

ATTRACTING AND KEEPING DONORS: THE PRACTICE OF FRIEND-RAISING

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THE "TO" DO POST IT NOTE!

- Only write what you absolutely will do.



HOW MANY OF YOU.....

- Like to ask for money?
- See asking for money as a necessary evil?



- Love what you do and believe in the mission of your organization?
- Believe that your organization has the unique power to help people in need?

ITS NOT ABOUT MONEY . . .IT IS ABOUT

- About helping people and changing lives
- About our call to help our brothers and sisters
- Making connections with those who want to and are able to make a difference
- Creating advocates
- Its about offering an opportunity for healing through giving

PASSION, SINCERITY AND BELIEF

- Your ringing endorsement is critical to getting/keeping donors
- Make your own gift first
- If not you, who is the best spokesperson
 - A leadership donor
 - Recipient of services
 - Devoted volunteer over the years
- There is no quicker route to failure than an insincere leader

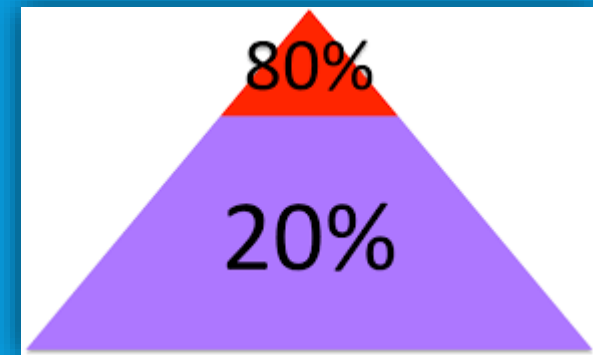
HOW TO GET NEW DONORS

KEEP THE MESSAGE UPBEAT AND OUT THERE

- People are bombarded with media and messages all day long
- The number of charities nationally has doubled in the past 10 years. People are tuning out fundraising messages
- You have unique ways of connecting with people each week/month/quarter
 - Philanthropy on tap
 - Buy a facebook ad
 - Buy a mailing list
 - Get referral from your board/other donors
- Communicate the **why** as often as the how much
- The power of personal testimony

IDENTIFY YOUR BEST POTENTIAL DONORS

- 80/20 Rule applies to all fundraising – the Pareto Principle
- Focusing on your best donors first will be your highest yield activity
- Identifying donors who are connected
 - Neighborhood
 - Cause
 - Past clients/recipients
 - Foundation searches for similar interests
- Website
- Alliances
- **PLANNED networking with a goal**
 - (Chamber, Rotary, Community Events, Community Calendars)



IDENTIFY YOUR BEST POTENTIAL DONORS

- Pitch a story to your local press
- Invite media to your events
- Send any communications also to media
- Send press releases to all outlets (spray and pray!)
 - You have one chance....prepare, prepare, prepare
- Op-ed articles in local newspaper
- Have unique ways of connecting with people each week/month/quarter
 - Philanthropy on Tap
 - Buy a targeted Facebook ad
 - Buy a mailing list
 - Get referrals from your board/other donors

FIND THE BEST WAY TO ENGAGE THEM

- Effectiveness of Solicitation Methods
- Face to Face
- Telephone
- Mail/E-mail
- Peer-to-peer, face-to-face solicitation is the most effective
- Don't underestimate your own influence
- Board chair, members
- Key volunteers
- Promote techniques to make giving easy such as Electronic Fund Transfer, Credit Card

ASK – IF NOT FOR MONEY, THEN SOMETHING

- Be sure that you actually ask
- You don't have to be the solicitor
- It is VERY effective to tag team with a high-level volunteer who can make the ask
- Ask for a specific amount or level of engagement
 - Based on past giving
 - Based on estimate of capability
- Once you've asked, let the silence work for you.

You don't ask, you won't get.

THANKS AND CELEBRATE

- Thank often
- Thank formally
- Receipt
- Letter from you
- Letter from Board Chair or others
- Thank informally call, mention in person
- Recognition on wall/newsletter/etc.
- End-of-Campaign/recruitment reception?



STEWARDSHIP

STEWARD YOUR DONORS

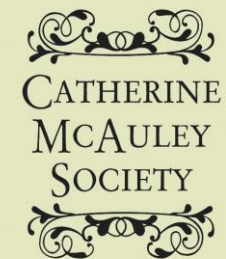
- Develop specific stewardship plans for all levels of donors
- All donors
 - Impact report (detailed expenditures and data)
 - Appeals two times per year (Easter/Christmas)
 - Magazine detailing organization activities, emotional stories, thanking donors
- Top 50 (make this number fit your organization/manpower)
 - All above
 - Personal Christmas cards
 - Birthday Card
 - Emotional Experiences (meet the doctor in the OR, meet a patient, tour a facility)

STEWARD WITH A GIVING CIRCLE

- Keeps them engaged
- Very flexible/highly customizable approach
 - Annual, biannual dinner
 - Amount
 - Lunch/dinner/breakfast
- Engage with emotional content
- Ensures continuous revenue
- Creates a pipeline for larger/major gifts



Mercy Begins with Me
Our Spirit of Giving



SUMMARY

KEYS TO SUCCESSFUL FRIEND-RAISING

- Passion, Sincerity and Belief
- Keep the message upbeat and out there
- Make the case real
- Concrete plans for communication
- Identify your best potential donors
- Ask
- Thank and Celebrate
- Steward

THANK YOU FOR ALL THAT YOU
DO FOR OUR COMMUNITY!