

5 Things to Do NOW to Increase Fall Fundraising Results



Thank You!





Lori L. Jacobwith



- **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**

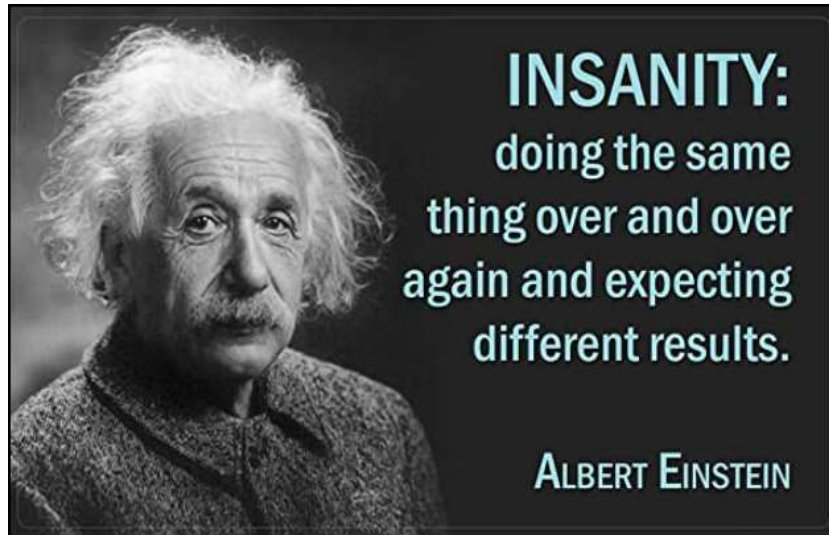
Same Old Same Old

Year End Sprint

- 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



5 Most Disengaging Words



“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

Donate
Attend
Help Us
Give More
Give Again



Inspiring Communication

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

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

Scarcity Communication

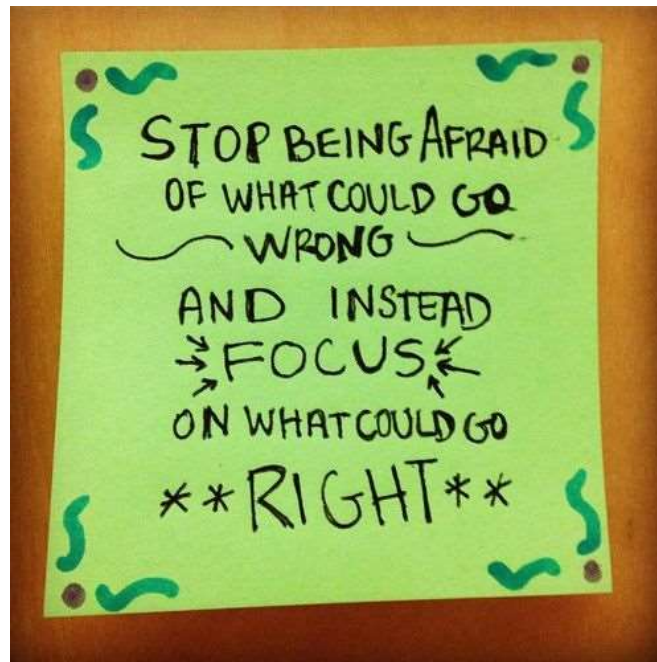
Hard
Donor Fatigue
We Can't
Not Enough...
They Won't



Possibility Communication

Hard	Learning To...
Donor Fatigue	Inspire You
We Can't	What if We Could...
Not Enough...	Seeking <i>Our</i> People
They Won't	Long-Term Partner

Ask This Question to Shift to Possibility



Let's Make a List

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.



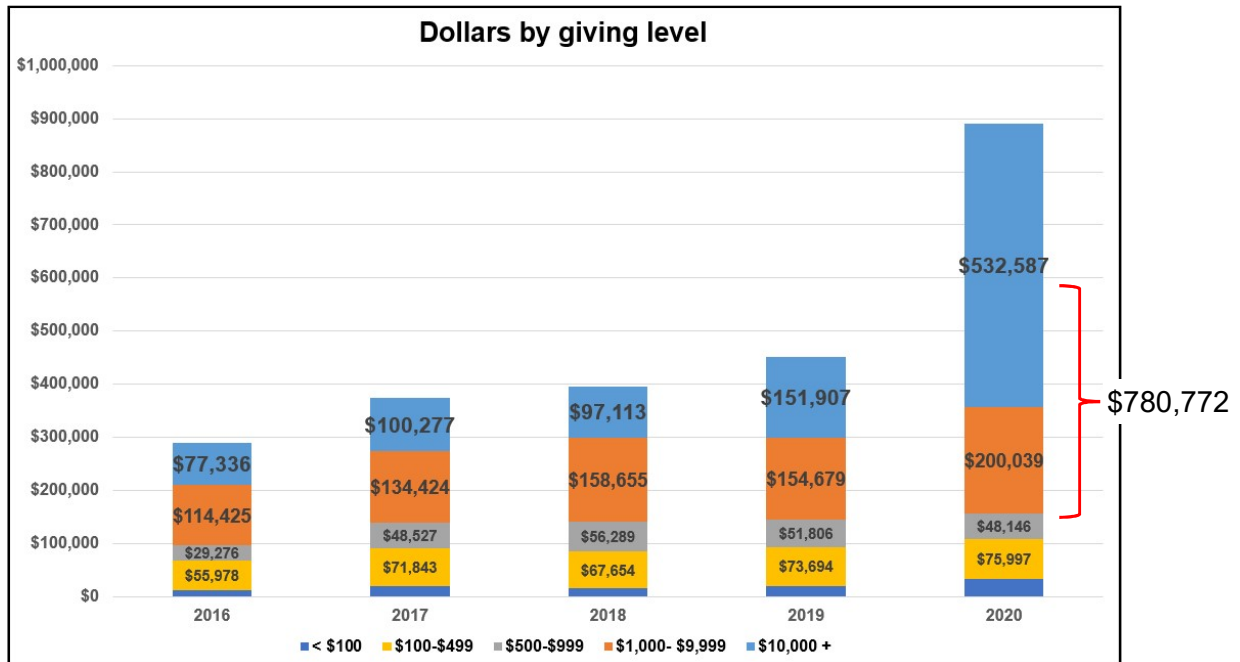
#1. Donor Data Charts to Review

For past 5 years:

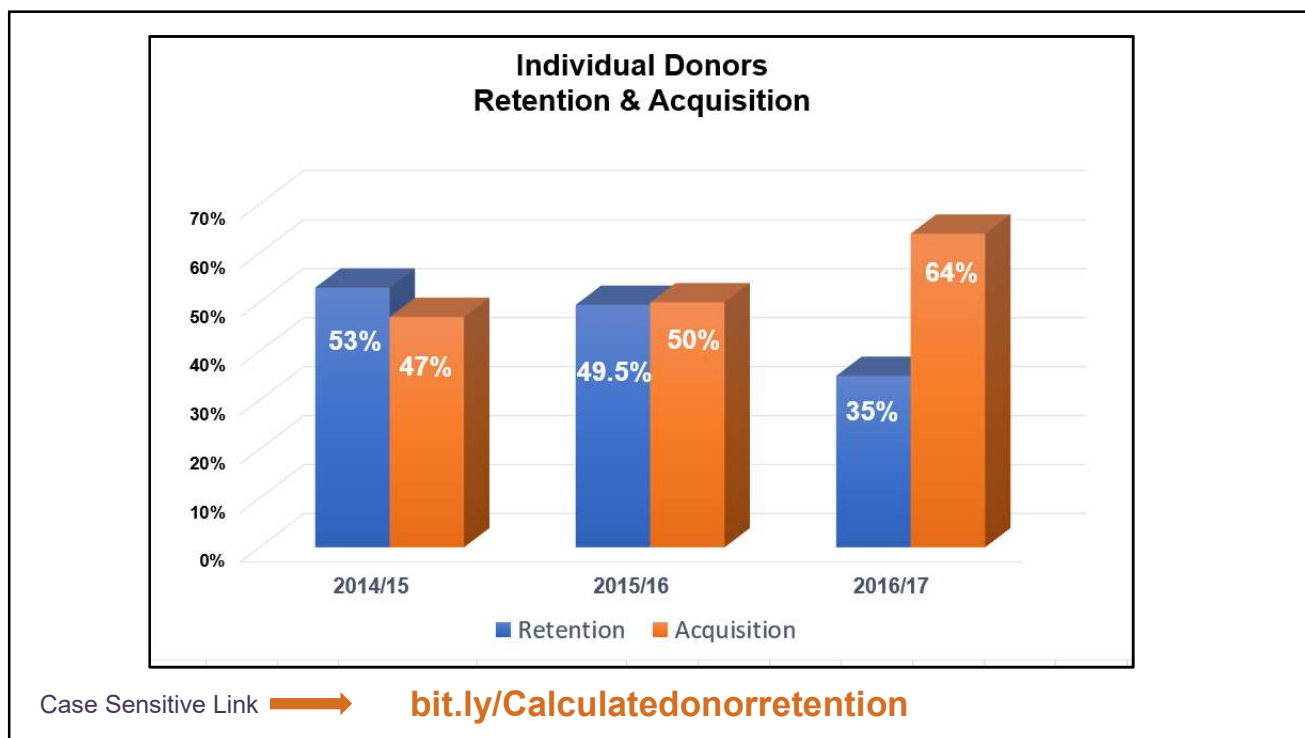
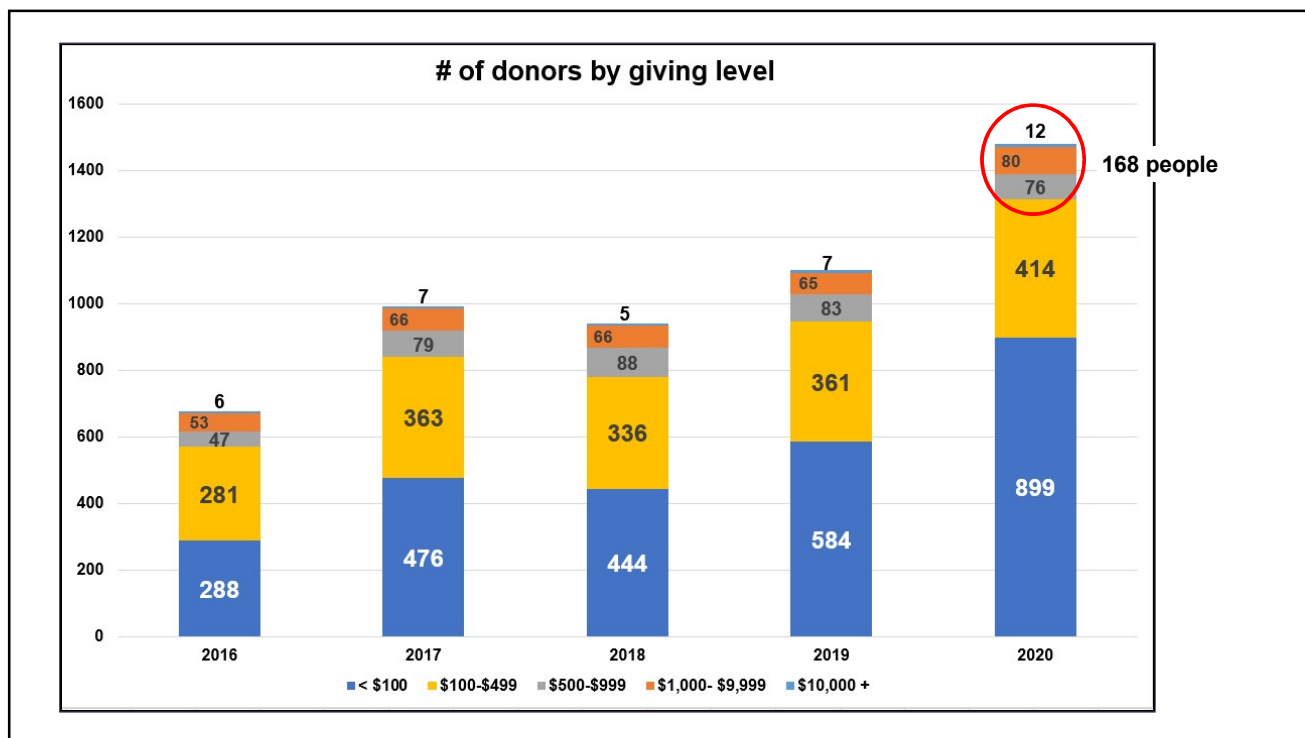
1. Individual Giving by total dollars
2. Individual Giving by # of donors
3. Retention vs. Acquisition



Visit: ignitedfundraising.com 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

What's Your Year-End Goal?



Talk About Money to Raise More



Talking About Money



Iowa Heartland HFH



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?”



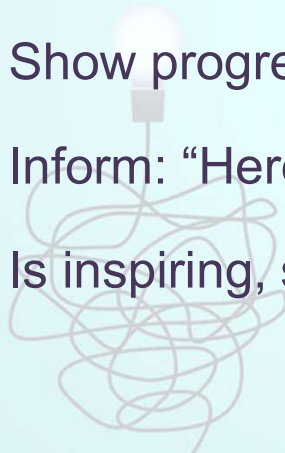
Clear Money Story



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, bed, consistent meals, electricity, and head. The VOA team helped him the traumas of his childhood.

Just before quarantine orders, he found him locate and rent a small apartment.

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

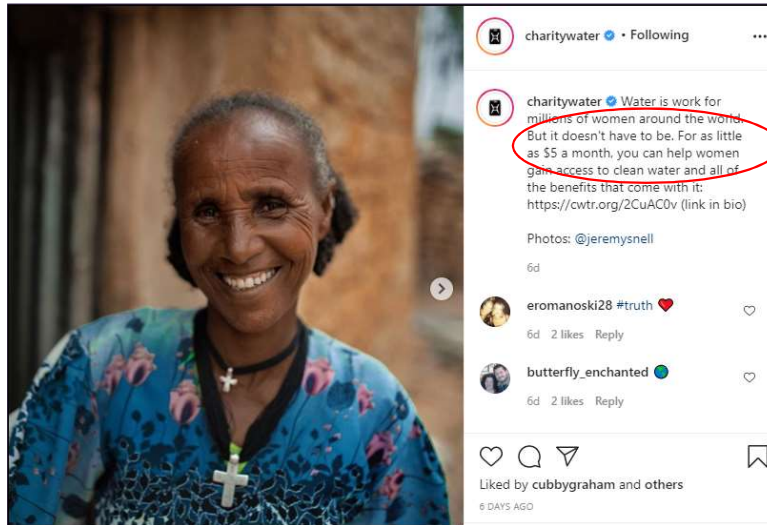


Image Source: charitywater

#3. Make PHONE calls



Quick Poll

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



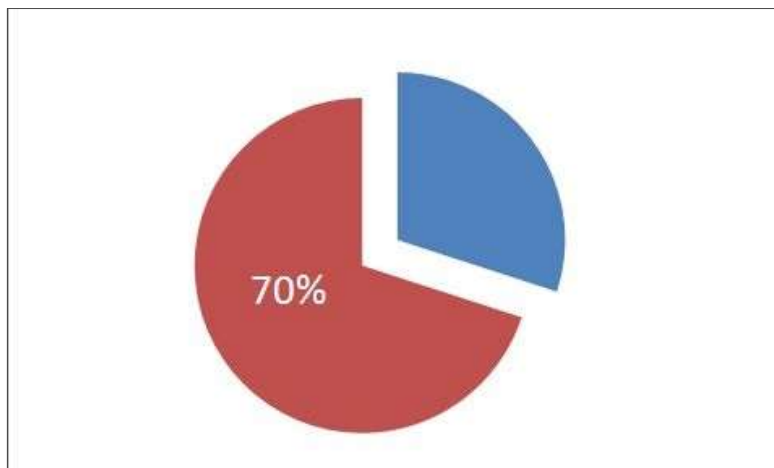
Build A Relationship for Loyalty

Create a system to
know your supporters.



Source: Donor Centered Fundraising, Penelope Burk & Cygnus Research

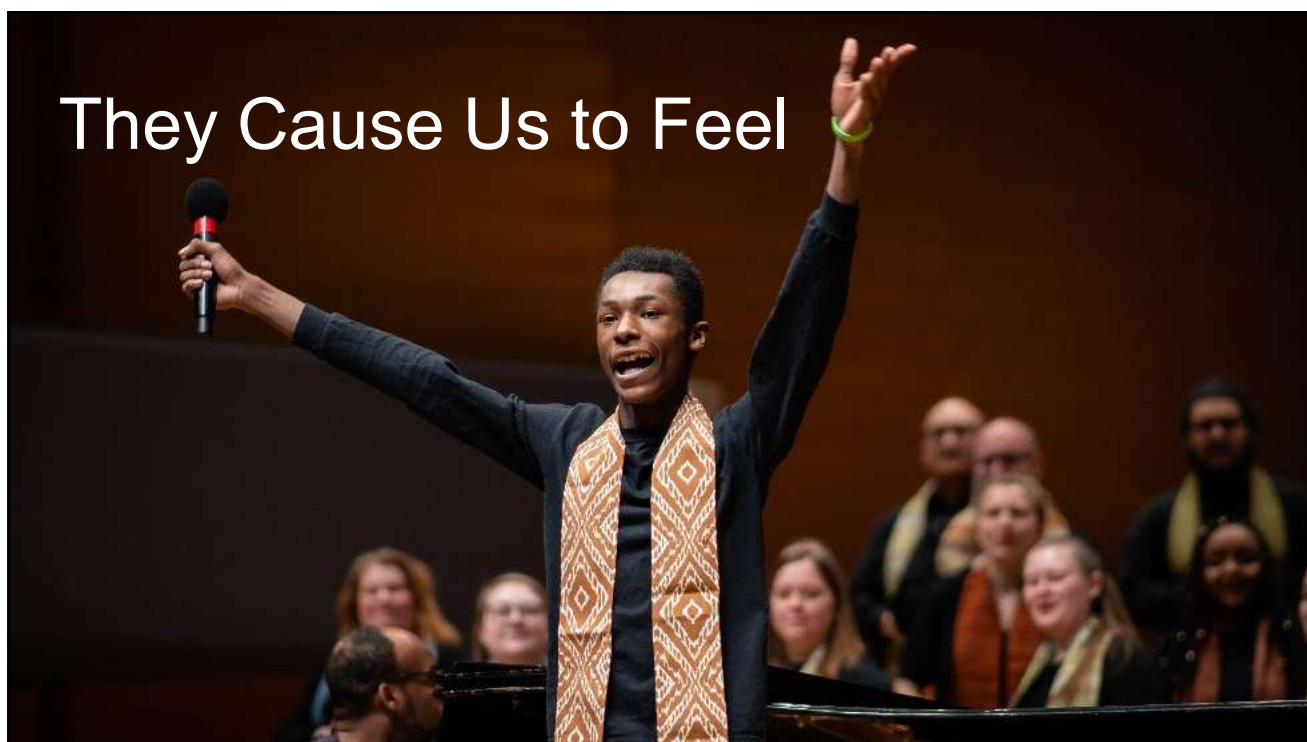
2 years later...70% retained



Source: Donor Centered Fundraising, Penelope Burk & Cygnus Research

#4. Choose Your Story





Mission Moment

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

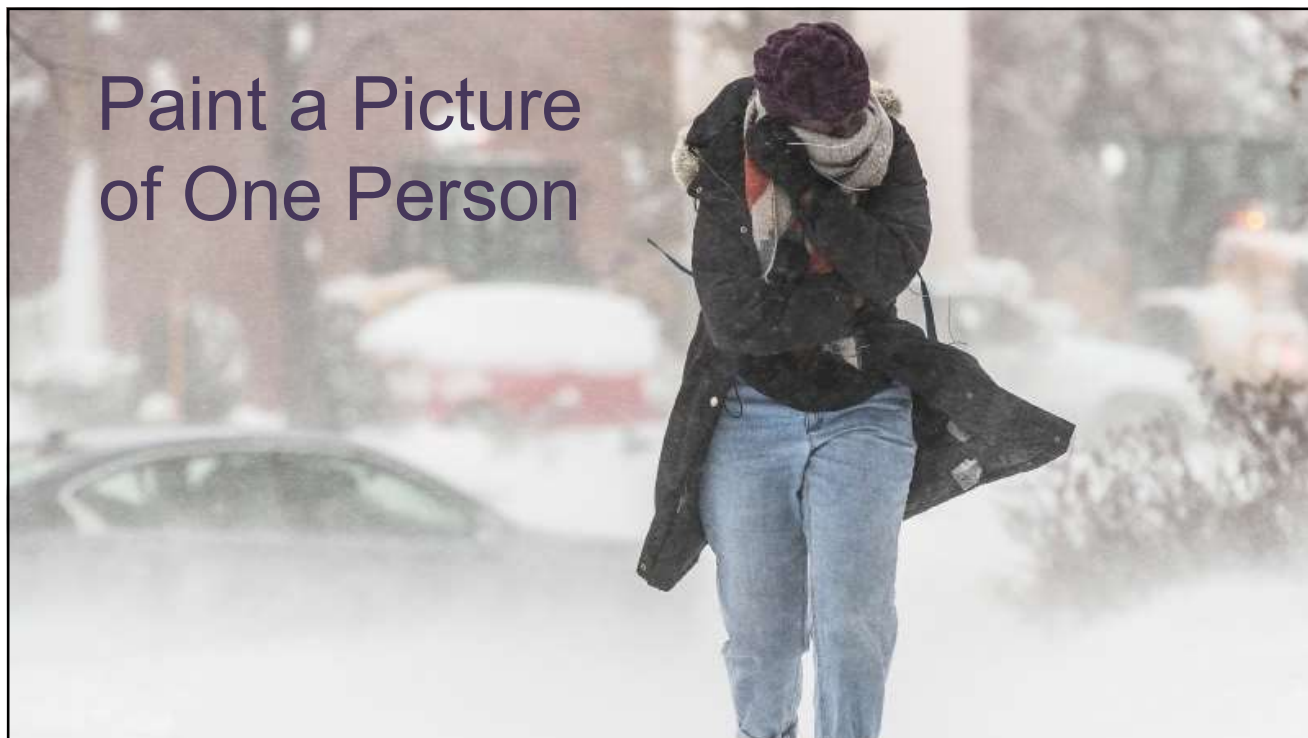
Communication

Communication

Communication



Paint a Picture
of One Person



Conflict is the Oxygen in Your Story



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



Case Sensitive Link ➡

bit.ly/frappealchecklist

#5. Acknowledgment Strategy



More Than A Thank You Note

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



THINK OUTSIDE THE BOX



Donor Engagement



Case Sensitive Link →

bit.ly/increasedonorgiving

Moving Forward

Fundraising

Deep, Profound,
Relatedness



5 Things to do NOW

1. Review your data. *YES. Do this.*
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 1st next step?





Questions?

Resources & Staying Connected



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

 Lori Jacobwith

 @LJacobwith



Blog

Free Resources

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

5 Things to Do NOW to Increase Fall Fundraising Results



Thank You!

