



Mining for Millions

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Learning objectives

- Know your donors
 - Who are they
 - What is their connection to your mission
 - How do they contribute
- Do your homework
 - Building A Donor Profile
 - Do's and don'ts of Prospect research
 - Understanding the information



Today's Donors are different-it is not about what you are selling but what they are buying.

- Look at giving from the donor's perspective
- Develop relationships and get to know prospects as people rather than just as portfolios
- Set realistic giving levels
- Study behavior and donor trends
- Communicate with constituents
- Listen to donors and craft appeals and approaches accordingly.

You can stand out from the crowd if your every action makes it clear that you're responding to what donors want and need.



The recent fundraising boom is over!

- The stock market has fallen 40% from its peak, costing investors more than \$8 trillion in wealth.
- Stock options that promised billions in instant riches are worthless.
- Although technically the economy's downturn was brief, the promised recovery can't seem to take off.
- 400 of the largest charities tracked by The Chronicle of Philanthropy saw their donations drop sharply.
- The recent boom in major-gift fundraising is over.
- Many Boards still retain inflated expectations – but their staff lack the skills, data, and systems to meet those larger targets today.



THINKING LIKE A DONOR

What do donors feel?

- Feel like they are investing their money
- Feel attached to their gift
- Feel entitled to information about its use
- Feel good when there is a return on their investment
- Feel a sense of ownership for your agency and it's work

What do donors think?

- That the *right people* in the organization know who they are and what they did

What do donors want?

- Thanks
- Thoughtfulness
- Respect
- Reminders
- Information
- Appreciation
- Insider news

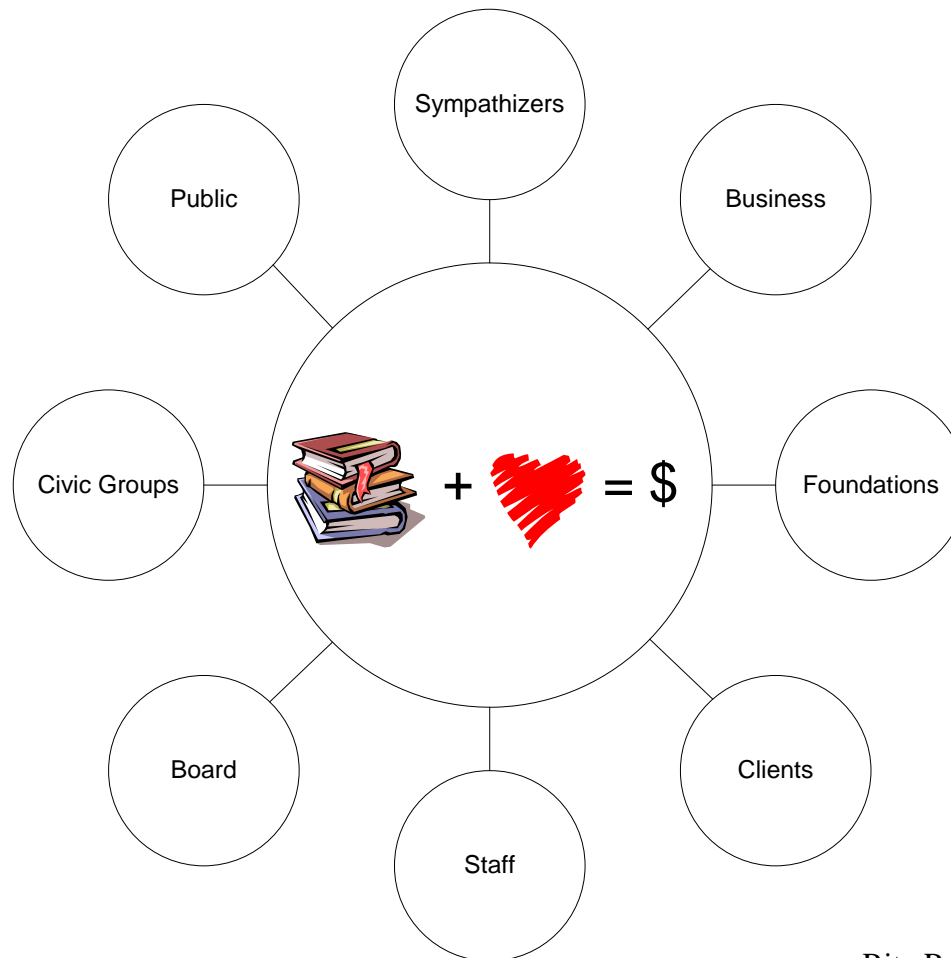
Getting Ready

- Analyze your Donors/data base
- What is the donor's current involvement or potential for involvement?
- Have you talked about your Board's donor connections and taken advantage of the ones that have been identified?
- Do you have a process for researching and cultivating prospects?
- Have you educated your board members so they understand their role in fund development ?
- Do you have capable, strong volunteer leadership

What is a major gift at your institution?

- Review daily gifts.
- Study history.
- Analyze the capacity of your current largest supporters.
- Research the major gifts given to similar organizations in your area.
- Establish a major gift mark

Constituencies/Prospects/Donors





What will donors do?

- Make a gift
- Participate in a focus group
- Fill out a survey
- Work at an event
- Join a committee
- Sign up as a program volunteer
- Bring a friend to an event
- Make or secure an in-kind gift
- Offer expert advice and counsel
- Identify people needing service
- Make a second gift
- Make a larger gift
- Introduce prospect to a board or staff member
- Host an information event at home or at work
- Solicit others

Keys to Success

- Treat donors well and they will make additional gifts.
- Treat donors well and they will make additional larger gifts.
- Treat donors superbly and not only will they make additional larger gifts, they will also get their families, friends and business contacts interested and involved in your organization to making gifts of their own.



How Do Donors Typically Progress In Giving

- **Identified** – by introduction, purchased acquisition
- **Informed** – educated- newsletters, emails, briefing sessions, events
- **Interested** – personal calls from staff, one on one with staff and/or board, personal correspondence
- **Involved** - invited to volunteer at an event, or in a program or on a committee.
- **Invested** – host an event, sponsor an event, makes a major gift



For Example

- **Identified** - Mr. Smith has been a supporter since 19--. He and his wife play in the golf tournament every year. They live next door to the Board Chair.
- **Informed** - Mr. & Mrs. Smith are invited to and attend an Issues and Answers Luncheon and a cocktail party hosted by a Trustee.
- **Interested** - Mr. & Mrs. Smith attend a cocktail party held by a Board Member for major donors in the community. Mr. Smith inquires extensively about the new program.
- **Involved** - Mr. Smith agrees to take several of his peers on a tour of your agency and speaks passionately about your agency/program. The CEO thanks him and asks to meet with him to discuss the future.
- **Invested** - The CEO and Board Chair meet with Mr. & Mrs. Smith and ask for a gift of \$____. He/She is also asked to serve on a newly created board committee. He/She agrees.

Research

“the whole art of fund raising is in what you know before you go in.”

Top Seven Reasons for Research

- To save your organization from embarrassment
- To avoid taking the wrong volunteer on the call
- To get the same size gift that your competitor gets
- To turn a \$100K gift into a \$1Million gift
- To give a thorough report to your solicitor
- To ask probing questions of staff and volunteers
- To have access to directories, files, databases, etc.



Donor Profile:

Name: _____

Primary Home Address: _____

Phone number: Home _____

Second Home Address: _____

Business Name: _____

Business Address: _____

Title: _____

Business Phone _____

Email: _____

Family Information:

Spouse: _____

Children: _____

Extended Family: _____

Connections:



- Donor Profile (cont.)

Giving History:

Date of Last Gift: _____

Amount: _____

Designation: _____

Consecutive years giving _____

Solicitor/relationship: _____

History Contacts:

Goal: _____

Do your Homework

- Evaluate what you know about the prospect
- Do research to fill in missing information
- Build the relationship through cultivation and communication
- Consider interest, readiness and capacity of prospect
- Evaluate best time to solicit
- Design the ask –each step- each follow up- each person responsible for each step
- Evaluate the process



Donor Focused activities produce results:

- Donors support charities because you have initiated opportunities for them to engage
- Donors support charities when you communicate your mission to the passion of their hearts.
- Donors support charities they can identify and bond with through association
- Gifts increase when donors see that donations are making a difference.
- Donors will support charities when they have confidence in you because you project a a business model that demonstrates integrity, accountability, and growth in scale.
- Donors will support charities when you communicate clear examples of how specific gifts make a difference in the lives of those you serve.



- Prospect Name _____ ID # _____

Contact Strategy	1	2	3	4	5
1. Receive organizational newsletter/ touches/annual report/mail solicitations					
2. Telephone call from staff					
3. Tour the facility					
4. Invitation to an educational event					
5. Telephone call from board member					
6. Small group executive briefing					
7. Visit with CEO					
8. Request for advice					
9. Invitation to join a committee					
10. Card for milestone event (birthday, marriage/anniversary, birth, graduation, award, etc)					
11. Host a small event in home					
12. Host a table at a major event					
13. Sponsor an event					

Doing your homework allows you to

1. Set a dollar goal for each prospect before you see him/her.
2. Make an appointment. Find a time and place that is convenient for the prospect.
3. Know your materials; have them arranged so you can find what you want.
4. Give the prospect what he needs or asks for
5. Give printed materials after you are through talking
6. Talk positively about what your organization wants to do and how it will benefit the prospect.
7. Ask for a specific amount.
8. Let the prospect talk and ask questions.
9. Be sympathetic with complaints; offer to get additional information.
10. Leave smiling.



Getting to Know Your Donors and Doing Your Homework

Formula for success....

The right solicitor, asking the right prospect, in the right way, for the right project, at the right time, for the right amount.



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