

## 5 Things to Do NOW to Increase Fall Fundraising Results



***Thank You!***





## Lori L. Jacobwith

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- **Helping nonprofits raise \$450+ million from individual donors.** And counting.
- **Named one of America's Top 25 Fundraising Experts**
- Former Executive Director, CEO, Development Director
- Speaker/Trainer - **750,000+ people & 5000+ organizations**

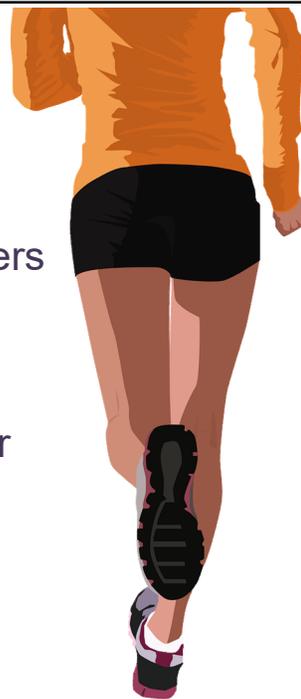


## Same Old Same Old

### Year End Sprint

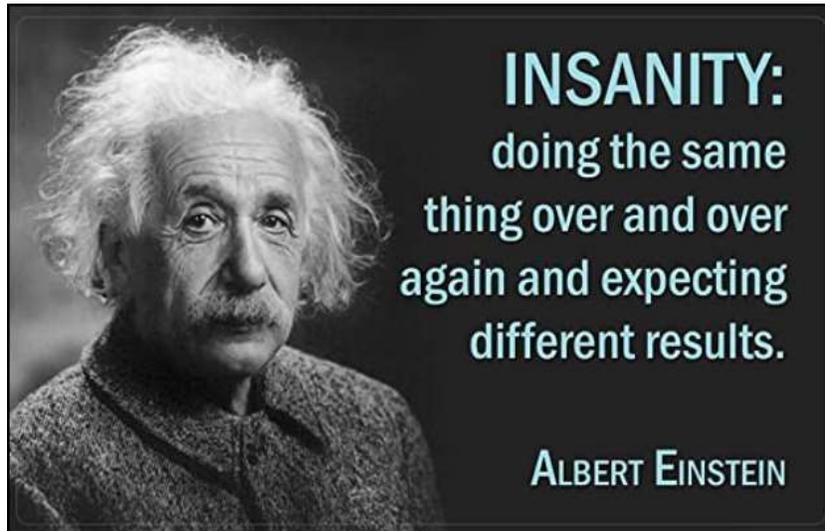
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- Plan a fall event
- Work with well-intentioned volunteers
- Find a good story
- Make sure your data is clean
- Write and get approval for the letter
- Collate the mailing
- Make plans for Giving Tuesday
- Send thank you letters
- More...



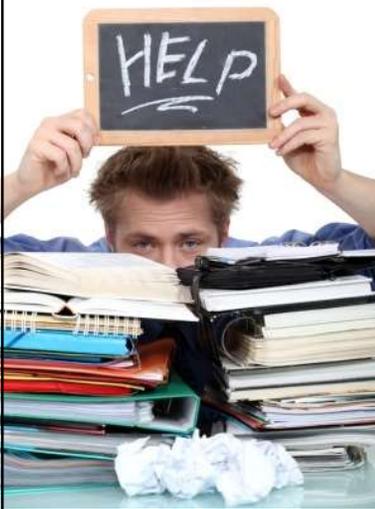
## Definition of Insanity

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## 5 Most Disengaging Words

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*“Help us with our goal.”*

**Fact:** No one cares much about the goal.

**Make sure your communication includes:**

Here’s how **you’re gift already** made a difference.

AND here’s how you can fulfill YOUR aspirations to do MORE.

## Duty & Obligation Communication

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Donate  
Attend  
Help Us  
Give More  
Give Again



## Inspiring Communication

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~~Donate~~  
~~Attend~~  
~~Help Us~~  
~~Give More~~  
~~Give Again~~

Invest. Create.  
Make an Impact  
Put a Face on Your  
Impact  
Long-Term Partner

## Scarcity Communication

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Hard

Donor Fatigue

We Can't

Not Enough...

They Won't



## Possibility Communication

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~~Hard~~  
~~Donor Fatigue~~  
~~We Can't~~  
~~Not Enough...~~  
~~They Won't~~

Learning To...

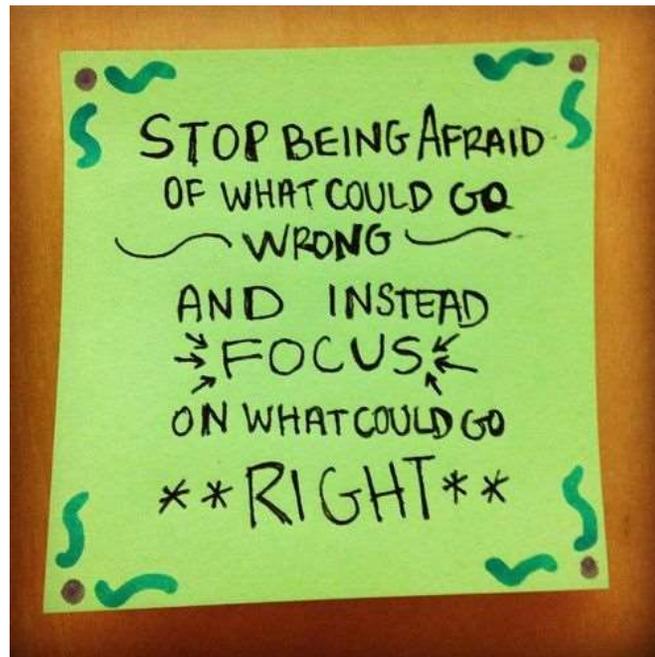
Inspire You

What if We Could...

Seeking *Our* People

Long-Term Partner

## Ask This Question to Shift to Possibility



## Let's Make a List

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What could go right?

- 1.
- 2.
- 3.



**"It is our choices,  
that show what we truly are,  
far more than our abilities."**

J.K Rowling



## 5 Things to Do NOW

### 5 Things to do NOW

1. Review your data. *YES. Do this.*
2. Share your money story. Everywhere.
3. Make **phone** calls.
4. Choose the mission moment story that best exemplifies your mission.
5. Plan your gift acknowledgement strategy.



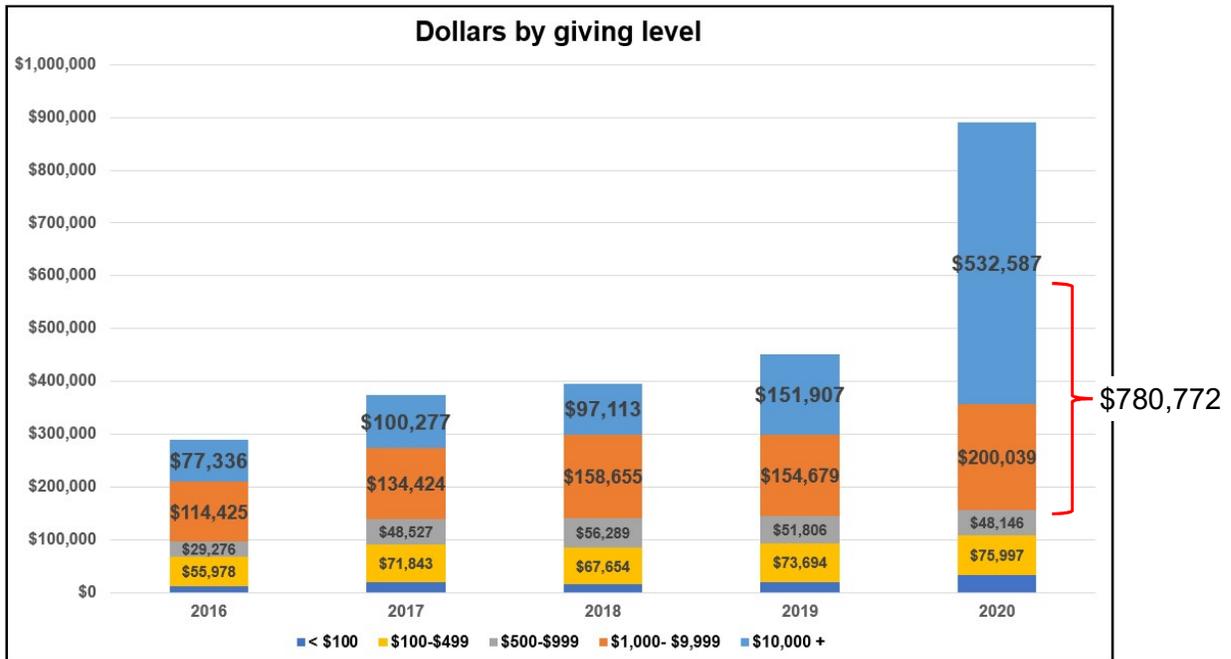
# #1. Donor Data Charts to Review

For past 5 years:

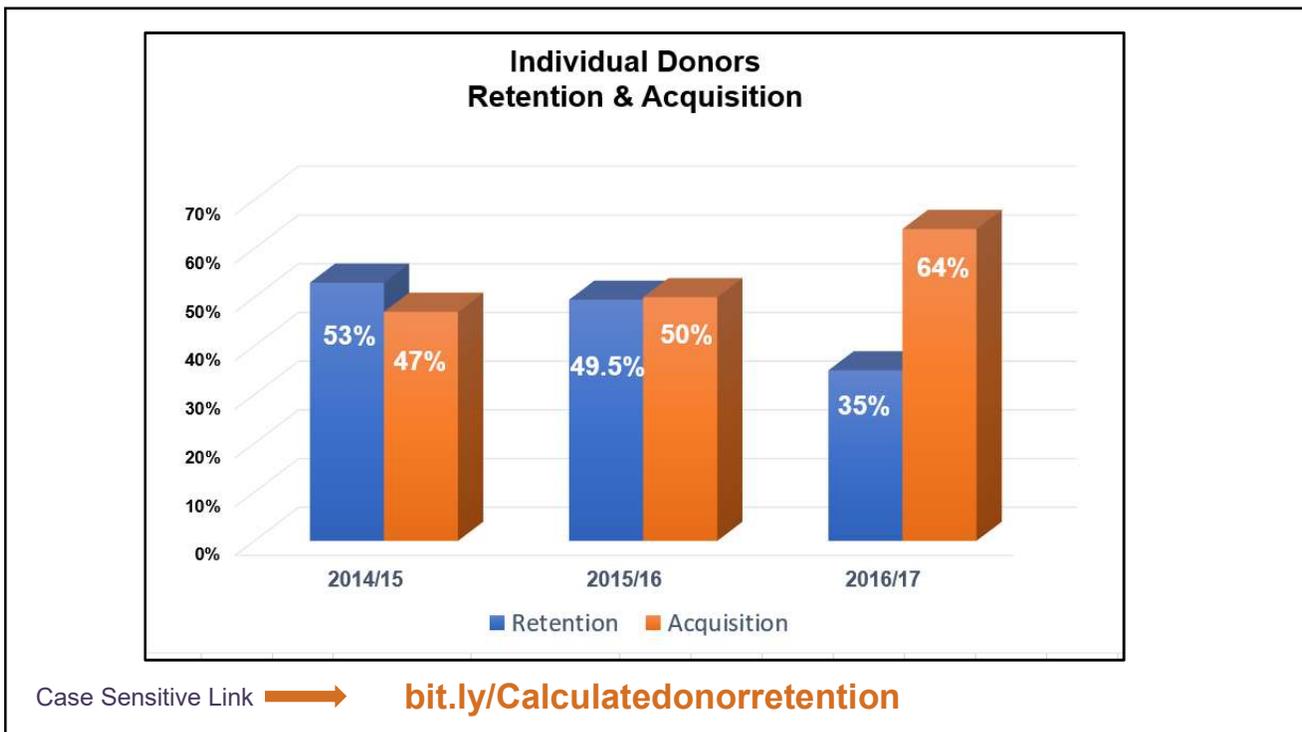
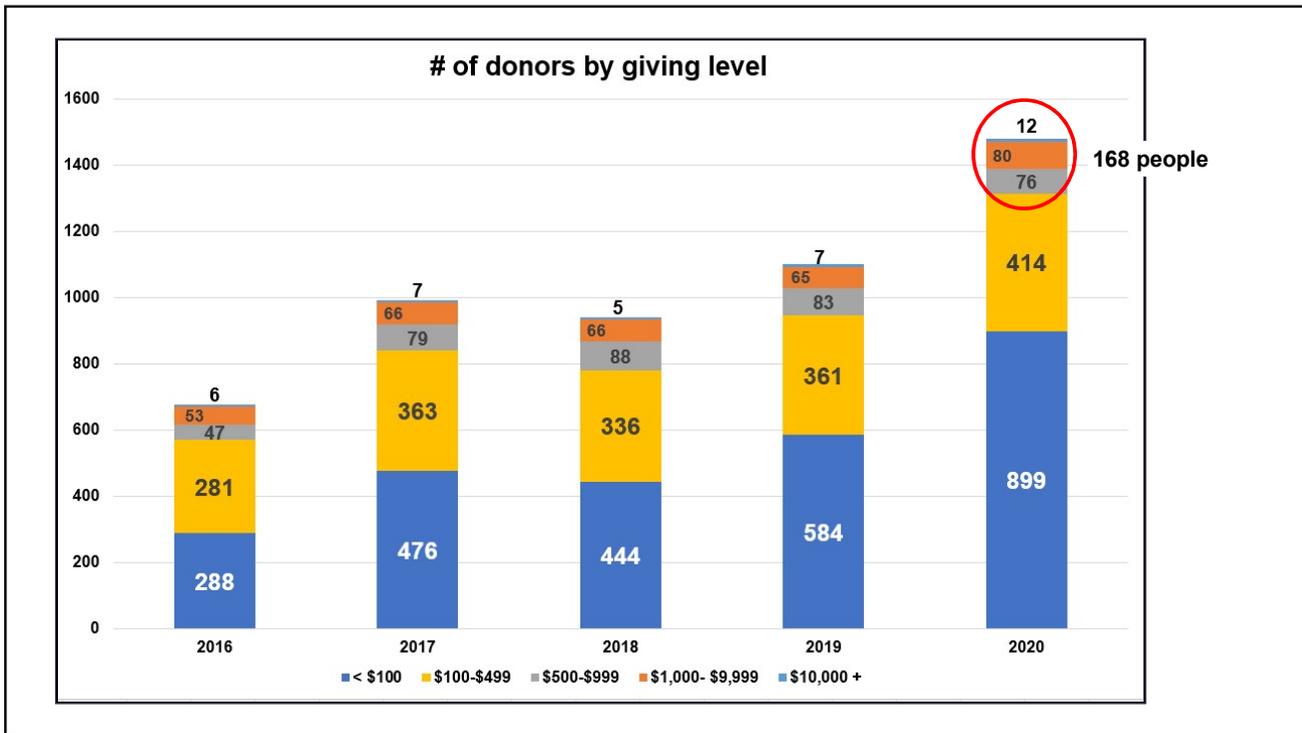
1. Individual Giving by total dollars
2. Individual Giving by # of donors
3. Retention vs. Acquisition



Visit: [ignitedfundraising.com](https://ignitedfundraising.com) and type into search: three charts



5 Things to Do NOW to Increase Fall Fundraising  
Results – Grant Station August 2021



## Donor Retention Rates

**AVERAGE**

43.4%



**FIRST-TIME**

20.2%



**REPEAT**

61%



**MONTHLY**

90+%



Source: Fundraising Effectiveness Project <http://afpfe.org>

## #2. Share Your Money Story



Case Sensitive Link →

[bit.ly/tellmoneystory](http://bit.ly/tellmoneystory)

## What's Your Year-End Goal?

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## Talk About Money to Raise More

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## Talking About Money

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## Iowa Heartland HFH

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Image Source: Iowa Heartland Habitat for Humanity - Facebook

\$987

\$150,000

***\$1.6 Million***

The question is not:  
“How do we get  
more money?”



The question **IS**:  
“What does money  
make possible?”



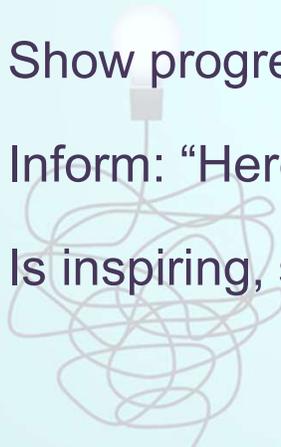
# Clear Money Story



Keep it simple...

# Clear Money Story

- Show how you help one person
- Show progress to your next milestone
- Inform: “Here’s what it takes”
- Is inspiring, specific, relationship-building



Keep it simple...

## Stories of Hope

Your compassion helped Greg quarantine safely in

**Greg's life began with many disadvantages. As the child of an alcoholic and abusive father, he witnessed things no child should ever see. Not only was his home life unstable, but unspeakable harm at the hands of his uncle.**

As you can imagine, Greg's childhood was filled with rage, depression, and anxiety. At 12, Greg entered the foster care system, where he stayed until he aged out at 18.

As an adult, Greg turned to drugs and alcohol to mask his childhood pain. **"The secrets I carried around were eating me up inside,"** he recalled.

At age 55, he'd spent 35 years running from traumas he'd experienced and the deep scars embedded in his soul. Living in a tent was taking a toll on his physical and mental health.

But, there was a quiet voice that kept reminding Greg that education was his way out of his chaotic, difficult life on the streets.

He enrolled in community college and spent his first full year in school while living in his tent.

Greg knew he needed housing so he could charge his laptop and progress as a psychology major. Volunteers of America and asked

At our Capitol Park Shelter Greg had consistent meals, electricity, and a bed. **The VOA team helped him locate and rent a small apartment.**

Just before quarantine orders, he had a job. **Because of your caring support, Greg, he is now able to have dreamed of.**

his own apartment

**"I knew I had to start being honest with myself," says Greg.**

**"I had to deal with all those bad memories so I could feel like myself again."**

Your gift of \$10,000 helps people like Greg move past trauma and find the support he needs to live his full potential



Image source: Volunteers of America NCNN

## Mission Moments & Money Story

This is the last week of our Great Expectations campaign.

**Just \$155,377 to go!**

As you read this, Ezechiel is walking across his college campus as a new freshman, stepping into the unknown with excitement and confidence.

What got him here? A network of people, like YOU, who plugged him into community resources. His amazing parents. And his own personal drive – always envisioning a path toward college.



Your gift will help us close the gap and create Great Expectations for all our kids.

Image Source: IOCP Facebook

## Put a Face on *MY* Impact



Image Source: charitywater

### #3. Make PHONE calls



## Quick Poll

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1. Do you make donor calls weekly?
2. Do you make donor calls daily?
3. Do you have your board members help make donor calls?
4. Do you track the results of making personal connections with your donors?



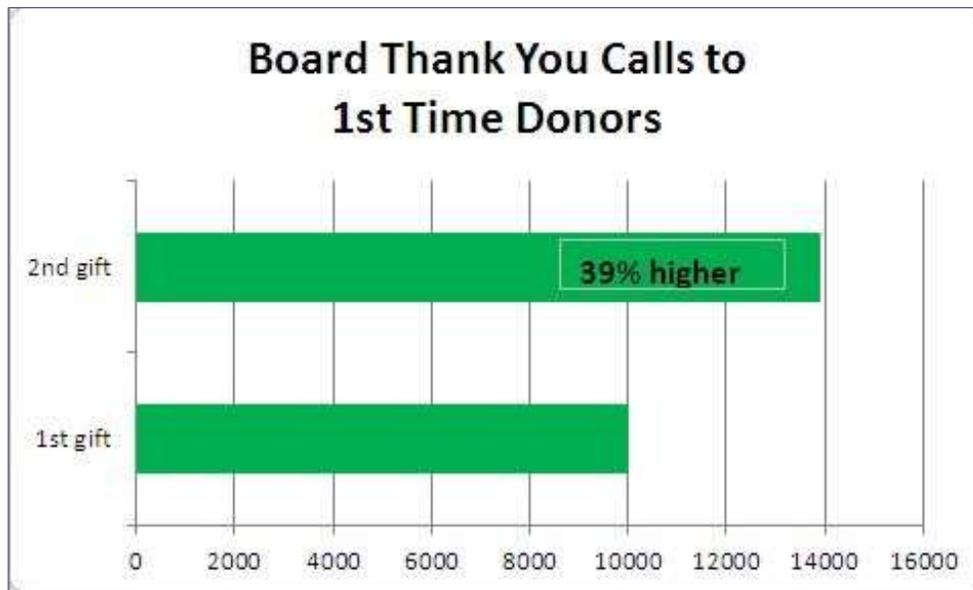
## Cynthia

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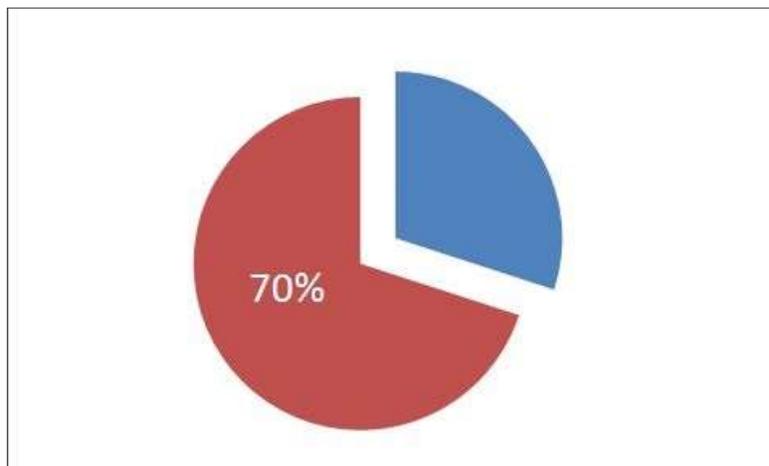
## Build A Relationship for Loyalty

Create a system to know your supporters.



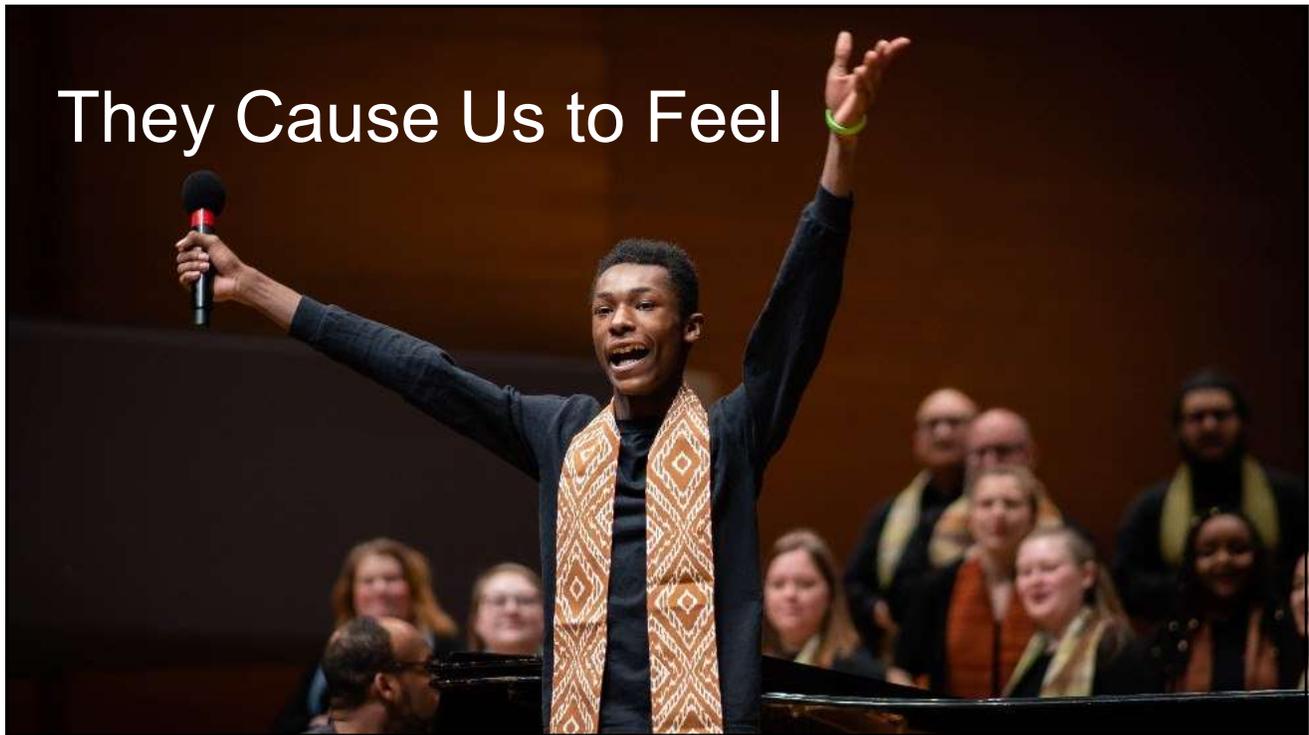
Source: Donor Centered Fundraising, Penelope Burk & Cygnus Research

## 2 years later...70% retained



Source: Donor Centered Fundraising, Penelope Burk & Cygnus Research





## Mission Moment

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### Lori's Definition:

*“A short, inspirational, example of how the organization is making an impact.”*

About a “real” person.

A donor, staff, volunteer, board member, client...anyone.



Image Source: Senior Community Services

## Success

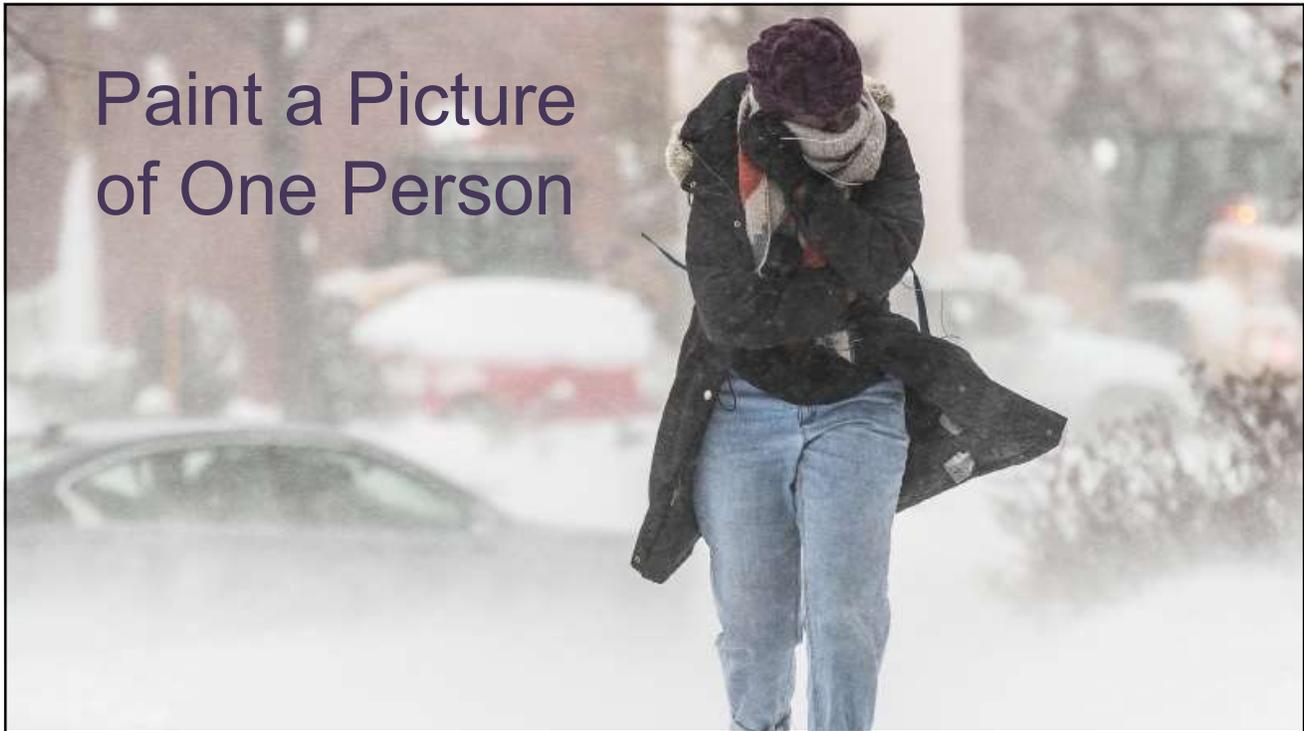
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Communication

Communication

Communication





## What Money Makes Possible

Put a face on the impact of a contribution.

AND share what it takes financially to make it happen.



Image Source: All Wheels Up on Instagram

## Fundraising Appeal Story Checklist

**IGNITED FUNDRAISING** Fall Fundraising Appeal Checklist

- Choose the story
- Schedule an interview
- Use a release form
- Craft 3 versions (LONG, MID, SHORT)
- Highlight the story
- Include the "money story"
- Say thank you
- Add to the recap

Case Sensitive Link →

[bit.ly/frappealchecklist](https://bit.ly/frappealchecklist)

## #5. Acknowledgment Strategy



### More Than A Thank You Note

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- Use social media
- Use short videos
- Have board members help make thank you calls
- Have a follow-up plan & welcome strategy for 1<sup>st</sup> time donors
- Think: Engagement beyond thanking



THINK OUTSIDE THE BOX



## Donor Engagement

### 5 TIPS TO INCREASE DONOR RETENTION & GIVING

<p>1</p>  <p>Share how contributions have impact on one person.</p>	<p>2</p>  <p>Personally contact as many donors who give multiple times or for multiple years.</p>	<p>3</p>  <p>Meaningful acknowledgement can have a huge impact on your pipeline.</p>	<p>4</p>  <p>Invitations to events should say more than "Join us!"</p>	<p>5</p>  <p>At events share an update on any funding gap.</p>
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Case Sensitive Link 

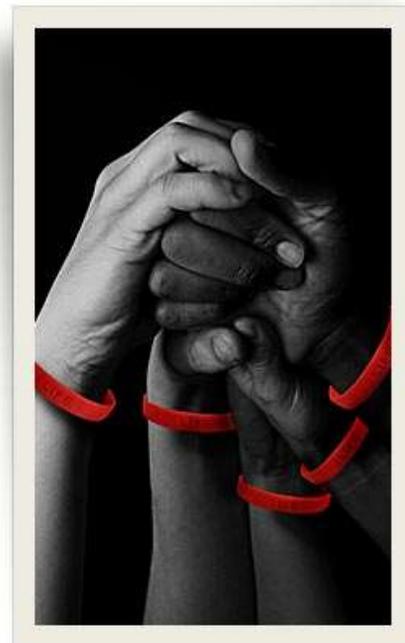
[bit.ly/increasedonorgiving](https://bit.ly/increasedonorgiving)

# Moving Forward

## Fundraising

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Deep, Profound,  
Relatedness



## 5 Things to do NOW

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2. Share your money story. Everywhere.
3. Make **phone** calls.
4. Identify the mission moment story that best exemplifies your mission.
5. Plan your acknowledgment strategy.



## Before We Go



## Let's Hear From You

- What did you learn?
- Where will you USE what you learned?
- What is your FIRST next step?
- Who do you need to bring “on board” with your 1<sup>st</sup> next step?





## Resources & Staying Connected



Lori L. Jacobwith  
*Fundraising Culture Change Expert  
& Master Storyteller*

 Lori Jacobwith

 @LJacobwith



Blog

Free Resources

[IgnitedFundraising.com](https://www.ignitedfundraising.com)

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*Thank You!*

