



**Fundraising Strategies**  
**For Nonprofit Organizations**

# What is Fundraising?

A close-up photograph of a person's hands holding a small, torn piece of white graph paper. The paper has a light blue grid pattern. The words "PLEASE" and "DONATE" are written on the paper in a bold, hand-drawn, brown font. The person holding the paper is wearing a purple and white checkered shirt. The background is a soft, out-of-focus yellow and orange light.

**PLEASE  
DONATE**





## FAIRY TALES FOR BOARD MEMBERS



# How real is Donor Fatigue?

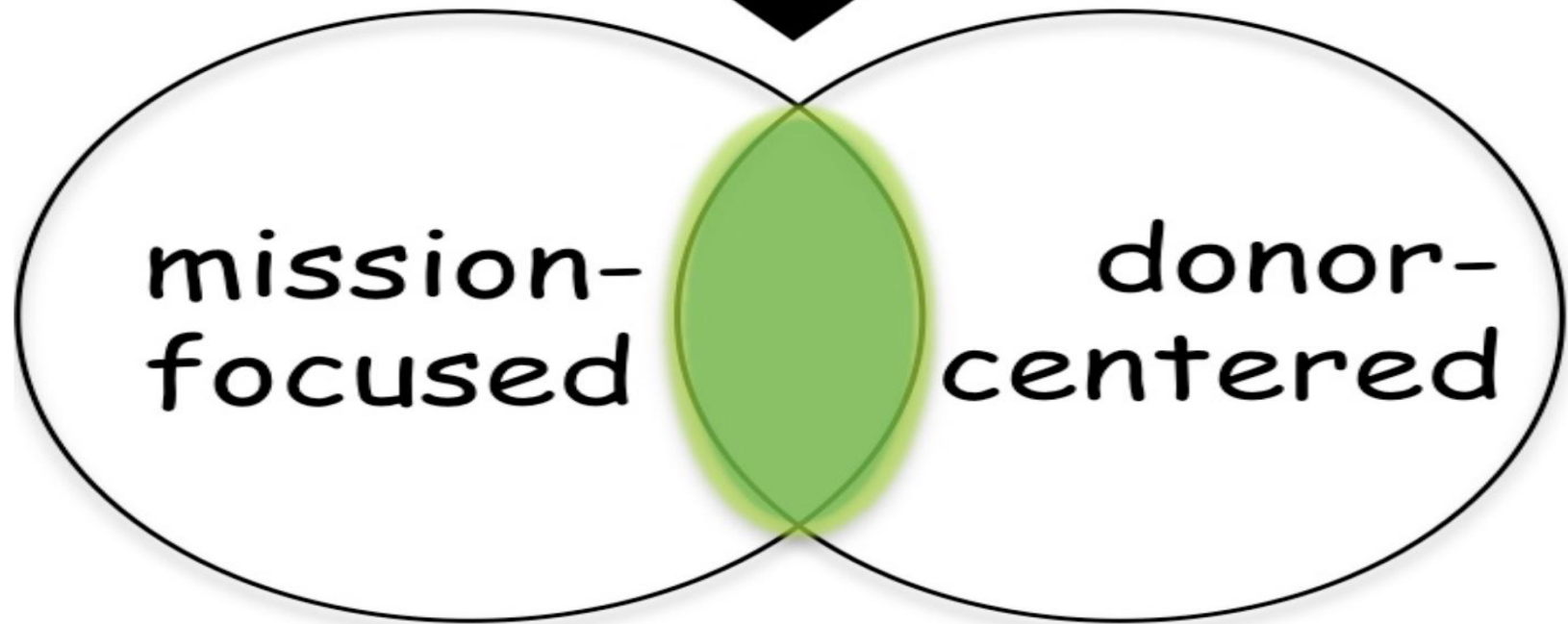




**SHOW ME  
THE MONEY!**



# Passionate Giving



# How to Achieve Passionate Giving?

Fundraising is **NOT**  
an event, a technology,  
an activity or a person.

Fundraising is a  
**PROCESS.**

# The **6 Rights** of Fundraising

The **right** person(s) asking  
the **right** prospective donor  
for the **right** gift  
for the **right** program  
at the **right** time  
in the **right** way.

1

Prospect

2

Cultivate

3

Solicit

4

Steward

# Cultivate, Cultivate, Cultivate

Keep the Prospects Philanthropic vision, preferences and interests in mind to ensure we deliver the “Right Message, Right Audience, Right Medium!”

- **Content** → collect stories, impact pieces that are relevant to Prospect (Rainfall style)
- **Rotate** → bring in and out organizational personnel as needed for cultivation (Board members, founders, staff, volunteers, recipients etc)
- **Engage** → invite Prospect to give feedback on programs, strategy, planning (make Prospect feel empowered)
- **Solicit** → Solicit Prospect with the right Ask and case for support based on cultivation

# The journey

## Prospecting

Learn about prospect:

- Who can make introduction?
- What do we know about them?
- LIA outcomes
- Wealthengine research

## Cultivating

From making the initial connection to taking them on a journey of interactions, touchpoints based on their preferences, philanthropic vision and dream of a better world

## Soliciting

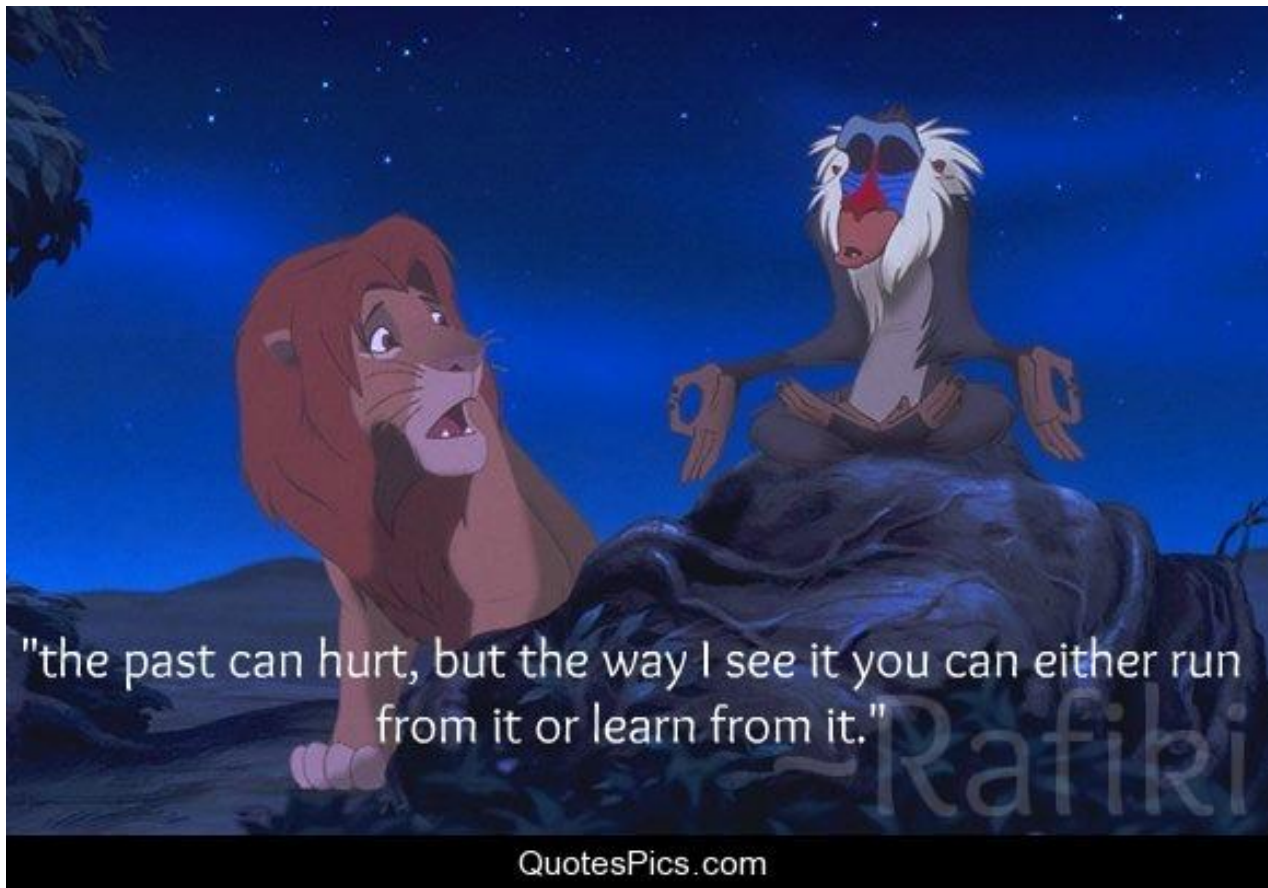
Inviting them to give to campaign that aligns with philanthropic vision based on previous steps

## Stewarding

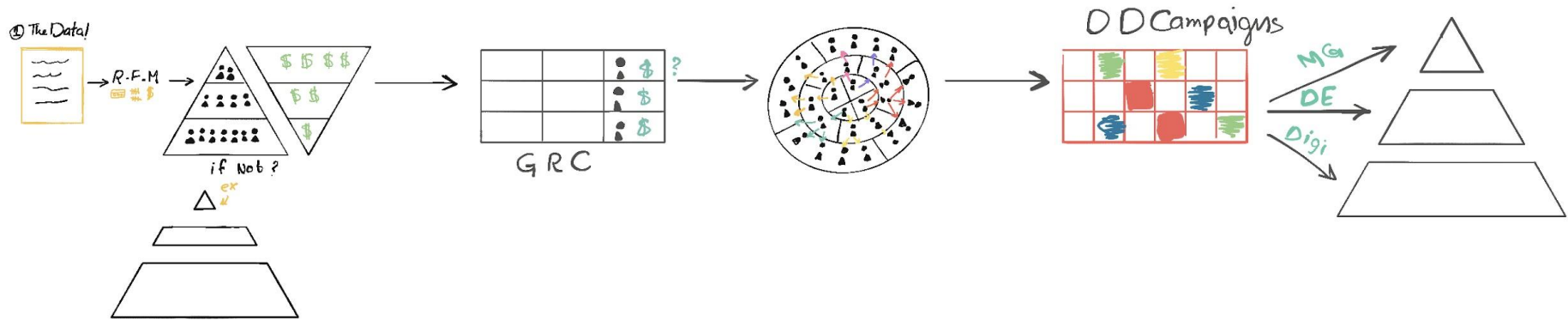
Donor is added to pool of major gifters and assigned to a Board Member to be stewarded per the Development Strategy. Long term sustainability is achieved via the building of institutional relationship by the board

How?



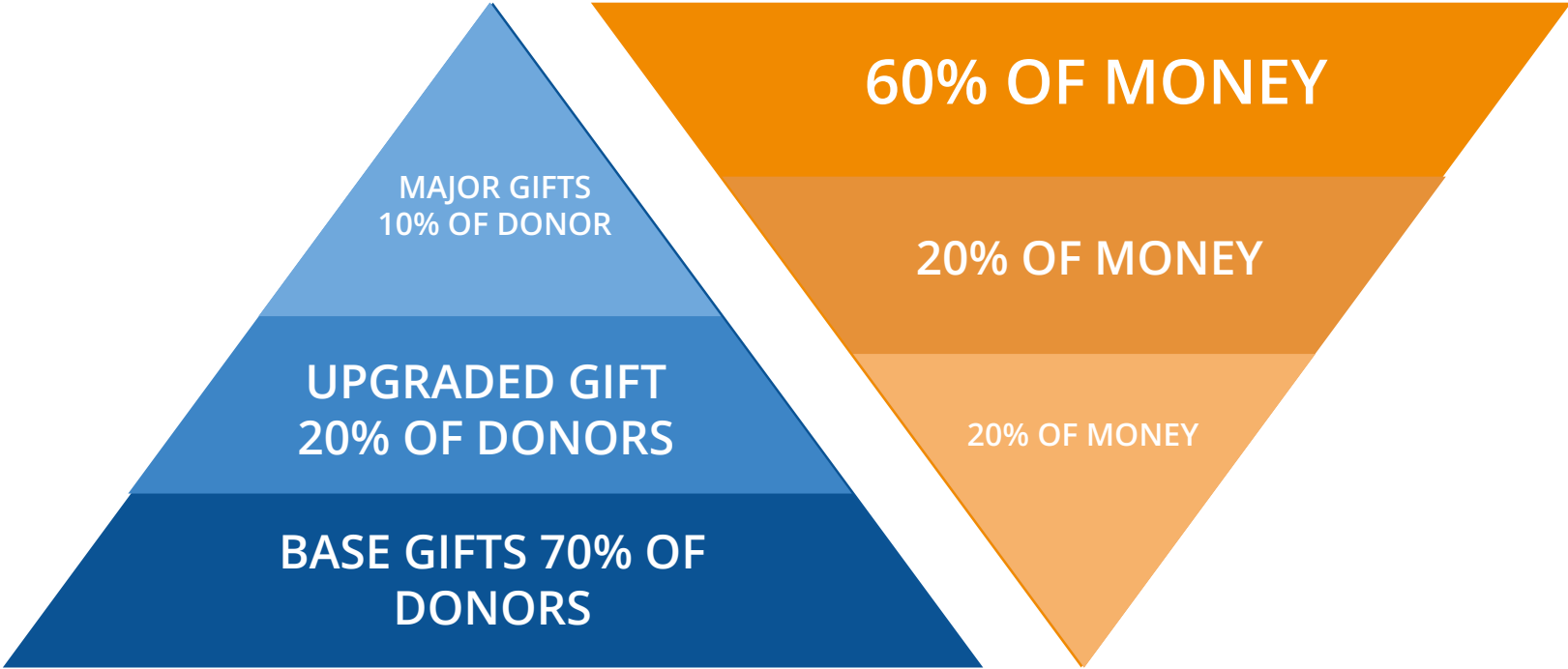


**Look into the past !**

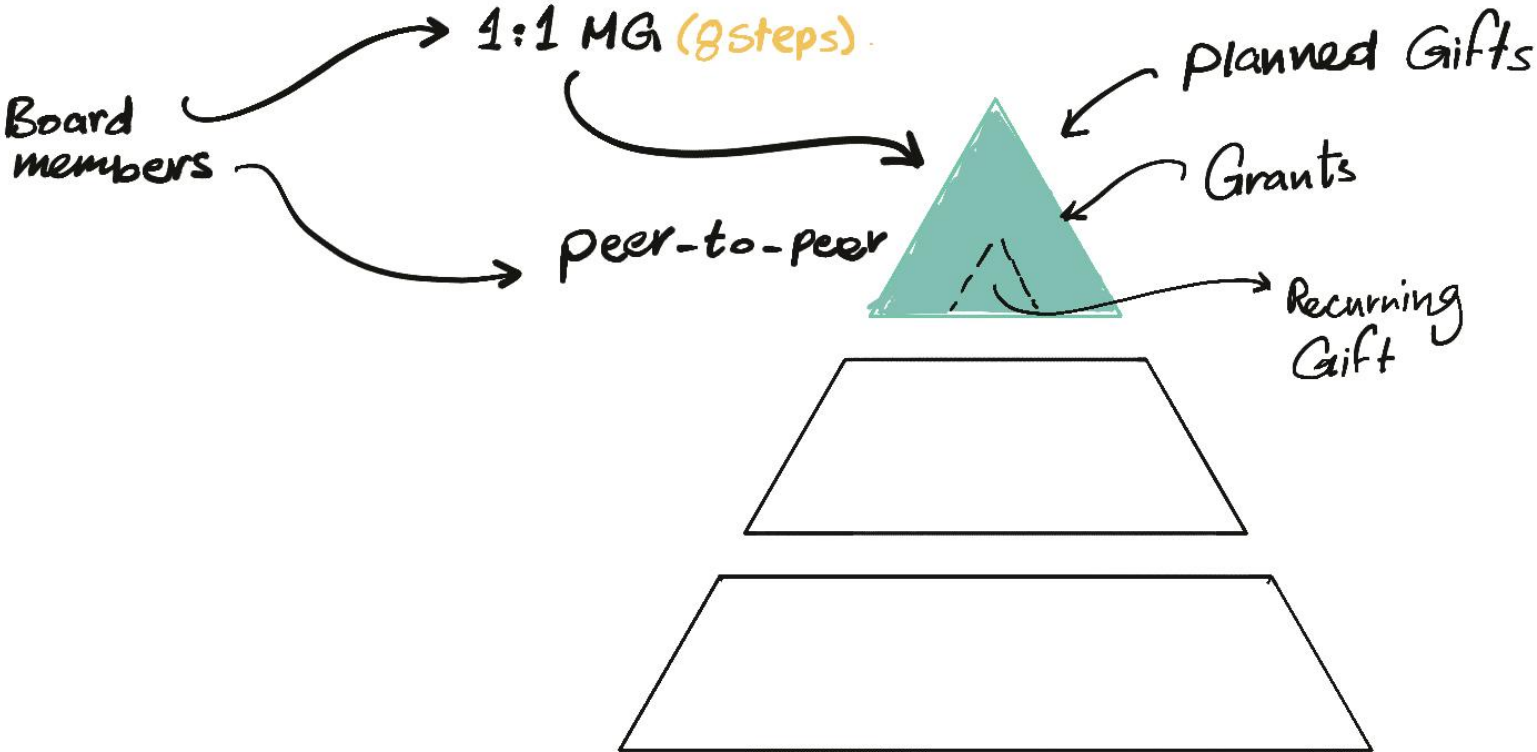


It all Starts with the **data.**

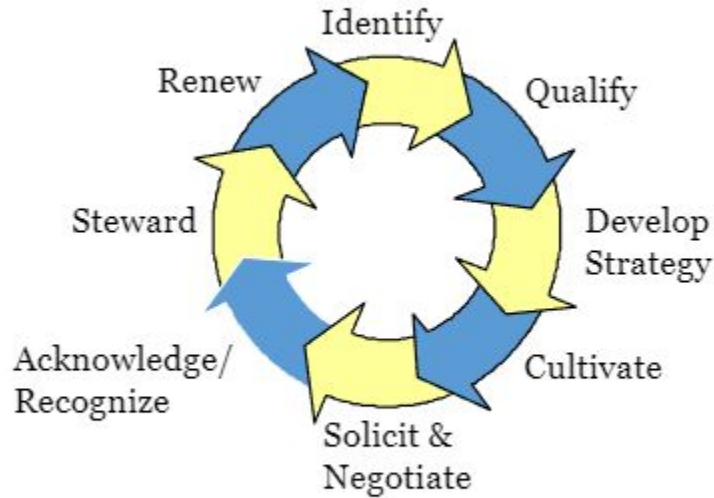
# Profile of the Annual Fund



# Your **top** strategies



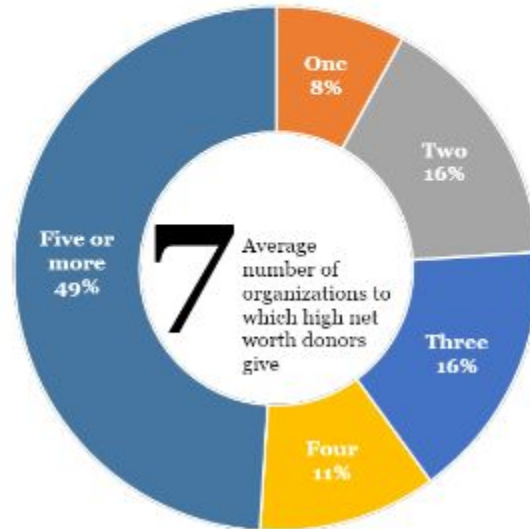
# The Eight Step Major Gift Management Cycle



Stewardship is the guiding principle in philanthropic fundraising. It is defined as the philosophy and means by which an institution exercises ethical accountability in the use of contributed resources and the philosophy and means by which a donor exercises responsibility in the voluntary use of resources.

# High Net Worth Giving

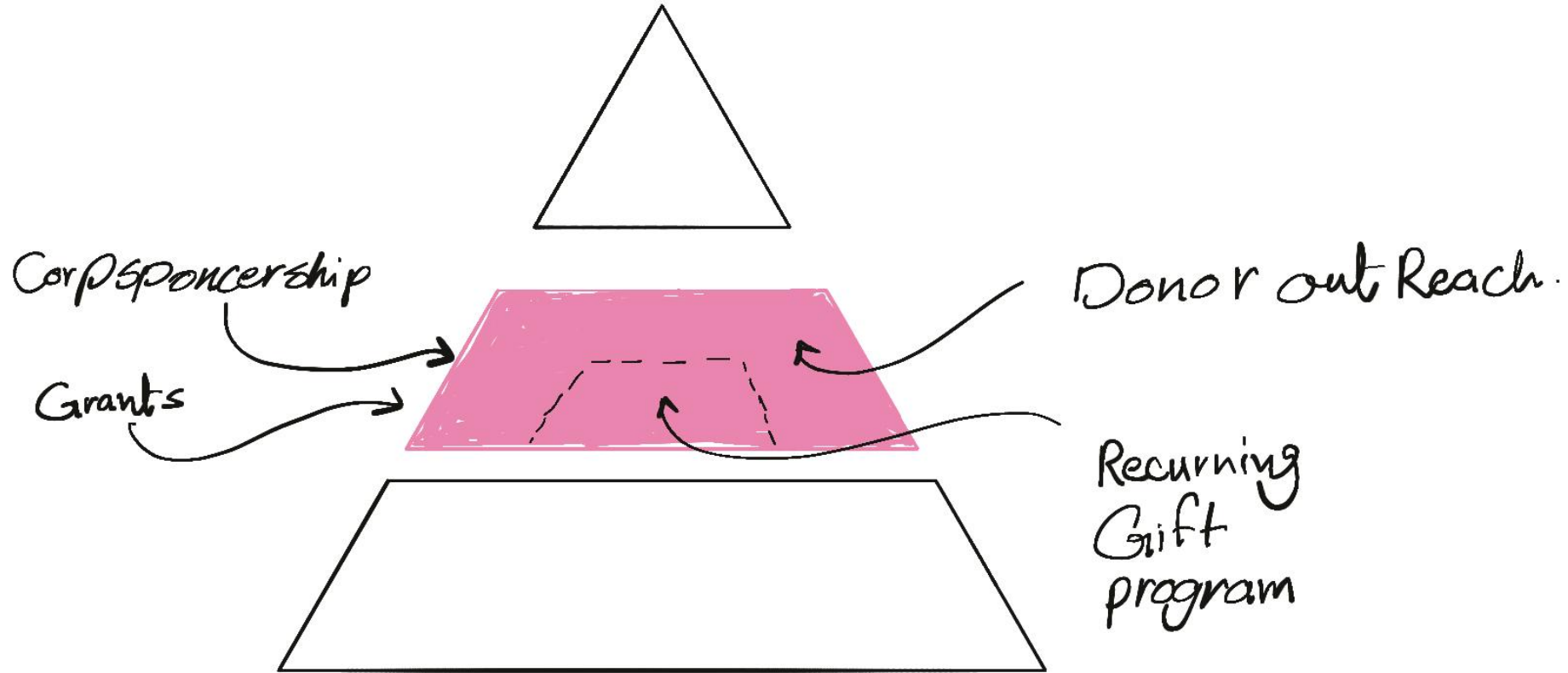
**Number of different organizations to which high net worth households give**  
Among those that gave in 2017



©2018 Study of High Net Worth  
SOURCE: The 2018 US Trust® Study of High Net Worth Philanthropy

# Your **mid** strategies





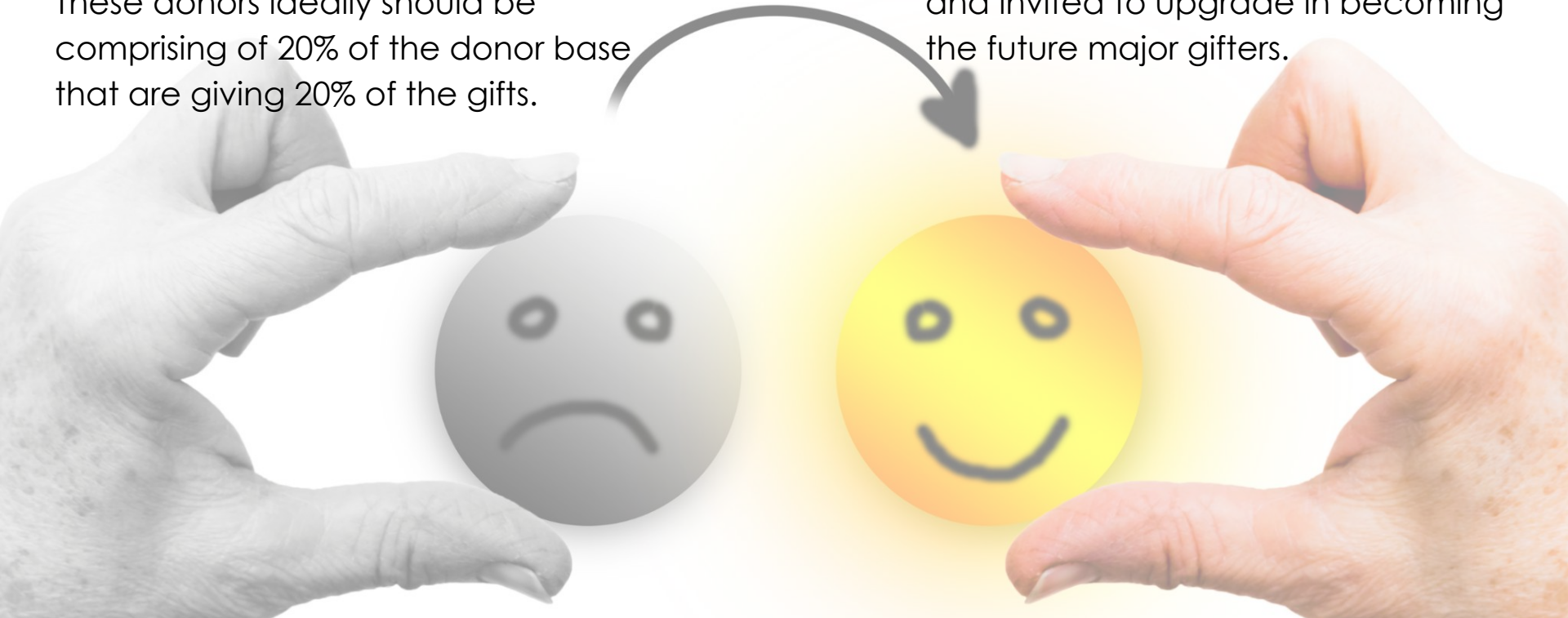
# Upgrading the Mids

“Being intentional in transforming the giving experience of our mid level donors”

# Why the Mids?

Mid level donors often get neglected and feel the 'middle child' syndrome. These donors ideally should be comprising of 20% of the donor base that are giving 20% of the gifts.

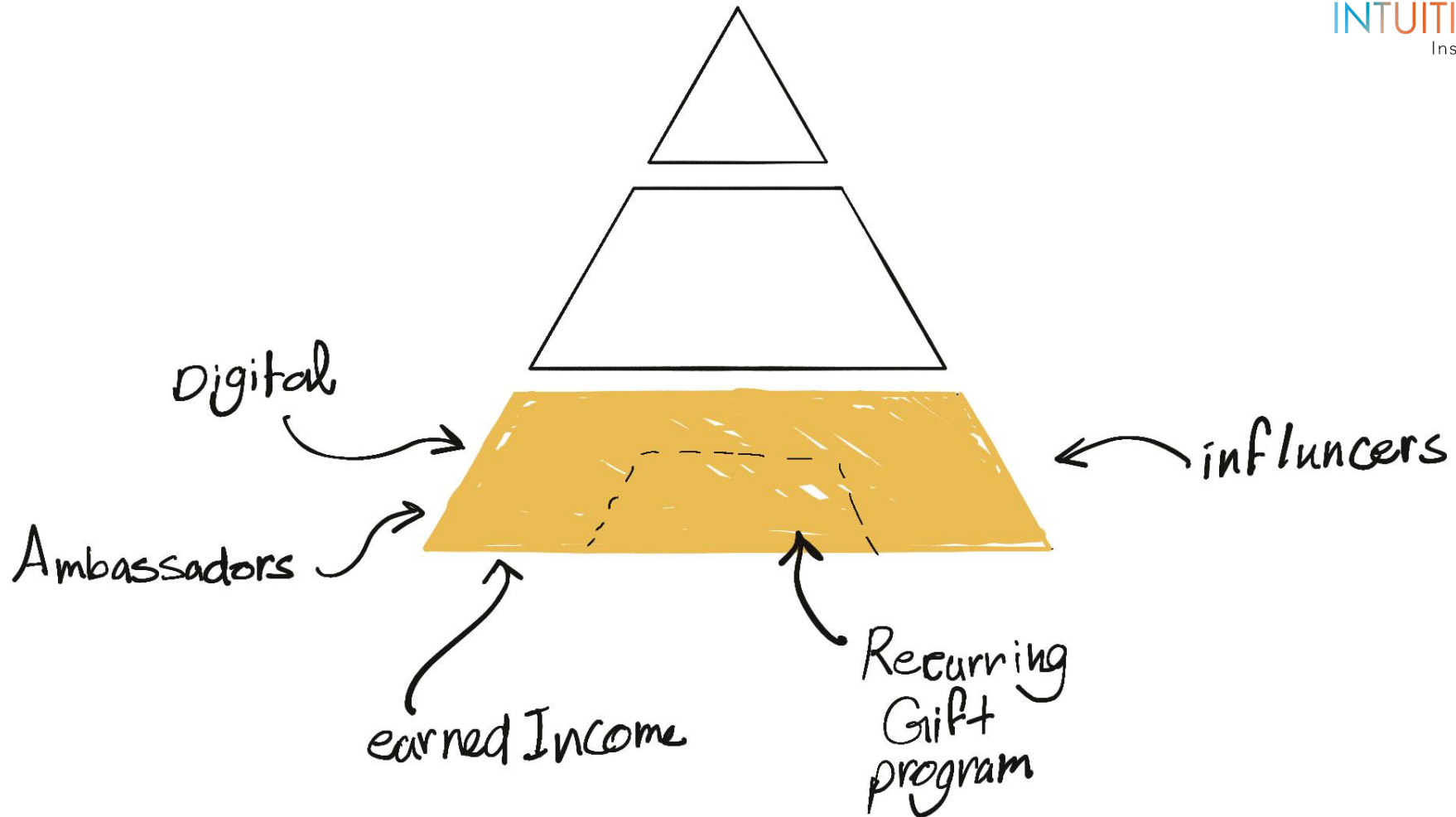
The real magic happens when these donors are cultivated, stewarded and invited to upgrade in becoming the future major gifters.



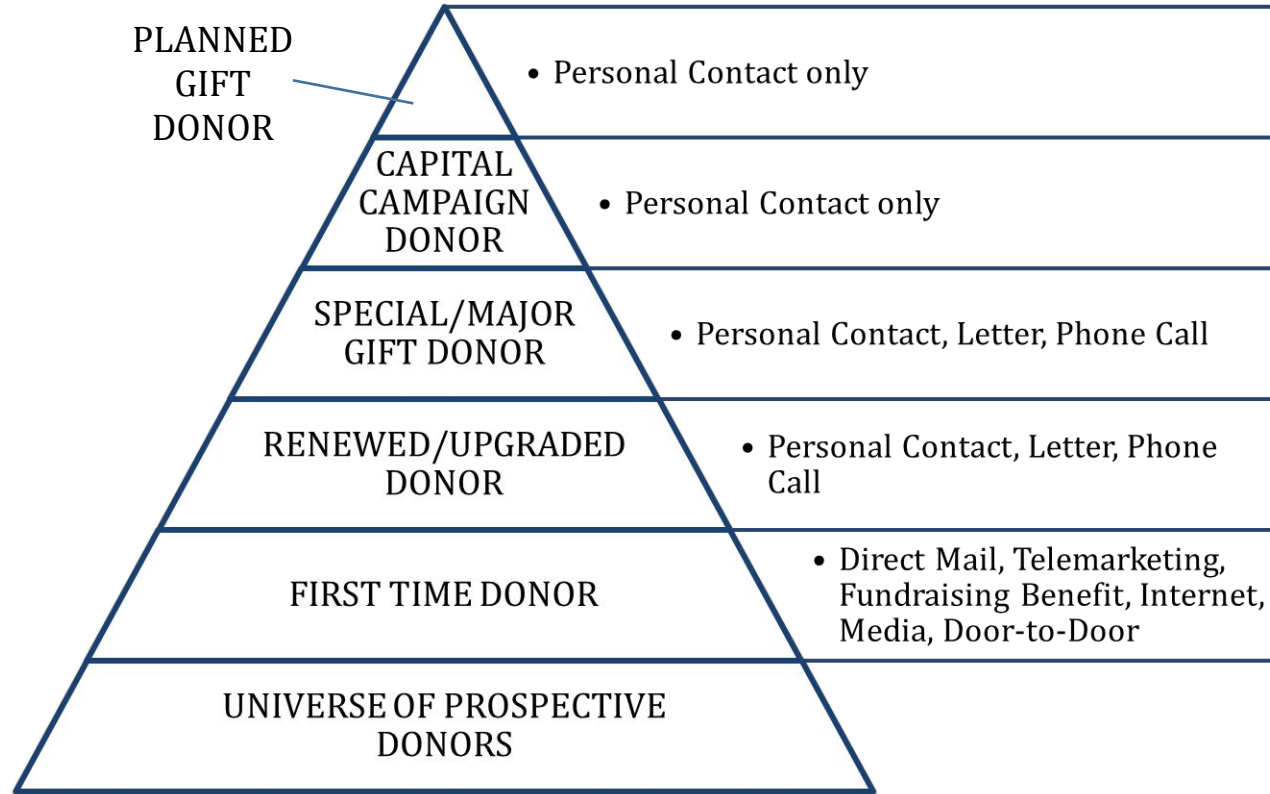
# What the Prospective Donor Looks For

- Evidence of:
  - good management
  - Reasonable planning
  - prior support
- Persuasive presentation by credible volunteers
- Absence of pressure
- Invitation to share/join

# Your **base** strategies

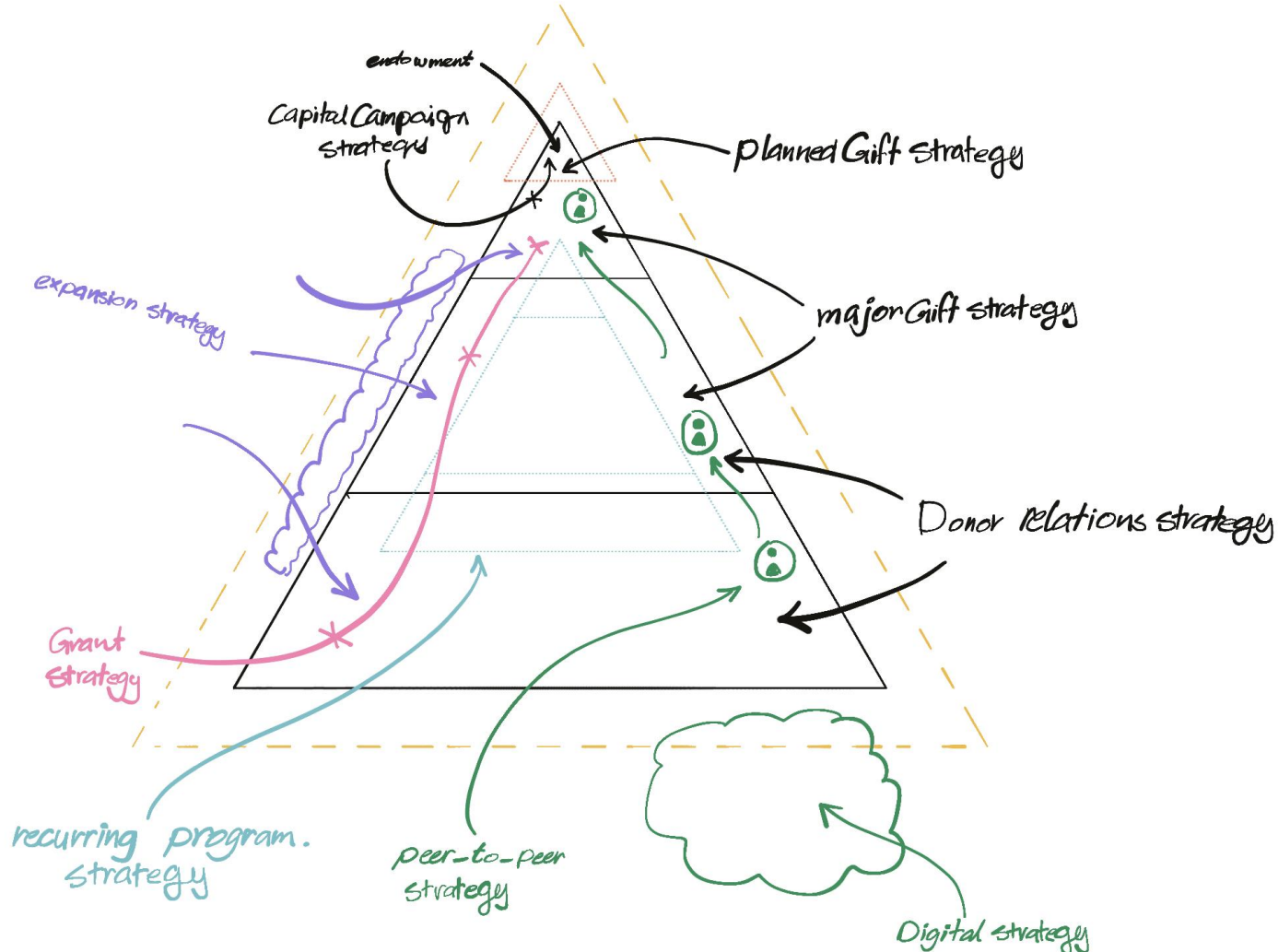


# Donor Pyramid Fundraising Strategies

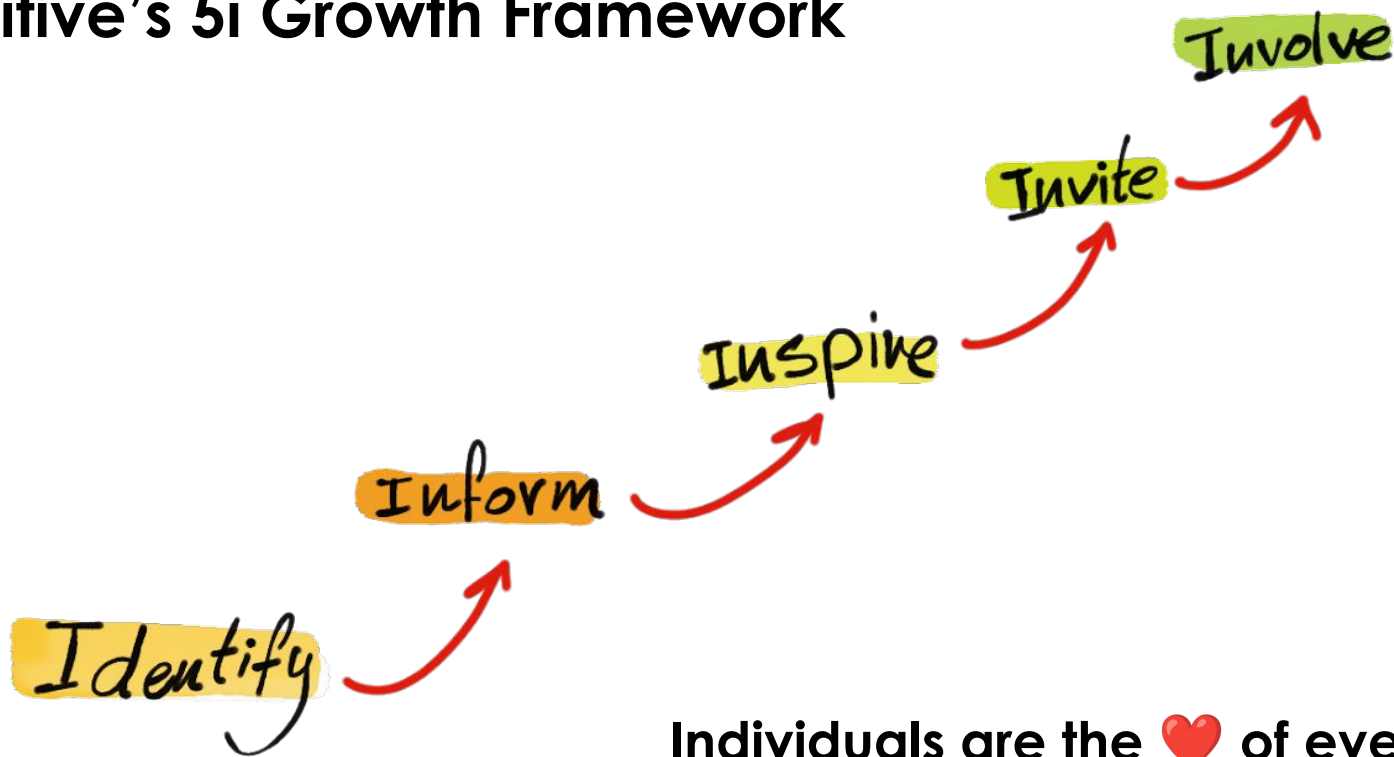


# 10 STRATEGIES





# Framework: Intuitive's 5i Growth Framework



Individuals are the ❤️ of every institution

**Your** **NEXT** **steps..**