Nuts & Bolts of Fundraising from a Faith-Base Perspective

NOVEMBER 3, 2017
NACSW CONFERENCE
JOHN GAVIN

Learning Outcomes

Participants will:
- Understand a Faith-based Fundraising Perspective
- Apply essential concepts for building a strong fundraising program
- Develop and share their plans for engaging their faith-based organizations in fundraising
Participant Expectations & Plans

"Hello, J.G.? I’ve found a volunteer who’s willing to head up the fund drive!"

"I remain, through the current academic year, gravely yours,..."

Carrie Dake
“Fundraising is never an end in itself; it is purposive. It draws both its meaning and essences from the ends that are served: caring, helping, healing, nurturing, guiding, uplifting, teaching, creating, preventing, advancing a cause, preserving values and so forth.”


Faith-Based Principles

- God owns all - Haggai 2:8 “The silver is mine and the gold is mine. Declares the Lord Almighty”
  - Apostle Paul or God alone approach - self support = you are the primary donor and the program will plateau
  - Widow and the jars approach - 2 Kings 4:1 to 7
- Stewardship - mission and money are entrusted to our care and an important part of the responsibility is to grow a constituency or donors and grow the program
- Ethics - honesty and transparency
- A word about the “eat what you kill” approach - Fundraising involves the who organization.
Fundraising Concepts

- **People** give to **people** for causes through an established emotional **connection** (Stories and Statistics)
- **Individual connections** - 1:1 using a variety of methods to connect
- Readiness - organization should be prepared to make a **case** for financial support: the sum total of all the reasons anyone should contribute to the organization.
- A **case is related to the cause** - relevance, importance, urgency.
- A “Case Statement” is the written **documentation platform** – the bringing together of all the information that supports the case.

Concepts Continued

- Case statement must respond factually, forthrightly to frequently asked questions of potential giving sources
- Donor base - acquisition, growth in numbers, growth in the size and frequency of donations
- “Buying” the name of the donor is not cost effective. Cost effectiveness achieved over time
- Attrition in donor lists requires continued recruitment
- Recognition is required to nurture and grow the size and frequency – say thank you again and again!
Fundraising Cycle - Example

- Direct mail appeal to prospective donors - includes a letter, a lift, a response card, and a response envelope
- Donation received, acknowledged with a personalized thank you letter and a second envelope to include another lift - promotional piece
- Tracking & Evaluation - results? cost to benefit?, planning the next appeal
- Consecutive Appeal - annually or more often not to exceed 12 appeals per year

The Proven Fund Raising Strategy for Community-based Programs

<table>
<thead>
<tr>
<th>Outside Grants, Contracts and Corporate Donations</th>
<th>40 to 50% (Final Phase)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Campaign</td>
<td>Fee-For-Service Income</td>
</tr>
<tr>
<td>10%-15% (third phase)</td>
<td>10% to 15% (fourth phase)</td>
</tr>
<tr>
<td>Sponsoring Organization</td>
<td>Individual Donors</td>
</tr>
<tr>
<td>10% to 15% (first phase)</td>
<td>10% to 15% (second phase)</td>
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Direct Mail Fundraising *

In light of the new IRS regulation, NSPFE member, Steven Bernstein offers this creative suggestion for your organization’s donor acknowledgment letter.

Mr. John Doe
123 Main Street
Anytown, NY 10000

Thank you so very much for your generous gift of $100, dated February 20, 1994. For your records, no goods or services were furnished by us in connection with the above mentioned gift. No member of our staff will benefit, materially or otherwise, as a result of your gift; no intrinsic value, other than the actual face value, has been applied to your gift; and no significant pleasure was taken by us in the receipt of your gift.

This acknowledgment letter, having been prepared on recycled paper by an overworked and underpaid secretary, does not in itself constitute a good or service in exchange for your gift. In fact, given the small size of your gift, there is every possibility that processing the correspondence associated with your gift exceeds its cash value.

Sincerely,

Steven M. Bernstein
Executive Director

Grantwriting

Litzler

"You know, I think we had the grant approved right up to when she counted all the zeros on the funding amount."
Grantwriting

“What you need is a grant to give you some free time to write a really first-rate proposal.”

Grantwriting *

PERSONAL: GRANT WRITER SEeks PRIVATE FOUNDATION FOR ROMANTIC CORRESPONDENCE, COURTSHIP, AND POSSIBLE LONG TERM RELATIONSHIP...
Special Events Fundraising

"You didn’t raise much money, but you’ve been a fun committee."

Special Events Fundraising *

"A bake-sale may be tried and true, Isabel, but we’re trying to raise $5-million here."

Christopher Duke
Major Gifts*

"Your lead gift for the campaign is critical. It has got to set the pace. It has got to excite the committee. It has got to kick-off the volunteers. It has got to be more than $200."

Share Your Plans & Ask Questions
Wrap-Up!

Top Ten Reasons for Becoming a Fund Raiser

#10—We were inspired by a Sally Struthers infomercial.
#9—For the glamour and the profit sharing plan.
#8—We take rejection well.
#7—What else can a liberal arts graduate do?
#6—We need to change jobs every 1.7 years.
#5—I thought if I raised money in the capital campaign, they'd name the building after me.
#4—we can use the word "athon" after almost any verb.
#3—we want everyone to have an opportunity to become our boss.
#2—we'll eat at the Waldorf once a week.
#1—we could use the word "athon" after almost any verb.

Recorded at a Fund Raising Day in New York by Steven M. Bierwagen.