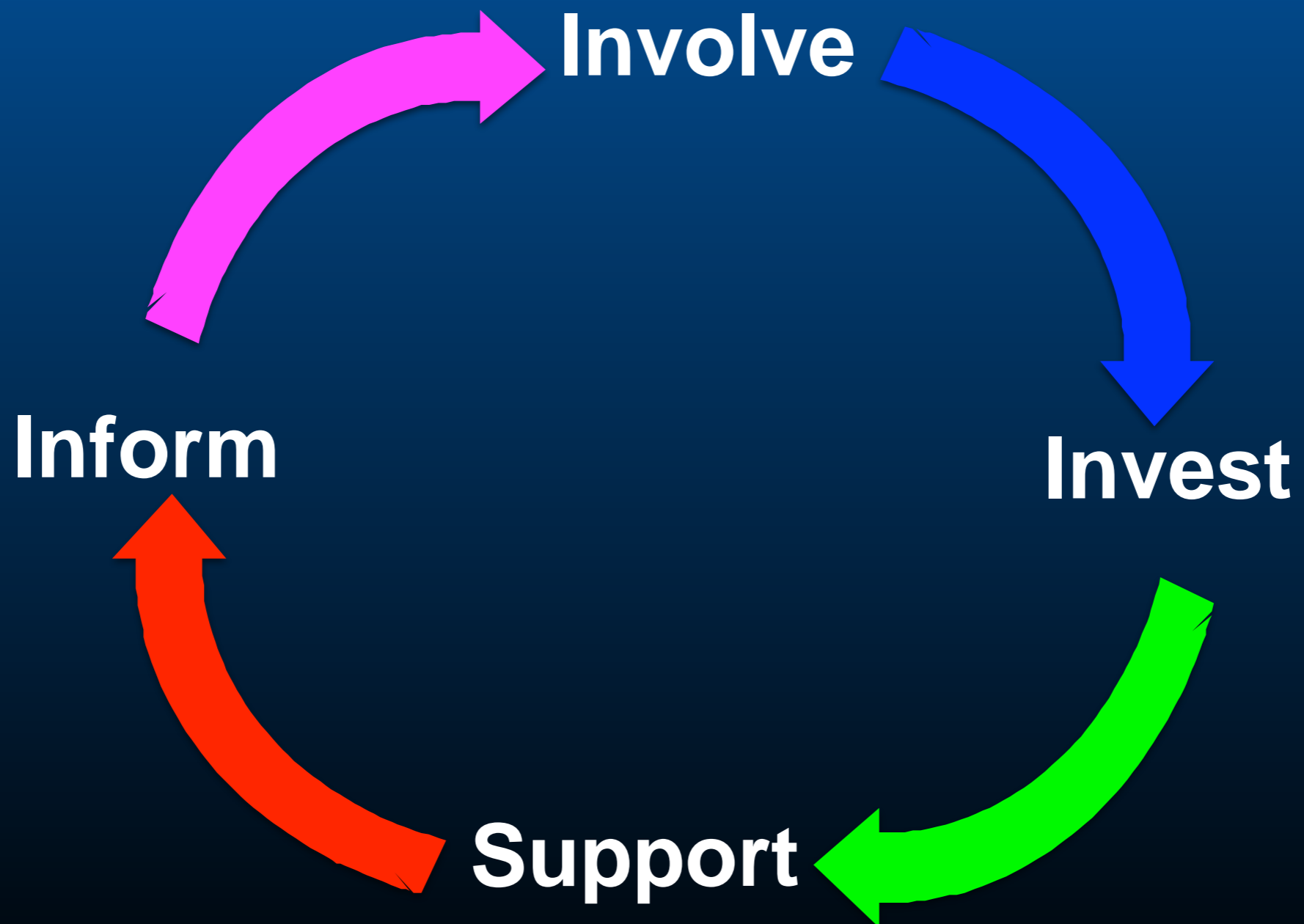
# Example

- 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

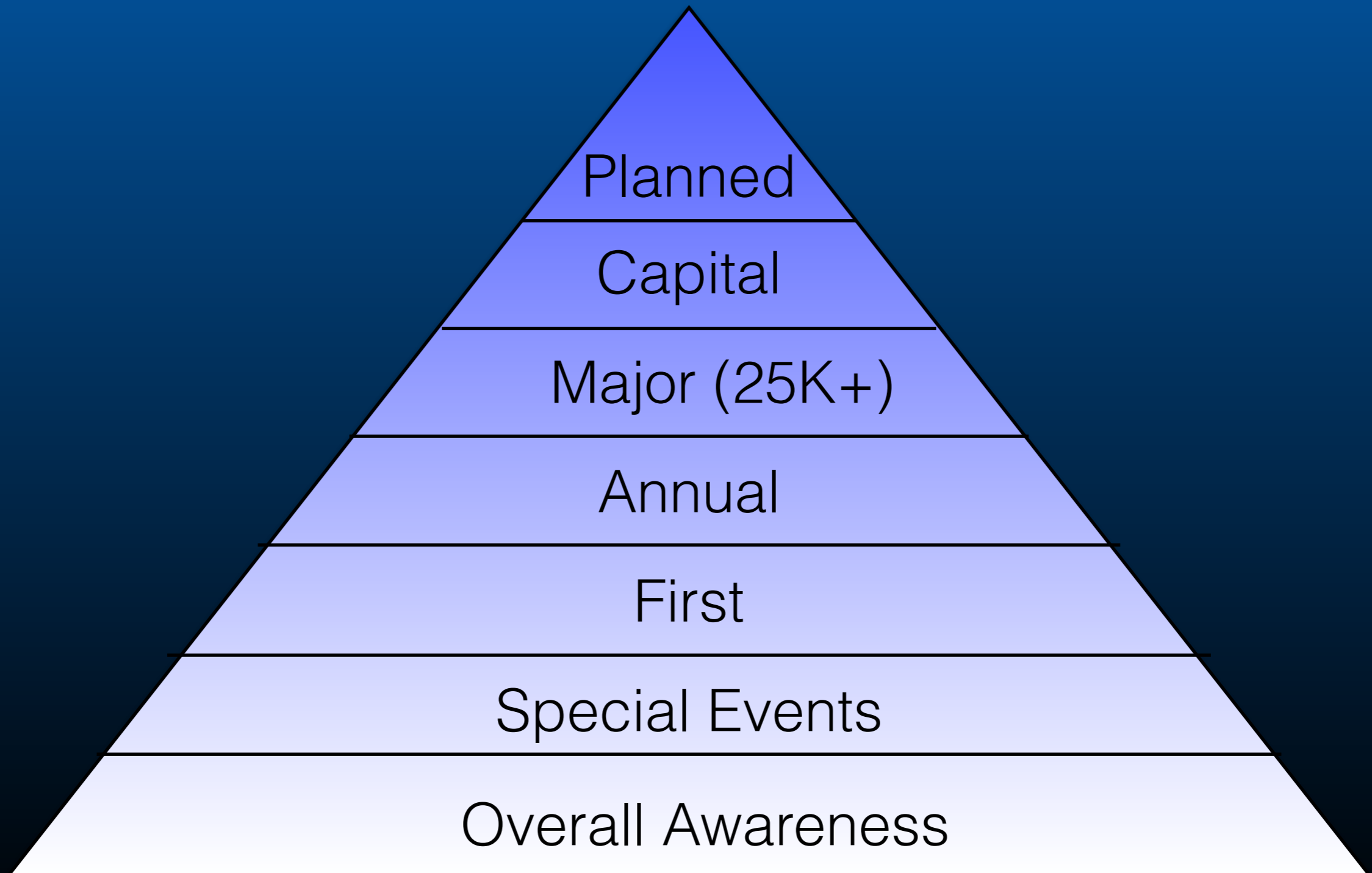
# Focusing

- 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



# Donor Pyramid

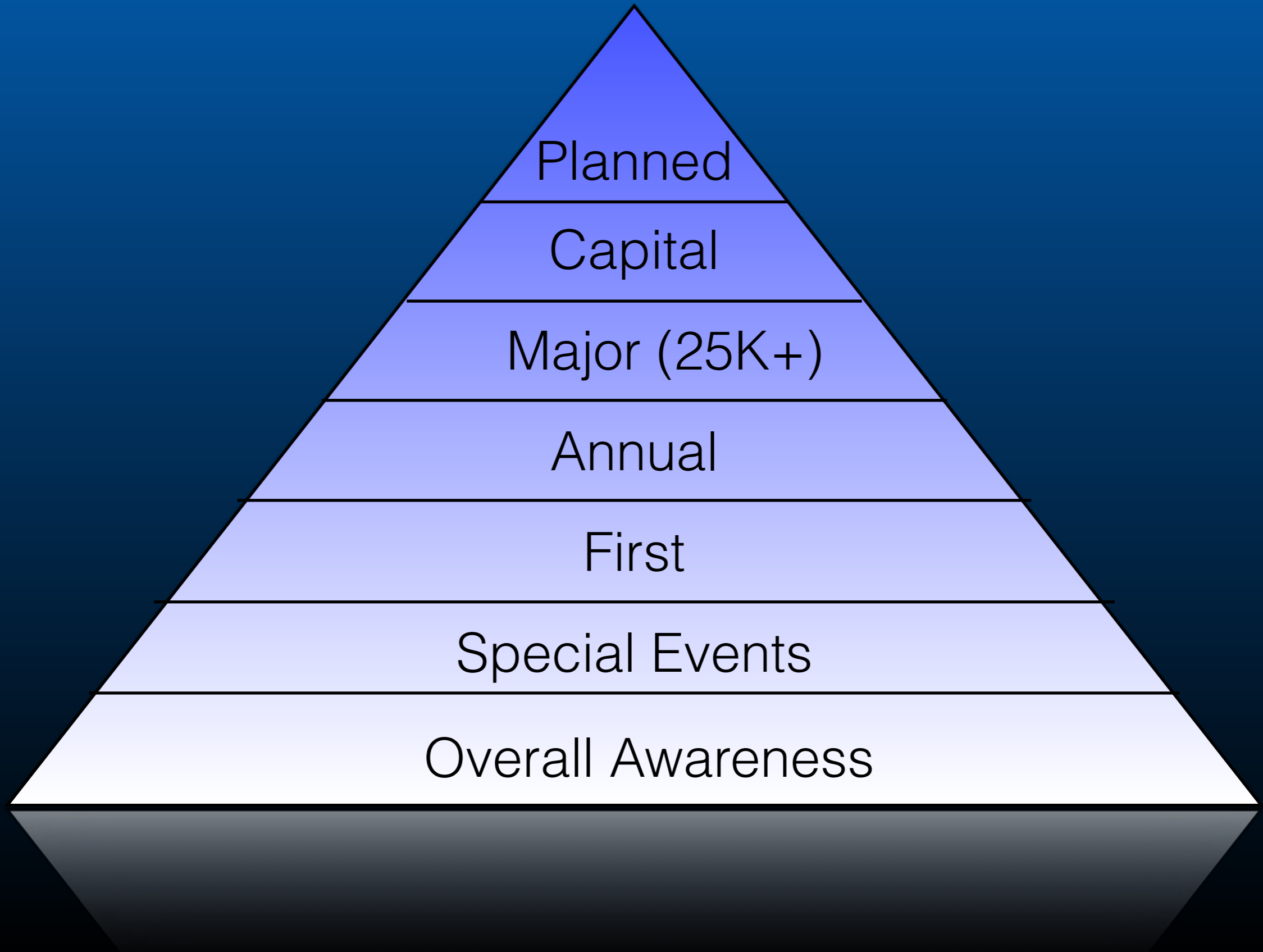




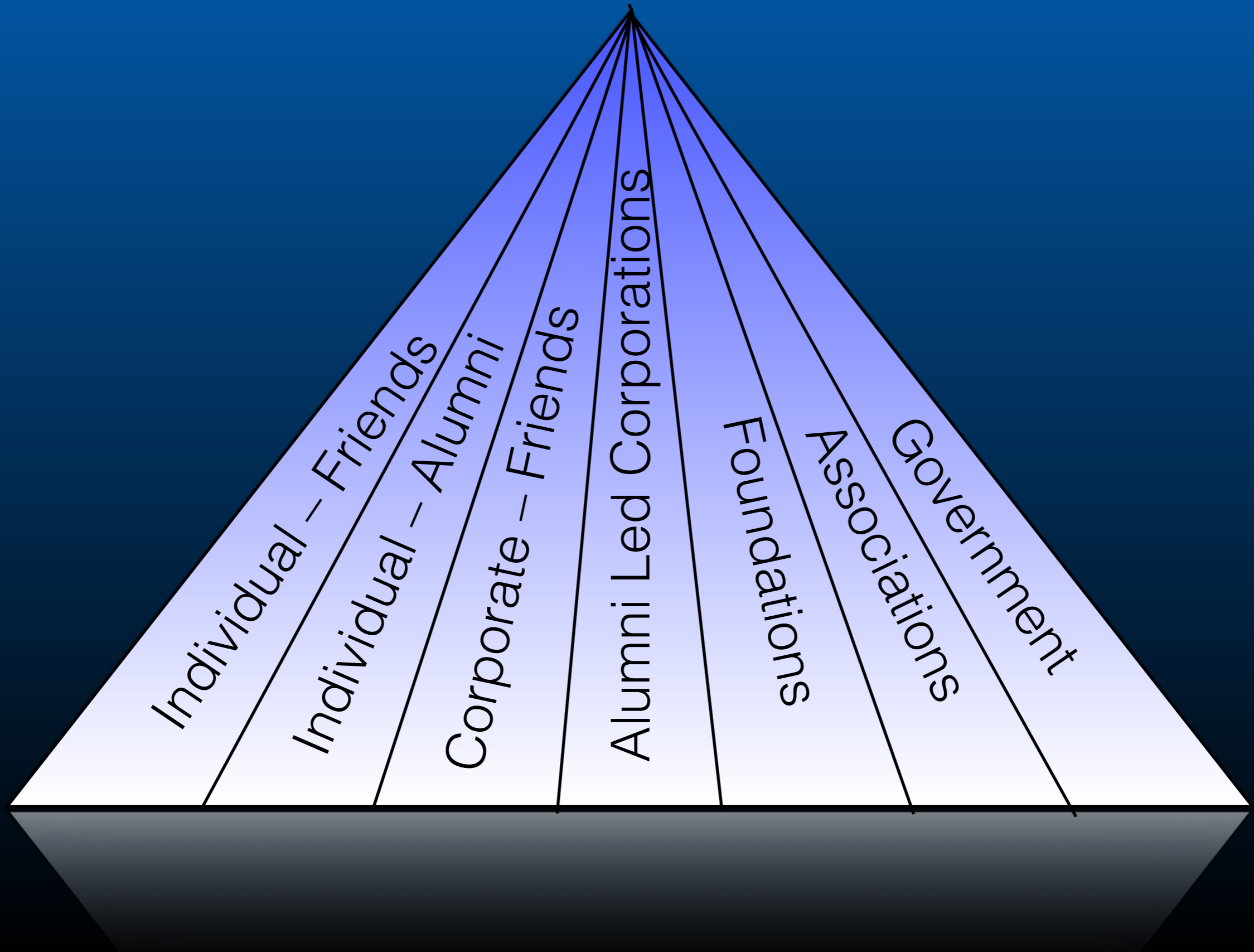
# Challenge/Opportunity: Suspects and Prospects

- **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**

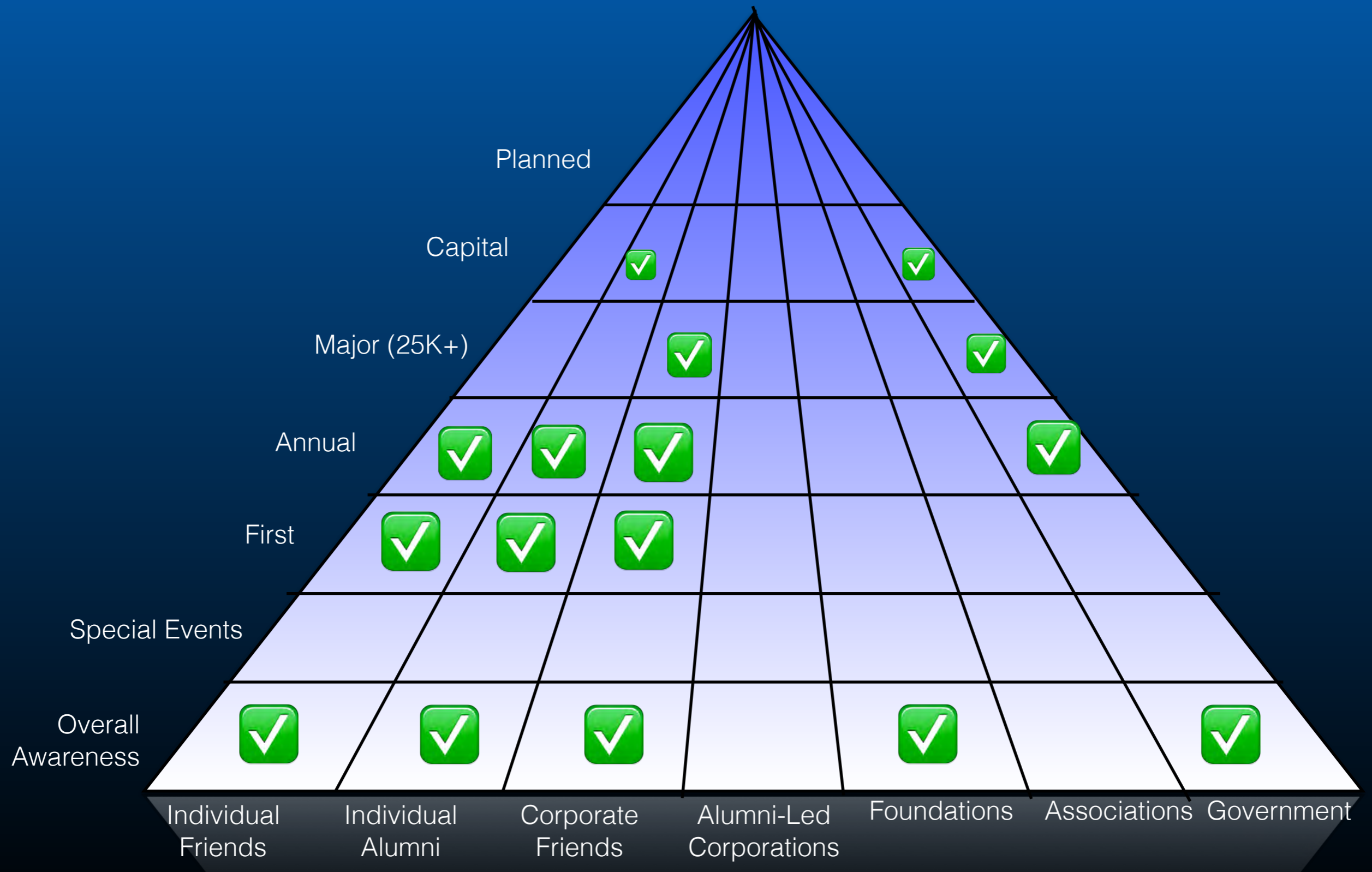
# Donor Pyramid



# Donor Segments



# Cathy's Pyramid



# 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 fair's 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 your 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
11. Customer Evaluation – 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](http://www.foundationcenter.org)
- [www.grantSPACE.org](http://www.grantSPACE.org)
- [www.philanthropynewsdigest.org](http://www.philanthropynewsdigest.org)
- [www.guidestar.org](http://www.guidestar.org)
- [www.networkforgoo.org](http://www.networkforgoo.org)
- [www.charityvillage.ca](http://www.charityvillage.ca)
- [www.basef.ca](http://www.basef.ca)
- [www.sarsef.org](http://www.sarsef.org)
- [www.fundraiserhelp.com/fundraising-auction-donations-sources](http://www.fundraiserhelp.com/fundraising-auction-donations-sources)

# Thank you!

Questions???

Answers!!!!

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