Securing new donors & dollars, with limited time & budget.
Creating Context

Jocelyn Jones

“A shelter from the urban storm.”

The ARK of St. Sabina
Organizations relying on grants & government funding, creating an unsustainable cycle of dependency.
49%

Less than one month of unrestricted operating cash in the bank.
90%

Kern nonprofits have less than 12 months operating cash saved.
We serve the vulnerable in our community, but are we (financially) vulnerable, too?
80% FEWER RESOURCES, GREATER NEEDS

EXECUTIVE DIRECTOR

CHIEF EVERYTHING OFFICER

DEVELOPMENT STAFF

EVENTS TRANSACTIONS REPORTS EXPLANATIONS

20% MORE RESOURCES, DIFFERENT NEEDS

RELATIONSHIP MANAGEMENT & PLAN EXECUTION
As the next generation of philanthropists emerges, conditioned by Netflix, YouTube, & Amazon, they expect nonprofits to personally curate communications that align with their unique interests, and to provide responsive, real-time updates on their gifts at work.

Donors want more than an annual letter and tax receipt.

Can you give it to them?
To start increasing revenue, without increasing expenses, Jumpstart matches you with a Personal Fundraising Coach & Success Manager.

**Fundraising Coach**
Strategies to build and execute on monthly development goals.

**Success Team**
Consolidates giving data, builds online systems, ensures success.

**You, Nonprofit Leader**
Implements plans with Jumpstart’s support & weekly time available.
Drawing from a national network of development consultants, our Coaches have an average 19 years’ fundraising experience working for nonprofits with a mission, budget and staffing structure just like yours.

S/he leverages that expertise to help you:

**See Opportunities**
Align time & budget around who can give, and give more.

**Understand Trends**
Interprets your data to create benchmarks, realistic goals & results.

**Implement Solutions**
Create right-sized plans for fundraising challenges & opportunities.
Stop using hunchery to create strategy. Leverage one-on-one coaching.
Lea Ann Skogsberg
14 hrs

Health Care Network launched its Capital Campaign between May and June with a silent phase. Alison Sergio the Executive Director is truly organized and applying best practices. As HCN closes out the first eight months of the CC, she has $421K of the $600K--most in cash--in hand, a few proposals pending, including a $50K ask, and is getting ready to finalize the project and begin renovations. Alison anticipates that the free clinic will move into its new space in April 2019.
Had my first session of the year with Black Dog Animal Rescue (bdar.org) today. Britney the ED said they killed their year end fundraising! A foundation grantee in Wyoming, I'd been working with her all year to tighten up their email messaging (shorter content, more stories about animals, etc) and her emails have been compelling and stellar. They had a donor offer a 50k match for year end fundraising, they raised $70k! So that's $120k total! I had recommended trying something different in the year end letter - instead of the usual solicitation letter from her, try crafting one in the voice of a rescued dog, and it worked!! I'm thrilled and had to share!
“We’ve always kept and recorded data, but really using data – segmentation, forecasting, moves management – was all pretty new to us. We thought we had been doing this okay, but now we’re doing them great.

I've learned a whole lot and I'm confident that these are skills I'll take with me for the next 10 to 15 years of my development career.”

Angela Lewis,
Development Director
2019 Jumpstart Graduate
Your Success Team aligns your fundraising software with your goals created by your Personal Fundraising Coach, aiding and accelerating execution.

**Success Manager**
Creates your “Success Plan” to ensure a match with your Coach, software, and support team.

**Data Specialist**
Cleans and consolidates giving data to build & get you started in your donor management system.

**Support Specialist(s)**
Available 8am – 8pm to answer detailed questions on your software, settings, or respond to donor’s needs.
Use software to not only manage donors, retain and upgrade them (and automate it).
Create an engaging experience and delivers a story – everywhere.
“The software has improved our ability to communicate, and the design creates such an engaging donor experience— it’s been a real advantage over our old system. Sure, there are certainly issues now and then, but when I ask a question, you help me find a way through it.

The real advantages of Jumpstart, however, are that our fundraising costs are way down this year, and every penny counts here! We’ve gotten smart about targeting donors with coaching, and our processing costs have dropped. Thank you!”
$48K in net new revenue raised, and 117 net new individual donors acquired after struggling with development-director turnover.
<table>
<thead>
<tr>
<th>Individual Donors</th>
<th>Strategy</th>
<th>Number to be Solicited</th>
<th>Average Gift</th>
<th>Estimated Income</th>
<th>Associated Expenses</th>
<th>Net Income</th>
<th>Completion Deadline</th>
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<td>Private Foundations</td>
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<td>Date of Meeting with PO</td>
<td>Target Ask Amount</td>
<td>Estimated Income</td>
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**Relationship Tracking**

**Peer to Peer**

**Gift History, Contact Profiles**

**Multiple Constituents**

**Direct Mail Builder**

**Email Marketing**

**Task Management**

**Online Giving**

**Event Ticketing**
Ayda Sanver, MBA, CFRE is 😊 feeling happy.
May 18 at 3:34pm

I had a great call yesterday with my client Achieve Tahoe! The ED said that for the first time in their long history, he was able to use his donor data in NFG to run donor retention rates over the years! Even though their overall fundraising has increased year over year, retention has gone down! Now he is armed with data for a deeper lapsed donor cultivation plan that I will assist him with! He can run LYBUNT! He is thrilled with the product. This would not at have been possible using SalesForce. He is very happy with NFG! WOO HOO! Just thought I would share! 😊
Start your own fundraising page or donate today to help Achieve Tahoe raise $200,000 to support programs for individuals with disabilities!

The Ability Challenge is celebrated on April 7th at Alpine Meadows!

Start Fundraising

$228,716 TOWARDS $200,000

114% TOWARDS OUR GOAL

110 FUNDRAISERS

1270 DONATIONS

0 RECURRING DONORS

How to Get Involved & Event Details
Your Fundraising Software

ACHIEVE tahoe

Scott Behrens  Abbe Gage  Brittany Tickner  Haakon Lang-Ree  Frank Havlik  Tom Qvistgaard
Brooke Boeger  Leticia Villareal  Hailey Nunn  Micah Yaldezian  Rick Lutkemuller  Adam Keen
Your Fundraising Software

$228,716 TOWARDS $200,000

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1270 DONATIONS
What are “Milestones”?

Month 1 (Program Launch & Kickoff Session)

Month 2 (Fundraising Readiness)
The first months of Jumpstart are focused on planning and preparing for success.

- Online Giving Page setup with first campaign
- Donor Management System data segmented into current, lapsed & non donors

Month 4 (Equip Board & Acquire Donors)
Board members don’t fundraise is because they don’t know how and aren’t equipped.

- 10 new individual donors acquired from a board campaign
- 15 major gift prospects identified & qualified
- 1 completed fundraising campaign

Month 6 (Integrated Fundraising Campaign Planning)
Integrating email, direct mail, and social channels creates new opportunity for increasing individual giving results.

- 25 new individual donors acquired from the prospect segment
- 20% of current donors compelled to upgrade their last gift amount

Month 9 (Relationships & Retention)
After a new campaign, continuing relationships with your donors is critical.

- 100% of audience (current, prospects, etc.) enrolled in monthly retention emails.
- 3 new major gifts secured from the segment of 15 prospects previously identified

Month 12 (Acquisition & Second Ask)
If you’ve thanked and engaged your donors in a way that communicates impact and gratitude, they’re likely to make an additional – and larger – gift to your organization

- 25% of current donors make a second gift to the organization
- 10% of special event attendees make an annual gift to the organization
What the return on my investment?

Before

$285K

Coming from:
- Special events
- Direct mail, online gifts
- Program grant

After

$362K

COMING FROM:
- 100% Board giving
- Additional grants
- Single special event
- Major gifts
- Annual fund
- Peer-to-peer fundraising
- In-kind gifts
What does the getting started process look like?
Lisa Sargent @lisasargent2 · 23h
When you sent me that thank you for my donation in memory of my mom, you had one chance to spell her name correctly...

... and failed in an epic and tragic way. (Not even in the ballpark).

When it comes to your data, remember: each of those names belongs to someone. ❤️
First Things First: Data Readiness

Legacy Systems, Bill

Post-it-Note, Jill
An integral part of the first 60-days of Jumpstart is Data Readiness:

- Operate with the peace of mind that comes with a clean & organized data set (accurate mailings, reports, etc.);
- Put a plan in place around ongoing data maintenance (and concurrently, better donor stewardship);
- Identify opportunities to raise more with your Personal Fundraising Coach, right away.
Are you a good fit?

✓ Have you raised $15K from individuals, demonstrating a history (even if unsuccessful) of sustainable fundraising?

✓ Do you have a list of 50 (or more) individual donors?

✓ Can you commit 5+ hrs/week to donor development activity?

✓ Do you have a dedicated budget for fundraising expenses?

✓ Are you willing to adopt new software into your organization?

✓ Can you pay the $1,500 cost-share in a single payment or 12 monthly payments of $125?
Next Steps

1. Jumpstart Application opens 10/25 at 12:00am
2. Jumpstart Application closes 11/25 at 5:00pm
APPLICATIONS
Visit: www.kernfoundation.org/grants

Requirements:
1) 501(c)(3) Nonprofit serving Kern County
2) Register with Kern Community Foundation
3) Maintain Silver+ Transparency Rating on GuideStar.org
4) First time Jumpstart participant
5) Participate in KCF's upcoming Give Big Kern Online Day of Giving - 5/5/2020
Questions

Louis@kernfoundation.org
661.616.2603