

# Fundraising 101

Fundraising Committee, Advisory Council

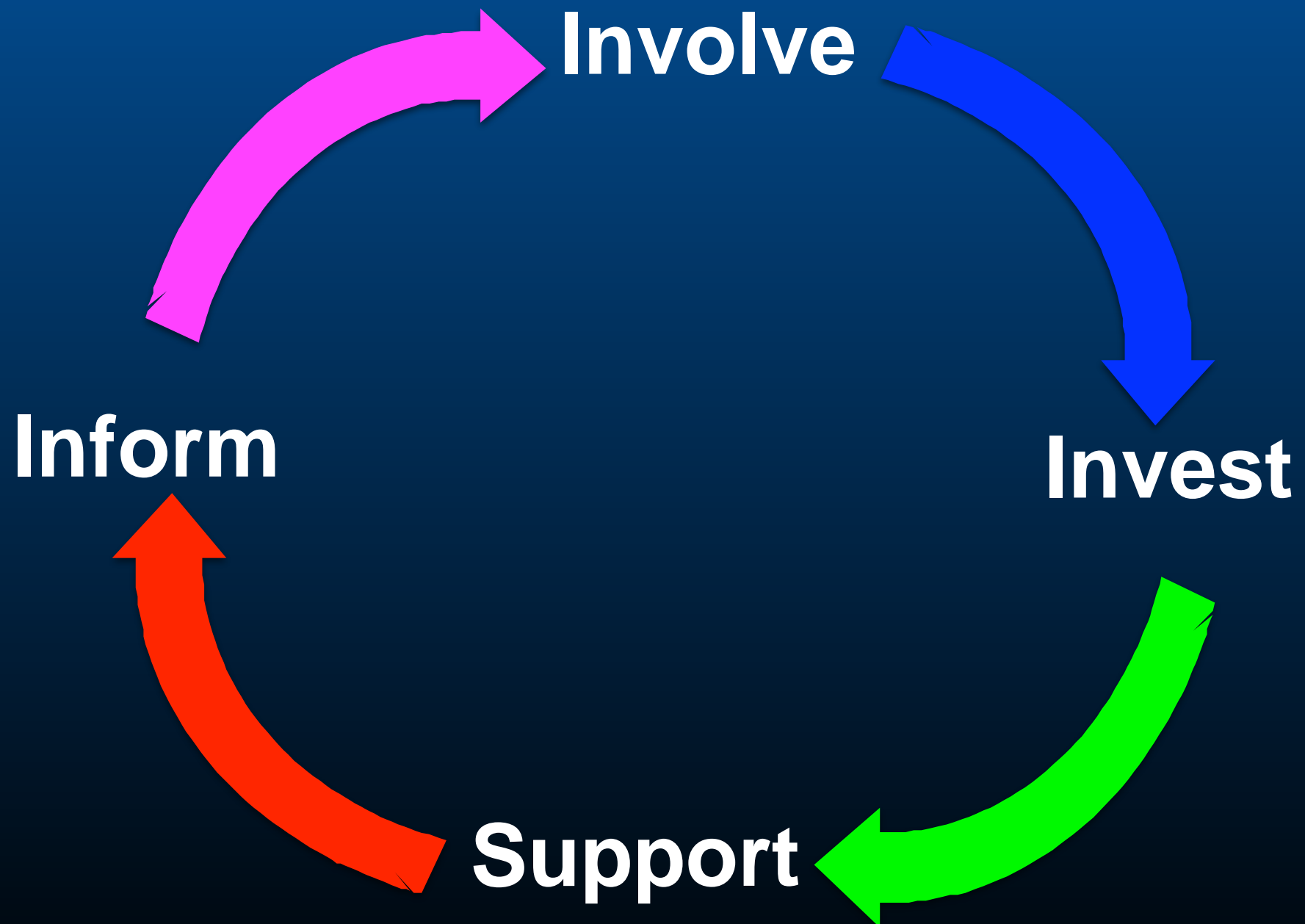


Intel ISEF 2015

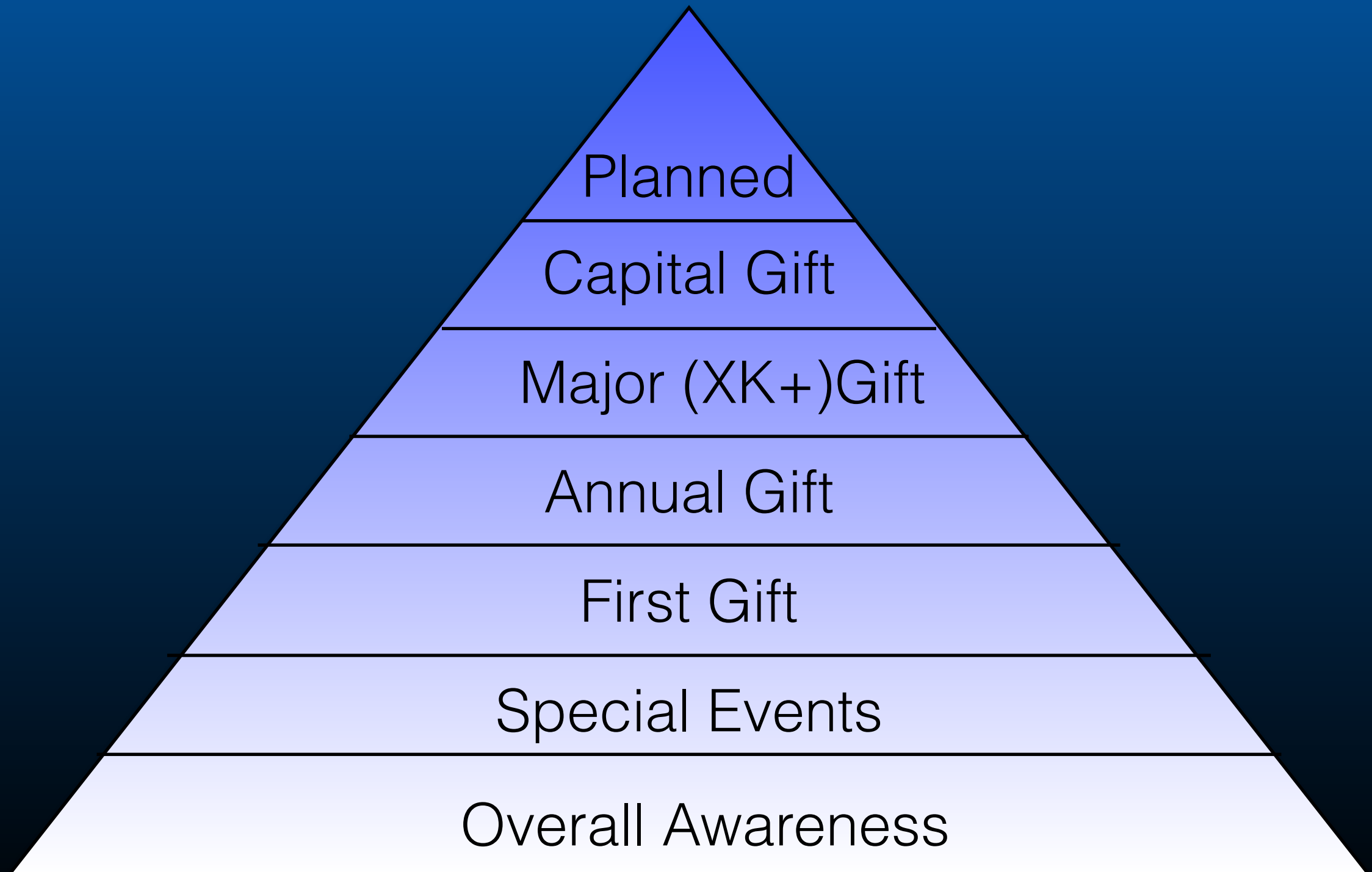
# What are we doing here?

- Fundraising Cycle
- Identify Challenges and Opportunities
- “Fundraising 101”
- Question and Answer Period

# Fundraising Cycle



# Donor Pyramid



# Challenges and Opportunities

# Challenges

- Sheer volume of registered charities and its growing
- 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
- Sustainability and Diversification of donors

# Challenges

- Willingness to take the role
- Historical records, continuity of team
- Planning to fundraise - identifying need, determining options, identifying skills - writing, presentations, event planning
- Time
  - Value for Time Spent
  - What role does fundraising play in your fair
- The Big Question .....

# **“Fundraising 101”**



# Best Practices

- Fair Director and executive leadership need to play a key role
- Everyone views fundraising as part of their role, and allocates time to supporting it
- Records are maintained year over year
- Donors are thanked each year, and encouraged to become more involved
- Broad diversity of funding sources - if more than 25% of your fair is funded by one source, you could be in trouble if that source disappears

# Opportunities: 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

# 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)
- Data Management - how do you know who is doing what?
- 501c3 status (or your country equivalent)

# Getting Ready

- Pictures
- Stories (do you need permissions?)
- Collateral material (needed for grants)
  - budget and audited financial statements
  - board members and formalized structure
  - policies and procedures
  - charitable number

# What is your story?

- WHY does anyone care that your fair keeps going?
- What makes you unique or different or special
  - first, oldest, largest, newest, smallest, fastest growing
- What is your history
  - your students have gone on to do what
  - your alumni are where and contributing how
- What role do you play in the community
  - supporting STEM
  - providing future employees or students

# Types of support

- Cash
- Grants
- Gifts in Kind (product or equipment)
- Gifts of Stock
- Deep Discount
- Expectancies
- Annual programs already in existence

# Example

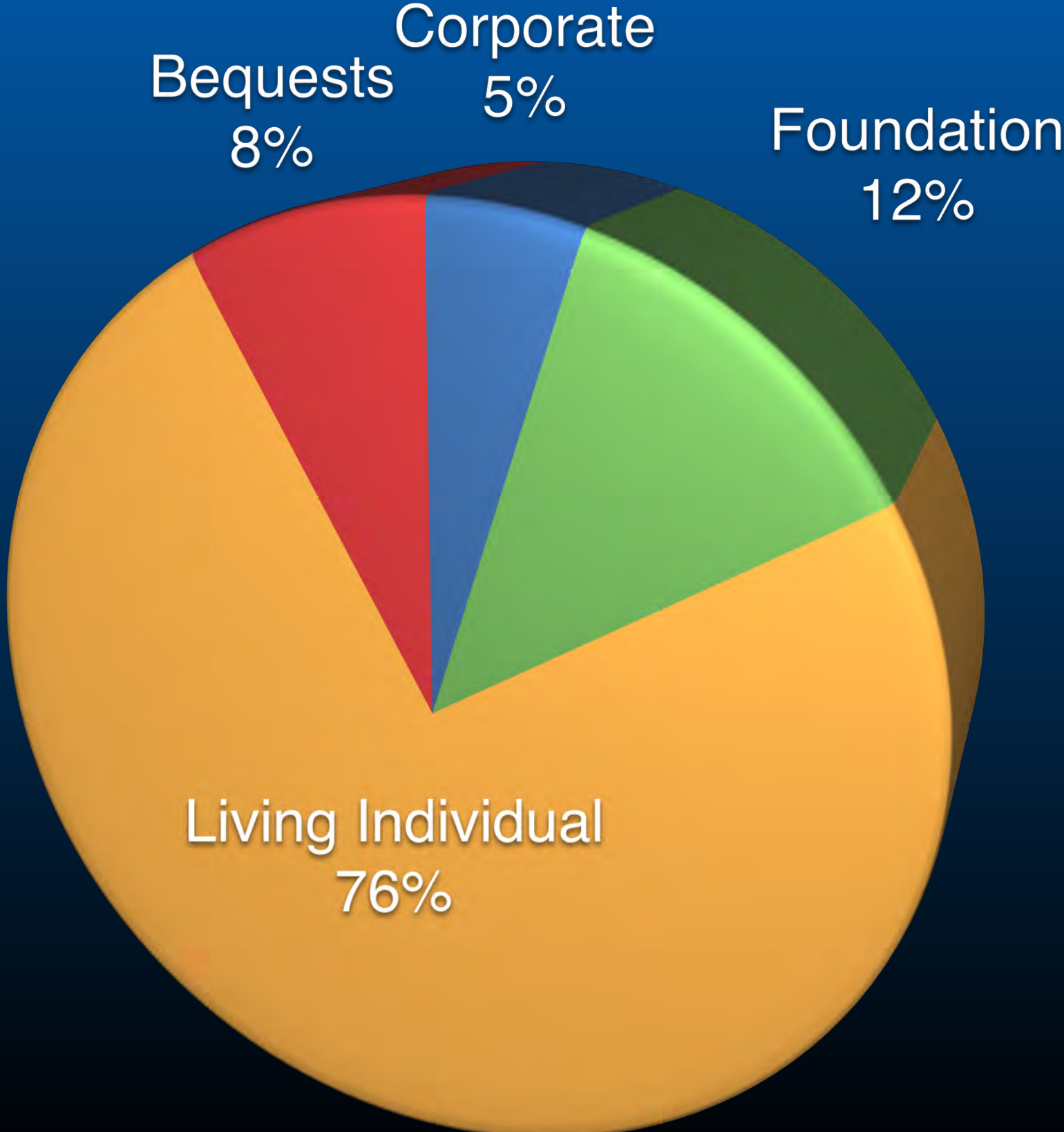
- Current Fair
  - We cover our basic facilities costs
  - Each project has three judges, and we provide coffee for them
  - Awards ceremony is very basic
  - Sending half our allocation of students to state/national/international fairs
- Our Dream Fair
  - Funded activity day
  - Each project has five 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

# Who are we going to ask: 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



# Opportunities: Trends in Giving



# Types of Fundraising

- Special events
  - one time - raffles, bake sales
  - ongoing - bingo
  - crowdsourcing
- Annual asks
  - letters
  - grant or funding proposals
  - face to face asks
- Multiple year asks
  - funding or grant proposal
  - face to face asks for pledges

# How are we going to ask them?

- Special Event
- “Hope”
- Broad based Media
- Electronic
  - Email - individual or bulk
- Letter
  - Targeted
  - Grant Application
  - “Spray and Pray”
  - Phone Call

# How are we going to ask them?

- Personal Visit
  - Individual Donor
  - Corporate Donor
  - Foundation Donor
  - Group (ie Service Club, Association)
- Technology

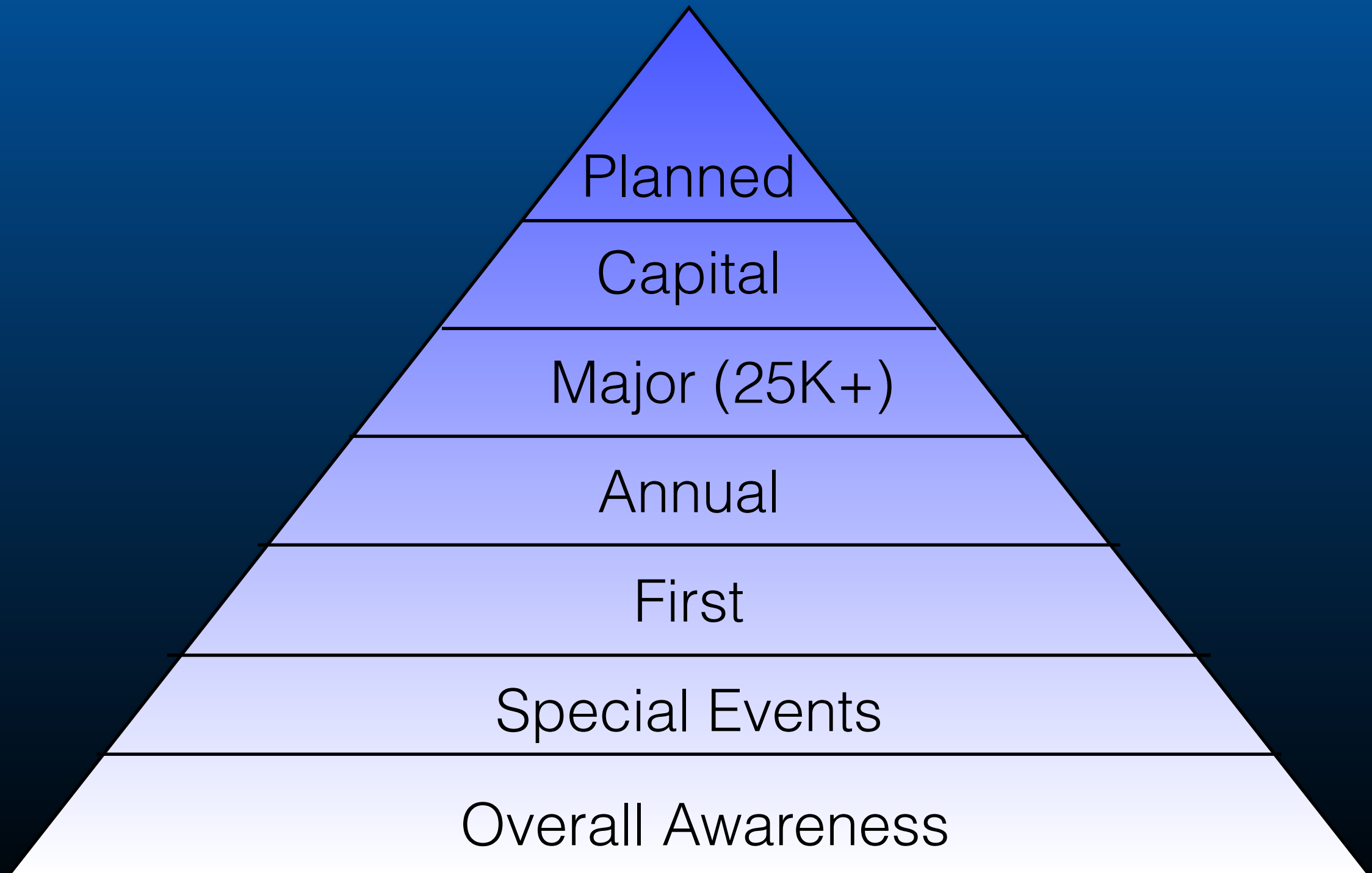
# What are we asking them for?

- General Fair Support
- Specific Fair Support
- Merit Awards
- Special Awards
- “Extras” or Required
- Gifts in Kind
- Services

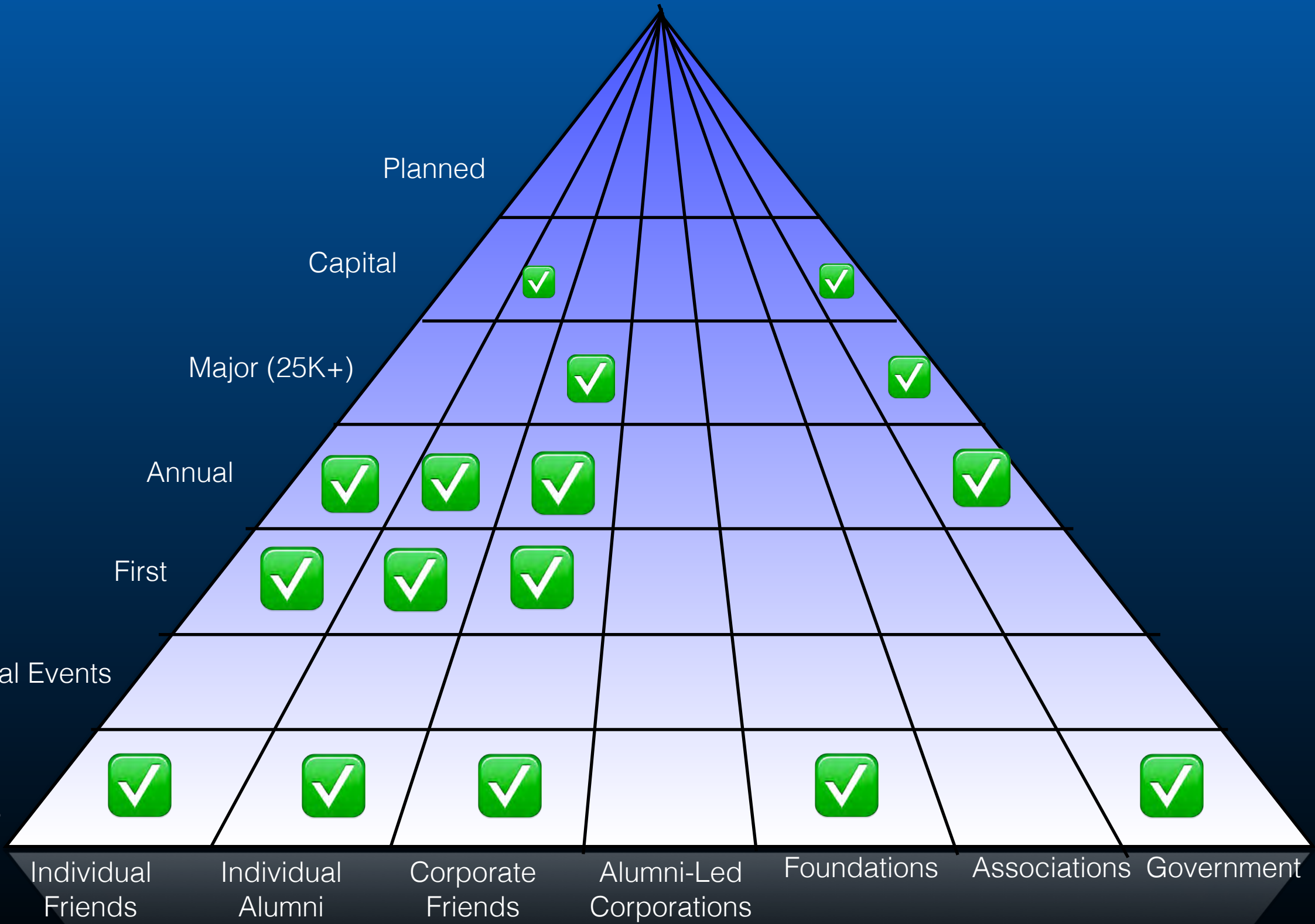
# Basic Principles

- Planning
- Preparation
- Sorting
- Execution
- Evaluation

# Donor Pyramid



# Cathy's Pyramid





# Ask process is year round

- Planning (Months 1 - 3)
  - Overall fair plan, needs and priorities
  - Any changes to program and policies, rough budget
- Specific Planning and issues (Month 1 - 4)
  - Identify resources and needs this year
  - Do we have any new potential funders
- Priority Asks (Months 5 - 7)
  - Enlist key volunteers or staff, solicit lead gifts

# Ask process is year round

- Other Asks (Months 6 - 12)
  - Expand volunteer base
  - Run events, set up technology asks
  - Overcome staff/volunteer burnout
  - Resolicit those who are ready
  - Communicate successes

# Ask process is year round

- Wrap-up/Analysis (Months 11 - 12)
  - Wrap-up
  - Stewardship
  - Evaluate funding successes and disappointments
  - Return to pre-campaign

# Special Events

- Small Scale (Bake Sale, Raffle)
- Large Scale (Gala, Auction)
- Regular and Ongoing (Bingo)
- Pros:
  - Reach a broader audience
  - Successful ones build momentum
- Cons:
  - Can be very labour intensive for the financial return

# New technologies

- Social media (Facebook, Twitter, Youtube, Instagram .....
- Crowdfunding
- Paypal
- Pros
  - wide distribution
  - market to a different group of donors
- Cons
  - hard to track solicitations
  - no opportunity to “up sell”

# Written Requests

- Letters
  - to last years donors
  - to potential donors
  - need a longer lead time
- Grant Requests
  - need significant lead time
  - need more collateral material
  - becoming more focused

# Written Requests

- ALL written requests need a follow up plan
  - phone call, email, personal visit
- Pros:
  - opportunity for extremely targeted solicitations
- Cons:
  - direct mail response of 1-3% is considered good
  - mailings getting more expensive

# Phone Calling

- Provide a basic information sheet with details about the fair
- Always ask if it is a convenient time to talk. If not, book a time to call back and follow up
- Know what your specific ask is ahead of time
  - calling to follow up or answer questions
  - can I list you as a supporter this year
  - have a list of questions and answers



# Phone Calling

Pro:

- you know that your message has reached its target
- less expensive than mail

Con:

- new technologies make avoiding calls easier
- lose face-to-face interaction
- can be inconsistency in experience for donor

# Personal Visit

- Set up appointment
- Determine what materials you might need
- Confirm appointment day before
- Actual Visit (2 people if possible) and ask
- Follow up with anything you promised to follow up with ..  
and a thank you

# Personal Visit

- Pro and Con:
  - can take the longest time
- Pro:
  - most effective use of time per dollar
  - allows for interaction with your donor, resulting in a higher gift
- Con:
  - many people are uneasy about doing it

# 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

# Asking:

## 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

# Asking:

## 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

# Managing this whole process

- Who are you asking
- How are you asking
- Who is doing the asking
- When are they asking
- How are you following up
- What reporting are you doing
- Data, data, data, data

# Next years ask: Stewardship

- Fair thanking their donors
- Student thanking their donors
- Engaging your donors further
- How and when to thank
  - when support is provided
  - after the fair
  - after ISEF



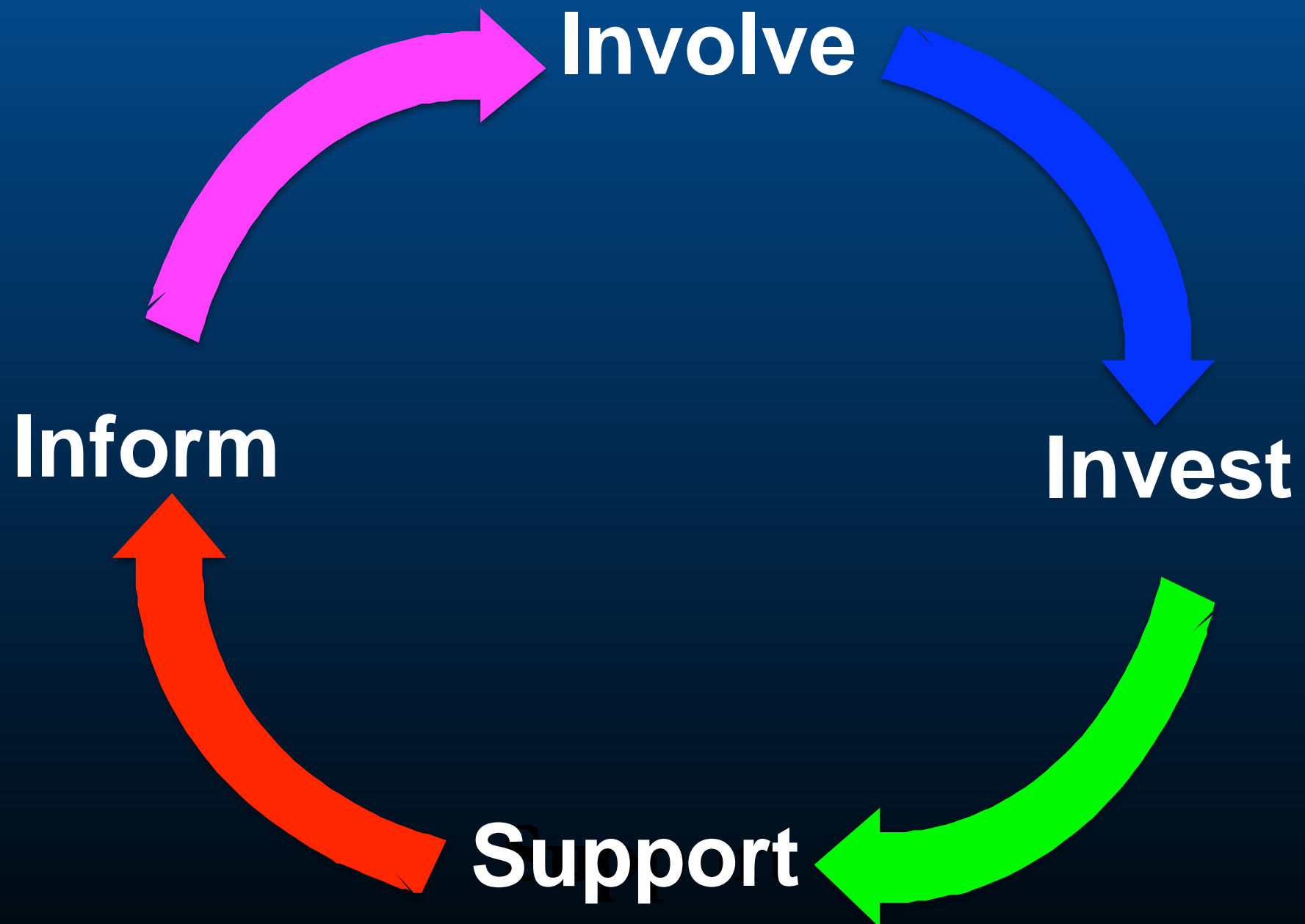
# Best Practices in Stewardship

- Thank you letters from students - provide a PWATLL (Please Write A Thankyou Letter Letter) template
- Take students to see your top donors
- Invite donors to your fair
- Champions Lunch/Coffee/Dinner
- Invite students

# Elements of a PWATLL

- Student introduces themselves
- Student says something about their project
- Student thanks donor for award and says what it means to them
- If student is moving on to another level, promises to let donor know about their success
- Copy sent to donor and one to fair

# Fundraising Cycle



# 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!!!!

[cathy@hayman.net](mailto:cathy@hayman.net)