



KERN COMMUNITY
FOUNDATION

Growing community.
Growing philanthropy.



present:

Jumpstart

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





Creating Context



Jocelyn Jones

"A shelter from the urban storm."



78%

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?

Jumpstart

Build Your Fundraising Team with **Jumpstart**

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.

Your Personal Fundraising Coach



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

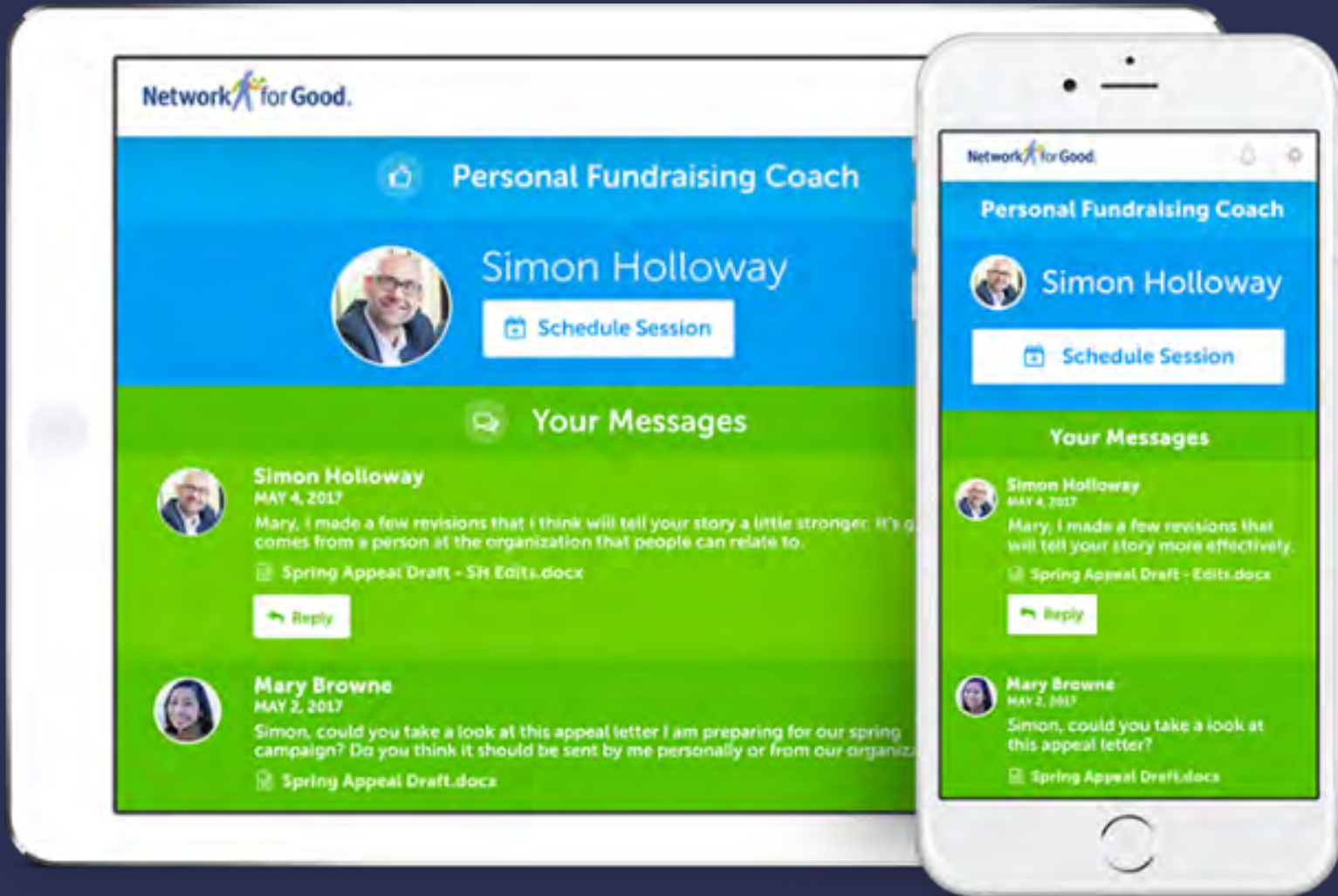
Interprets your data to create benchmarks, realistic goals & results



Implement Solutions

Create right-sized plans for fundraising challenges & opportunities

Stop using hunchery to create strategy. Leverage one-on-one coaching.



Your Personal Fundraising Coach



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.

Your Personal Fundraising Coach



Ayda Sanver, MBA, CFRE

1 hr

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!

Your Personal Fundraising Coach



Angela Lewis,
Development Director
2019 Jumpstart Graduate

"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."

Your Success Team

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

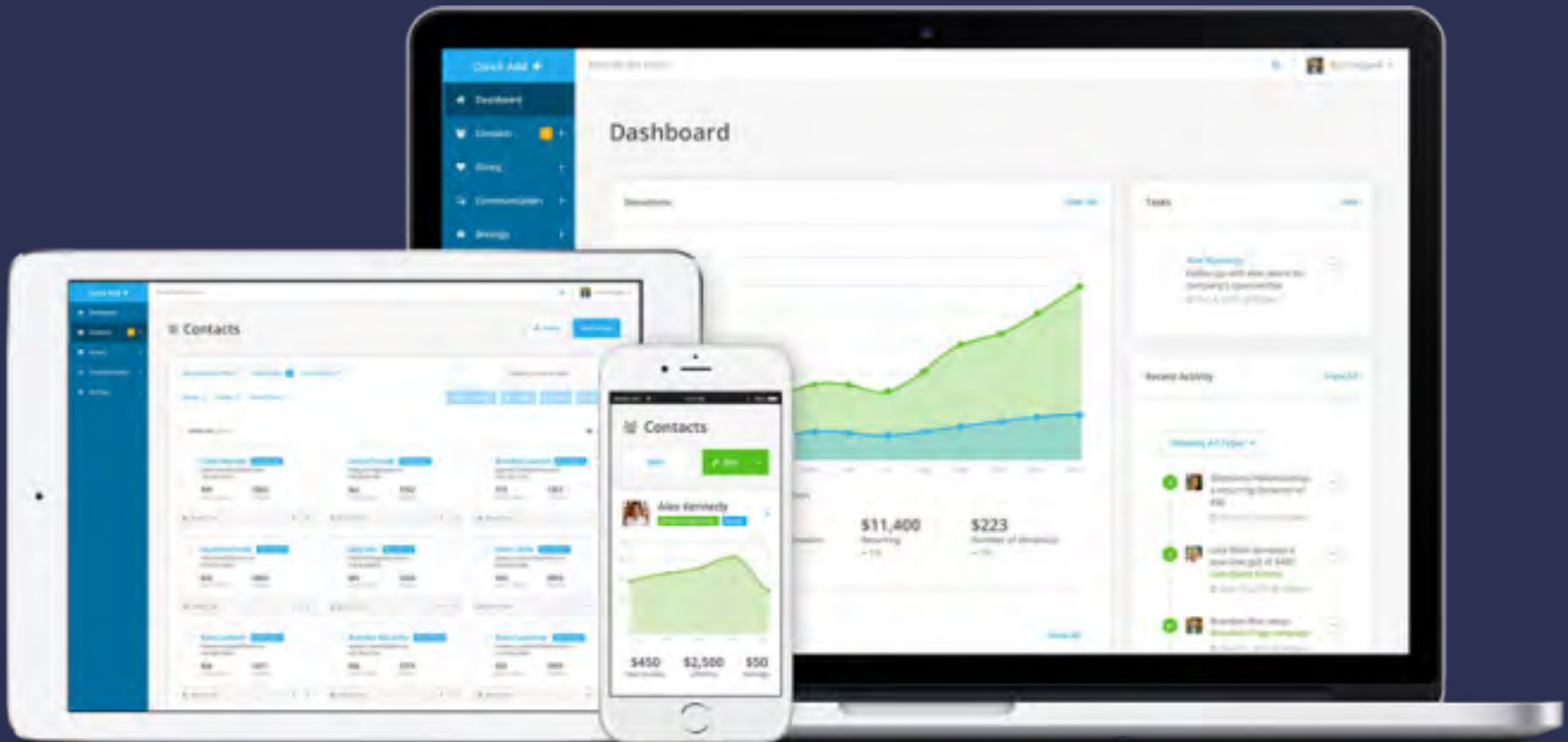
Cleans and consolidates giving data to build & get you started in your donor management system.



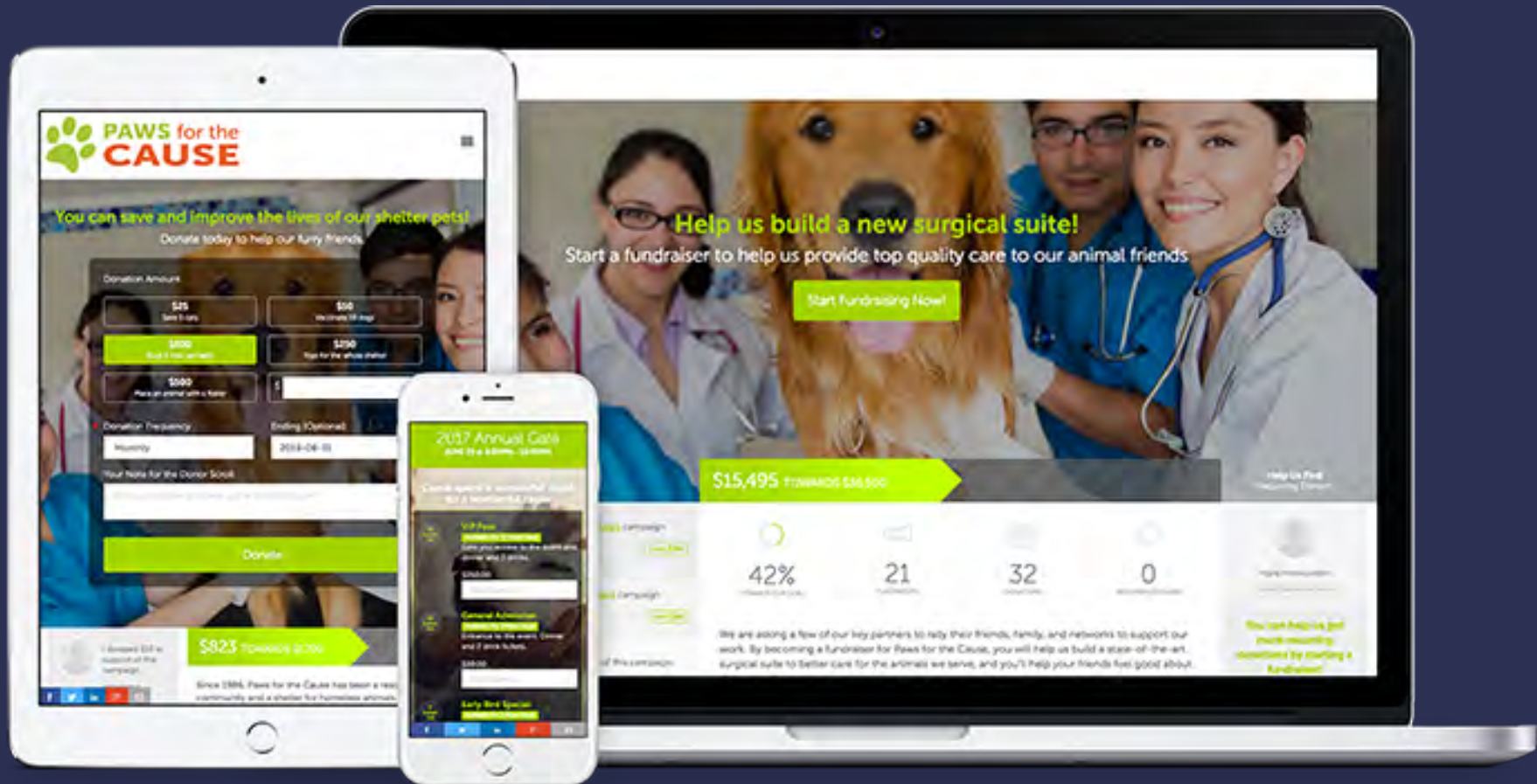
Support Specialist(s)

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.



Your Fundraising Software



LIVING JOURNEYS

Frances Bursch,
Development Director
2019 Jumpstart Graduate

“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!”

Nate, Help Living Journeys Reach Its Goal!



Living Journeys <director@livingjourneys.org>

Nate Nasralla
Monday, December 31, 2018 at 10:30 AM



"When the date for my surgery was set, there were problems. My insurance hadn't covered my 25 radiations and wouldn't cover the surgery. This was very distressing because I needed the surgery... without it my leg may have been amputated" - Pilar



No cancer journey is without barriers, but Living Journeys can help navigate challenges.

Whether someone faces language barriers, financial barriers, or the literal barrier of the Elk Mountains between them and their next appointment on the Front Range, Living Journeys can help overcome.

Giving to Living Journeys is like navigating an insurance company and finding answers when so much is uncertain and overwhelming.

Thank you for your continued support of Living Journeys and friends and neighbors affected by cancer in our community.

Volunteer

Donate

Learn More

Your Fundraising Software



LIVING JOURNEYS

\$48K in net new revenue raised, and **117** net new individual donors acquired after struggling with development-director turnover.

Individual Donors	Strategy	Number to be Solicited	Average Gift	Estimated Income	Associated Expenses	Net Income	Completion Deadline	Staff Responsibilities
Renewing annual donors			\$	\$	\$	\$		
Prospective annual donors			\$	\$	\$	\$		
Major Donors	Strategy	Number to be Solicited	Average Gift	Estimated Income	Associated Expenses	Net Income	Completion Deadline	Staff Responsibilities
Renewing annual donors			\$	\$	\$	\$		
Prospective annual donors			\$	\$	\$	\$		
Board Giving	Strategy	Number to be Solicited	Average Gift	Estimated Income	Associated Expenses	Net Income	Completion Deadline	Staff Responsibilities
Individual cash commitments			\$	\$	\$	\$		
Special Events	Strategy	Number to be Invited	Ticket Price	Estimated Income	Associated Expenses	Net Income	Completion Deadline	Staff Responsibilities
Event name			\$	\$	\$	\$		
Event name			\$	\$	\$	\$		
Event name			\$	\$	\$	\$		
Event name			\$	\$	\$	\$		
Private Foundations	Program Officer	Date of Meeting with PO	Target Ask Amount	Estimated Income	Associated Expenses	Net Income	Application Deadline	Staff Responsibilities
Foundation name			\$	\$	\$	\$		
Foundation name			\$	\$	\$	\$		
Foundation name			\$	\$	\$	\$		
Foundation name			\$	\$	\$	\$		

Relationship Tracking

Multiple Constituents

Direct Mail Builder

Peer to Peer

Email Marketing

Online Giving

Gift History, Contact Profiles

Task Management

Event Ticketing

Your Fundraising Software



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! 😊

Your Fundraising Software



SIGN IN

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

Help Us Find
Recurring Donors



I donated in support of this campaign on [Chris Rohstedt's](#) page.

APPLE INC

GAVE \$2,000



I donated in support of this campaign.

GARTNER INC.

GAVE \$100



114%
TOWARDS OUR GOAL



110
FUNDRAISERS



1270
DONATIONS



0
RECURRING DONORS



YOUR FRIEND HERE!

GIVING \$50 PER MONTH

How to Get Involved & Event Details

You can help us get more recurring donations by starting a

Your Fundraising Software



[Scott Behrens](#)



[Abbe Gage](#)



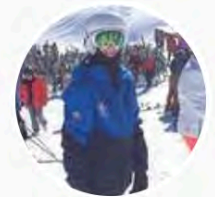
[Brittany Tickner](#)



[Haakon Lang-Ree](#)



[Frank Havlik](#)



[Tom Qvistgaard](#)



[Brooke Boeger](#)



[Leticia Villareal](#)



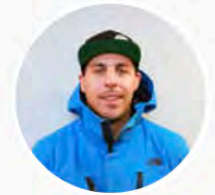
[Hailey Nunn](#)



[Micah Yaldezian](#)



[Rick Lutkemuller](#)



[Adam Keen](#)

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Your Fundraising Software

\$228,716 TOWARDS \$200,000



114%

TOWARDS OUR GOAL



110

FUNDRAISERS



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

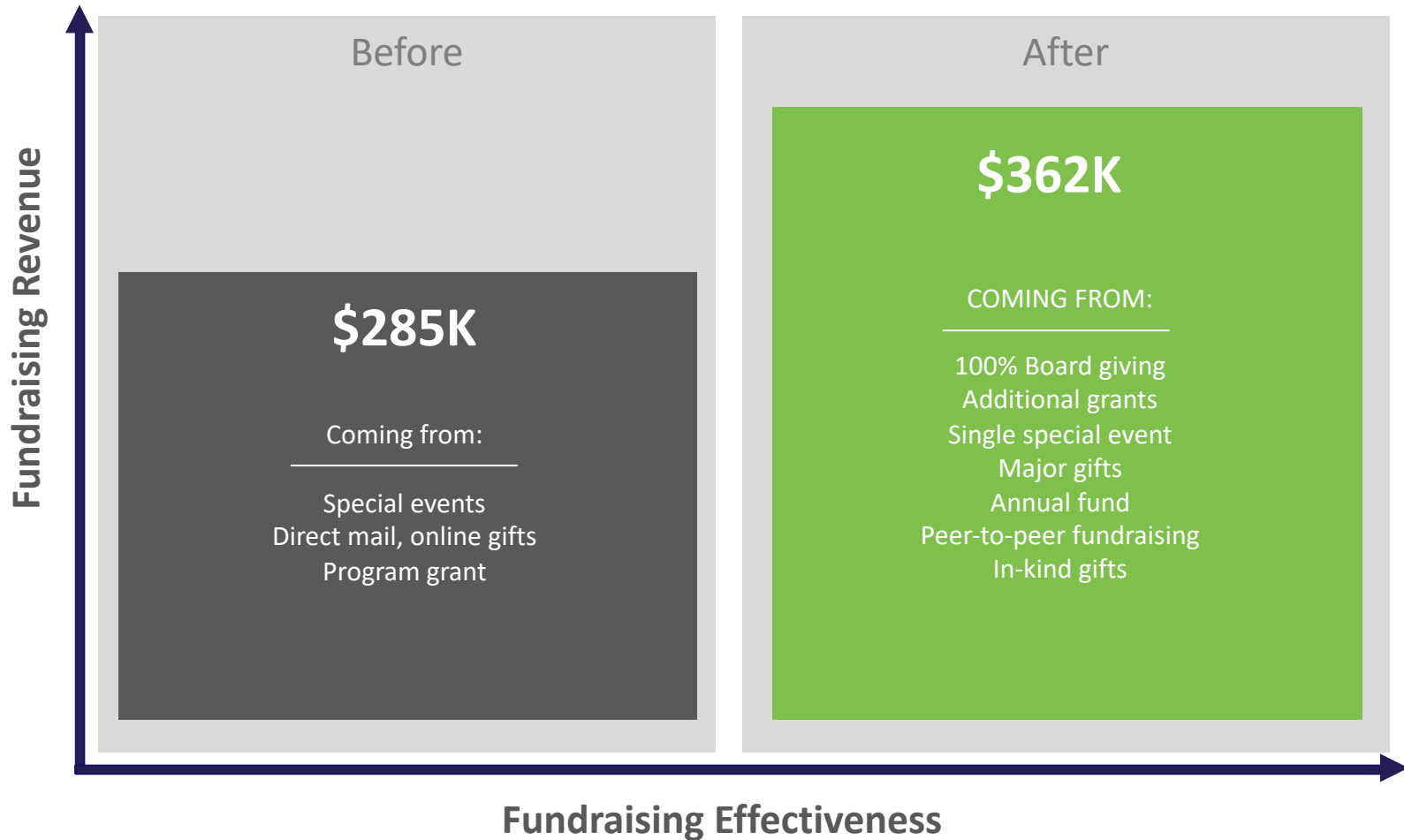
Month 12 (Acquisition & Second Ask)

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?





Revenue



Costs



Risk

**What does the getting
started process look like?**



First Things First: Data Readiness

 The Whiny Donor Retweeted



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. ❤️



5



12



69





First Things First: Data Readiness



Legacy Systems, Bill



Post-it-Note, Jill



First Things First: Data Readiness

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**
- 3. January 2020 – Begin Jumpstart program.**

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**

KERN COMMUNITY
FOUNDATION

Growing community.
Growing philanthropy.

Questions

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661.616.2603