

KERN COMMUNITY
FOUNDATION

Growing community.
Growing philanthropy.



present:

Jumpstart

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



What is Jumpstart all about?

Designed for nonprofit “Chief Everything Officers” with the passion to do it all, but the budget that requires do-it-yourself, Jumpstart is a program that provides you access to fundraising professionals and software dedicated to help you raise more money, sustainably.

The Jumpstart Program matches you with a Personal Fundraising Coach – a certified nonprofit development coach, paired with a suite of integrated, all-in-one fundraising software, Jumpstart creates a nonprofit’s complete “back-office” support that enables all fundraising functions.

Together, there is no boss or board we can’t blow away.

Jumpstart

Raise More. Save time. Build sustainability.

Build Your Fundraising Team with **Jumpstart**

To start increasing revenue and building fundraising capacity, 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



What are “Milestones”?

Month 1 (Program Launch & Kickoff Session)

Month 2-3 (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 4-5 (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 6-8 (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 9-11 (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

Hear from Jumpstarters



"This was a very beneficial program for us. The coaching helped us focus our strategies and the software gave us the ability to implement those strategies. Our Coach was fantastic! She gave us great insight into industry best practices. She was a good sounding board for ideas and projects. The software allows for easy online donations, including recurring donations, which was a feature we didn't have before. This sets us up very well to direct donors to start giving online going forward."

– Shannon Medina, Bakersfield Homeless Center

"Jumpstart helped us learn the tools of email blasts; of tracking donations; of being aware of what is next to do, etc. The tools, the support, the knowledge and the 'we are in your corner' is priceless."

– Jerry Buzzell, Bakersfield Master Chorale



"This program is so important for small, community nonprofits such as Bike Bakersfield. We have a staff of three, a bike kitchen, and a ton of responsibilities, but learning that taking the time to fundraise is a time investment in our organization--that so valuable! Having the support from professional coaches who are adept at the needs of small nonprofits not only allowed us to increase the amount and number of donors, but also to increase our membership coalition, and increase our impact."

– Asha Chandy, Bike Bakersfield

Hear from Jumpstarters



"This is a great opportunity for small NPOs (nonprofit organizations) who do not have the resources to fundraise on their own. I love having all of the information in one location. The coaching was wonderful. I am a novice, so the webinars and templates are great."

– Catherine Waldon, Independence Through GRACE

"My coach was extremely valuable and resourceful. As someone new to fundraising, I plan to implement her methods and ideas for as long as I'm in my role, and take on to my next endeavor. Coaching gave me excellent advice and practices, the software gave me a useful tool."



– Rebecca McCourt, Indian Wells Valley Economic Development Corporation



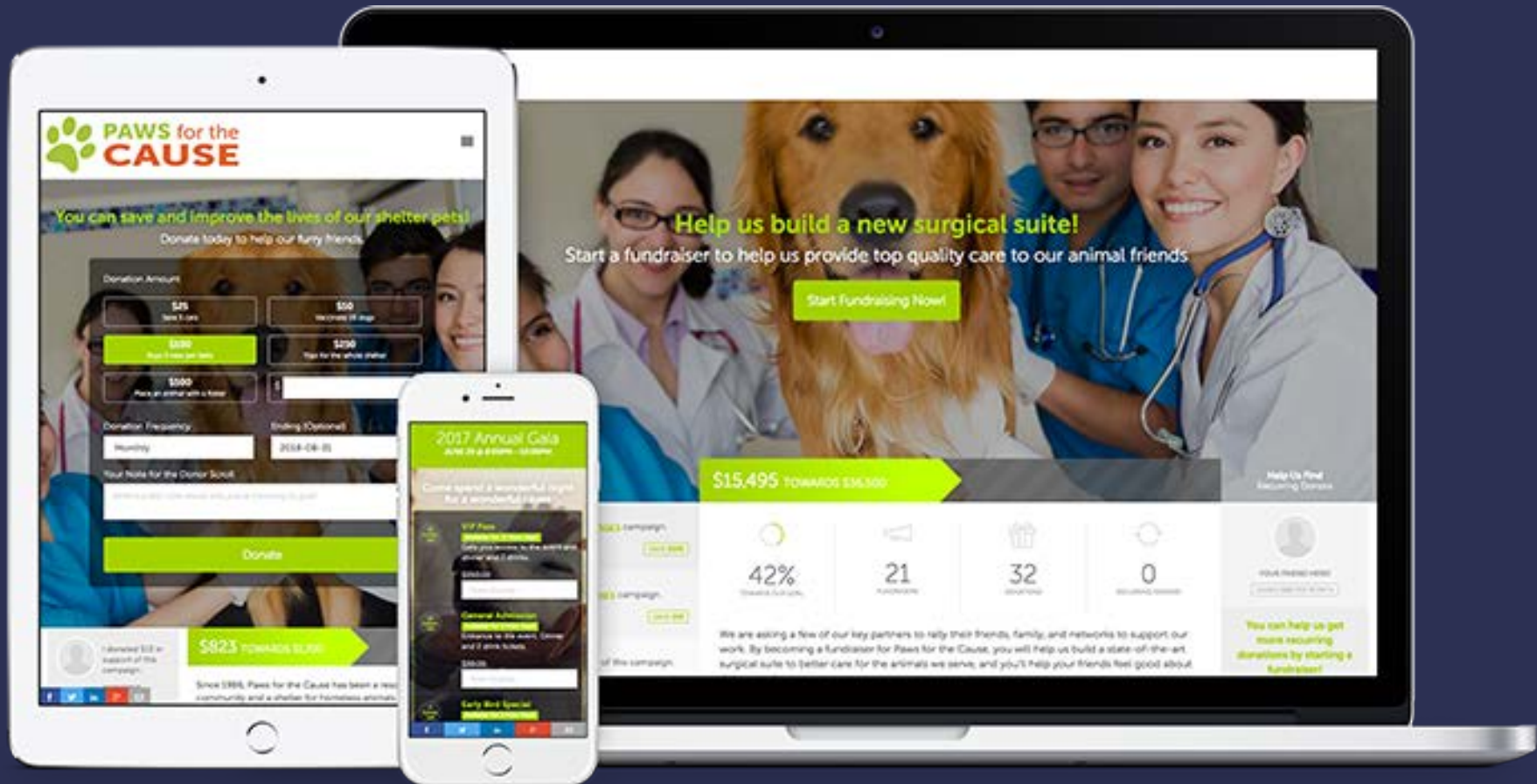
"Like so many small nonprofits, we do not have anyone on staff with professional fundraising experience and our time to commit to learning is very limited. Having a Fundraising Coach allowed us, a small community group to compete with the larger groups who have professional fundraisers."

– Cindy Lawler, Have a Heart Humane Society

Use software to not only manage donors, but also to retain and upgrade them (and to automate these processes).



Create an engaging experience and deliver a story – everywhere.



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 5am – 5pm PT to answer detailed questions on your software, settings, or respond to donor’s needs.

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!”

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



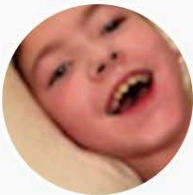
YOUR FRIEND HERE!

[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

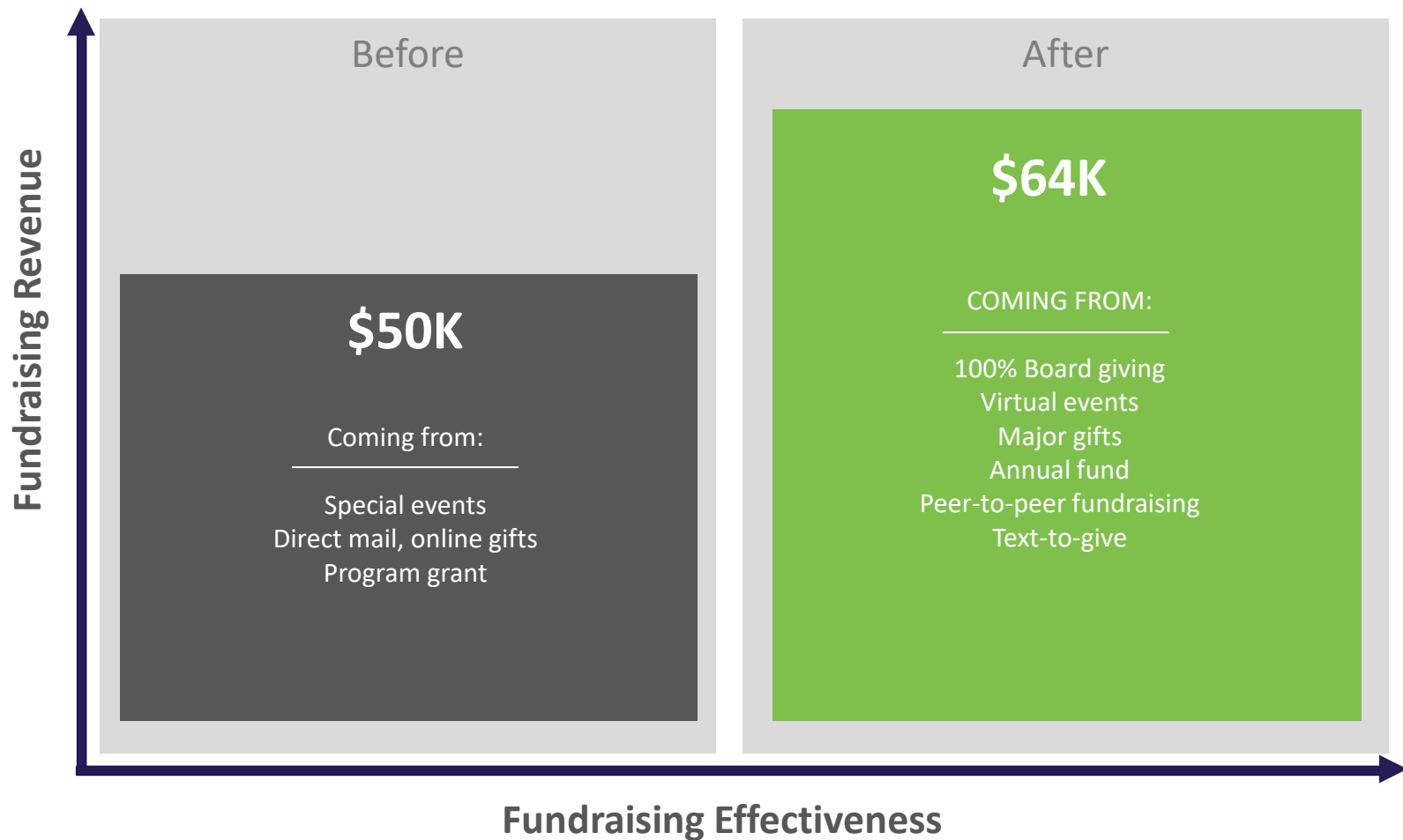


1270

DONATIONS



What's 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 \$5K from individuals in the past 12 months? (You can include moneys raised through Give Big Kern 2020 toward this total.)
- ✓ Do you have a list of 50 (or more) individual donors?
- ✓ Can you commit 5+ hrs/week to donor development activities?
- ✓ Do you have a dedicated budget for fundraising expenses?
- ✓ Are you willing to adopt new fundraising 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 1/27 at Noon**
- 2. Jumpstart Application closes 2/16 at 5:00pm**
- 3. Early March – Grantees announced and Jumpstart program 2021 begins!**

Applications

Visit: www.kernfoundation.org/grants

Requirements:

1. 501(c)(3) Nonprofit serving Kern County
2. Be Registered with
Kern Community Foundation
3. Maintain a Silver+ Transparency Rating on
GuideStar.org
4. Be a first-time Jumpstart participant
5. Participate in KCF's upcoming Give Big Kern
Online Day of Giving - 5/4/2021

Questions

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