INCREASING RELIABLE, RENEWABLE REVENUES THROUGH GRASSROOTS FUNDRAISING

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Introduction

- There are many ways in which arts organizations can raise funds to support their programs
  - Grants
  - Sales (tickets, products, ads in programs/websites)
  - Fee for services
  - Special events
- ***DONATIONS*** are the most reliable & renewable source of revenue
  - ***In the U.S. 70% of the adult population makes regular donations to nonprofits. More people give away that Vote!!!!***

Kim Klein. The importance of Upgrading. Grassroots Fundraising Journal. May-June,2014

Think of an occasion, personally meaningful to you, when after you made a financial donation to a cause, you made a second donation.

- When was it?
- What influenced you to make the second donation?
- How did you feel?

If possible, please describe with a phrase, metaphor or just a word

Tijuana
United States of America
Chihuahua
Baja Peninsula
Gulf of Mexico
La Paz
Mexico
Pacific Ocean
Mazatlan
Gulf of Campeche
Yucatan Peninsula
Guadalajara
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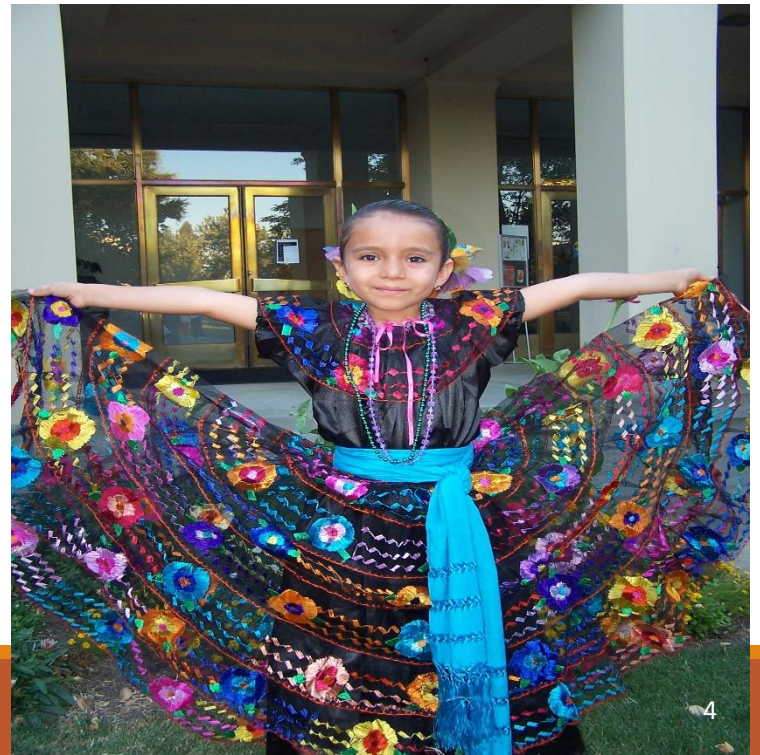


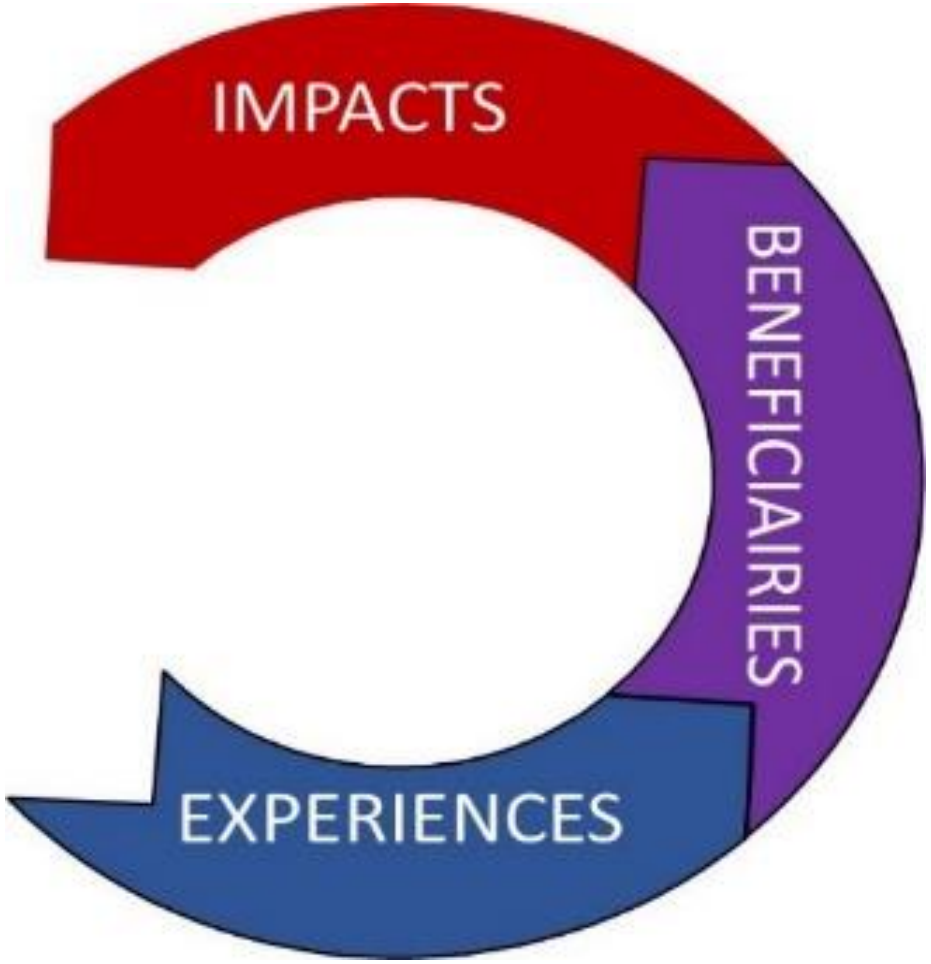
Understanding Donor Motivations

- Why do I give
- Why have I said yes when asked? Why have a I said no?
- Why do I care about the issue?
- What is the urgency in addressing this issue?
- What is my favorite client/constituent story?
- Why this particular organization?
- What is my favorite program within the organization?
- What is our vision for change? How does their work lead to change?

Uma Rao. Understanding Donor Motivations (Including Mine): A training exercise. Grassroots Fundraising Journal. May-June, 2013

EXPERIENCES

EXPERIENCES
BENEFICIAIRIES


IMPACTS
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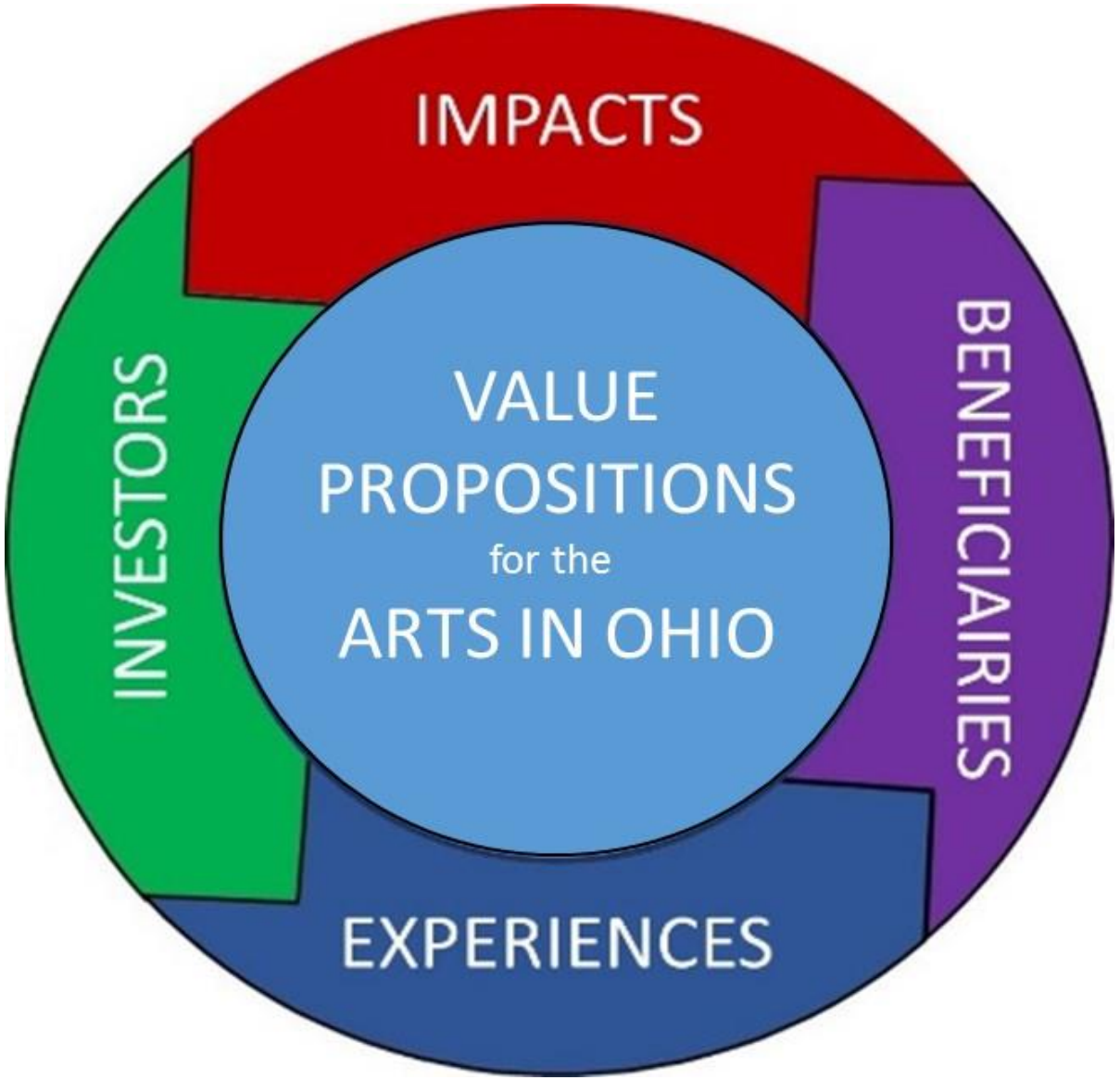

IMPACTS
BENEFICIAIRIES
EXPERIENCES
INVESTORS
VALUE
PROPOSITIONS
for the
ARTS IN OHIO

Myths and Facts about Donors:

- Only rich people donate
  - **People with lower incomes give a higher % of their income than those with higher incomes**
- People who care about a cause/issue simply go to the internet to find great organizations to support
  - **People give when they are asked, donors need to be cultivated**
- Once someone become a donor, they will continue giving on a ongoing basis
  - **It is not enough to thank a donor, we need to build lasting relationships**

Kim Klein. The importance of Upgrading. Grassroots Fundraising Journal. May-June,2014

Donors:

- Give to impacts, NOT to organizations
- Feel they're doing good through our work, no matter the size of the gift
- *Small* amounts will *increase* if they feel the impact they are making.
- Will follow their money, telling stories about the difference they made.
- Create Donor Pathways for them to keep giving

HOW TO ASK AND HOW MANY ASKS TO GET ONE YES

Personal face to face ask:	4 to 1
Personal letter to people I know:	10 to 1
Phoning Strangers	20 to 1
Mass mail:	100 to 1

How many people will we need to ask to reach our goal?

To Raise $3,000:

	Donors	$$	Total $$	# Asks
Face to Face Ask (4 to 1)	5	250	1250	20
Email to People I know well (6 to 1)	8	100	800	48
Personal letter to people I know (10 to 1)	10	25	250	100
Phoning Strangers (20 to 1)	10	20	200	200
Mass mail (100 to 1)	100	5	500	10000
Total:	133		3000	10368

We need to ask 10,368 people

Tips to Acquire Donors

- Start with your “captive audience”
  - Always collect contact information
- Approach people with shared values
- Identify people who have given to similar organizations
- People who have relationships with your staff/board members/important stakeholders

Asking

- The first step is to **gather as much information as possible about the donor**
  - Know what is important to the person you're asking
  - Understand how they want to be engaged
  - Determine the best method to approach this person and who should approach him/her

Asking (cont…)

- Ask for a specific amount and explain how you are giving them the opportunity to support good work. Ex: *"Your donation of $20 per month will provide music tuition for two students"*.
- Speak from your heart and share why your work matters. Your belief in your cause must be greater than your fear of asking
- Make a donation and then ask a donor to match it

Asking Grid

	Donor Group			
1	Donor Being Asked			
2	People Similar to Donor			
3	Donor Concerns and/or Societal Ill to be addressed			
4	Beneficiary Group			
5	Name of a Beneficiary			
6	Organization			
7	Program/Project			
8	Impacts of Program			
9	$$ per Month			

THIS A HANDOUT

Frame of Mind: _____(1 Donor)_____ I understand that your priorities and/or concerns are _____(4 Beneficiary)__ & __(3 Social Ill)_____.

Story: _____(5 Person)___ was being impacted by __(3 Social Ill)___. After s/he participated in _____(6 Org)_____ program _____(7 Program)_____her/his life changed. S/he is now _____(8 Impact)_____ & _____(8 Impact)_____.

Ask: I & other people similar to you ___(2 Similar to Donor)____are supporting _____(6 Org)_____ to pay for _____(7 Program)_____. I am asking you to donate (9 - $$ per/month) for the next three months? It's easy to do, here's how _____(Credit Card Form/Envelope)____.

After: Thank You, your gift of (9 -$$ per/month) will change forever the lives of people like _____(5 Person)___ (With Photo)

Suggested Impact Story Framework

Context: Our Community

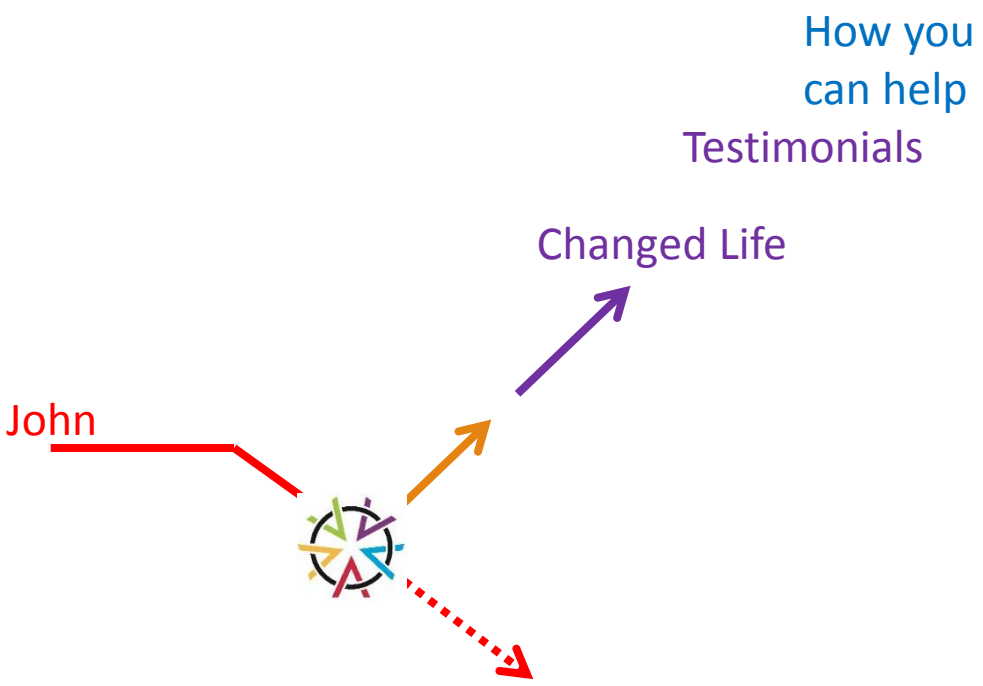
Protagonist: Specific person, but with universal needs

Hopes, Aspirations

Challenges, Choices

Arts Experience

Impact: Resolution, Outcome, Return on Investment



Testimonials from someone who values the impact

How you can help – give them the opportunity to donate

WORD BUDGET: 50 Words (Story); 20 Words (Ask) - See next page

Suggested Impact Story (69 words)

John, a widower in his ‘70’s, sold the family farm to move into senior living. His kids are worried about depression, as he won’t have crops to nurture. He wandered into ceramics class one day and never left, making new friends and prize winning sculptures daily.

All are thrilled by John’s newfound creative energy. Would you donate $5 per month to support another class, this time in your neighborhood?

Exercise

- Please take a couple of coins out of your wallet (or borrow a couple of coins from another person)
- Participants will break out into groups of three: #1 is the Asker, #2 is the Donor, #3 is observer.
- The Asker begins by telling the donor who they are: "You're an Ohio farmer, age 70, you have two children and three grandchildren, but you've never donated to an art project". The Asker proceeds to ask for the donation, using the worksheet you receive. At minute 4, the observer calls time and the donor must make a decision to give none, one or two coins to the Asker. The observer then tells the Asker what she/he saw and makes suggestions regarding the Asker's methods.
- Then there's a rotation to the next Asker and the process repeats.
- The group comes back together

Monthly Donations

- Donors who give $10 per month are much more likely to renew their gift after one year vs. those who give $100 at one time
- Each monthly gift provides an opportunity to thank the donor and to let them know the impact of their gift
- Not communicating with the donor regularly increases the likelihood of non-renewal

Strengthen Relations with Donors

- Maintain constant communication with donors year-round
  - Personal communication NOT generic
- Invest time not only acquiring new donors but retaining/upgrading existing donors
- Engaging donors shouldn't always involve asking for money:
  - Invite them to celebrations + Invite them to observe your work
  - Seek donors advice
  - Send donors a token of gratitude that reflects the impact of their support (e.g. photo, piece of artwork)

By building stronger relations with donors you are instilling joy in your donors and making them proud to be your supporters.

Conclusion

- Cultivate and maintain relationship with new and existing donors
- Acknowledge donors for their support
- Demonstrate effectiveness and impact

CAMPAIGN WORKSHEET

THIS A HANDOUT

Askers who know the Donor Group	
People in the Donor Group you know or who you can contact	
Easily identifiable subgroups	
Donor Concerns and/or Societal Ill to be Addressed	
Beneficiary Group	
Names of Beneficiaries	
Organization, Program or Project	
Impacts of relevance to this Donor Group	
Amount(s) to ask of each sub-group in the larger Donor Group	

Your Name Organization Email Address

What new knowledge do you have as a result of this session? How might your work be different as a result?

With this knowledge, what action steps might you/your Organization take over the next six/twelve months?