



Panel of Peers: Fundraising

Vinsen Faris, CFRE, Debra Furtado, Mary Kate Keith,
and Samantha Blauwkamp

August 22, 2012, 10:15 a.m. - 11:45 a.m.
2012 MOWAA Annual Conference
Gaylord National Harbor Hotel

FRIENDRAISING

Vinsen Faris
Executive Director
Meals-on-Wheels of Johnson and Ellis Counties,
Cleburne, TX
(817) 558-2840

Fundraising: Built on Relationships

A “culture of philanthropy” embraces relationship building



Engaging those that share your beliefs & values

Building a Community of Believers



“Culture of Philanthropy”

- Donor-centered: fundraise from a donor’s perspective
- Focused on relationships
- Align your values with the community’s needs
- Promotes attitudes and behavior that integrate philanthropy as a way of doing business, not just “raising money”

- Fundraising is NOT just the development office’s responsibility!

“Culture of Non-Philanthropy”

- Fundraising is “crisis-driven”
- Fundraising is reactive—chasing the money, not following a plan
- Development activities are seen as “costs” not “investments”
- Donors feel distant—not involved in the organization’s mission
- Fundraising is done by only a few people—not a shared role

“People give to worthwhile programs rather than to needy institutions. The case must catch the eye, warm the heart, and stir the mind.”

~Harold J. Seymour

“We can no other answer make but
thanks, and thanks and ever
thanks.”

~William Shakespeare



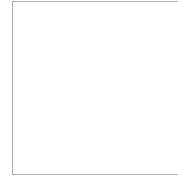
**IF YOU PLAN
IT, WILL THEY
GIVE?**

The joy of events in a
small shop.

Presented by Samantha Blauwkamp
Executive Director
Meals on Wheels of Albuquerque

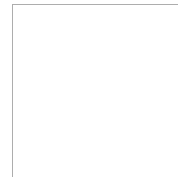
We're a small shop with

BIG ideas



- Started in 1972 serving 20 meals/day
- 2012: Over 500 meals/day
 - 6 office staff
 - 12 kitchen staff
 - 400 volunteers
- We receive no federal or state funding
- Meal cost
 - \$6.30/day (hot meals); \$3.65/day (frozen meals)
- Our Low Income Medical Meal Program is the only one of its kind in Albuquerque

Begin with the end
in mind...

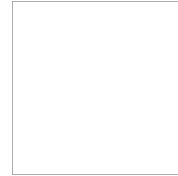


- Make money
- or
- Build relationships

Take away
tips:

- Different fundraisers will achieve different outcomes
- Deciding at the start what your end goal is will help determine what fundraiser is right for you

If you mail it...they won't come
(But they will send money!)



If your primary goal is to raise the most money
using minimal effort, try hosting a

Non - Event



*The Lord Chamberlain is commanded by
The Queen to invite*

You and a guest

*to the Marriage of
His Royal Highness Prince William of Wales, K.G.
with*

*Miss Catherine Middleton
at Westminster Abbey*

on Friday, 29th April, 2011 at 11.00 a.m.

*A reply is requested to:
Meals on Wheels of Albuquerque
P.O. Box 92614, Albuquerque, NM 87199-2614*

*Dress: Uniform, Morning Coat
or Lounge Suit*



Not Really!

*But your support of
Meals on Wheels of Albuquerque
would be greatly appreciated.*

Every financial gift given to our Non-Event is being matched dollar-for-dollar by a Challenge Grant we recently received. Every \$100 turns into \$200 and every \$500 turns into \$1,000! Your gift doubles the opportunity for us to serve even more in our community.

Your financial support through our Non-Event will help us continue our Low Income Medical Meal Program. This program was designed for those living in poverty that are required to have a special diet due to serious health concerns. This program provides a hot meal free of charge specific to that client's own medical needs. It is the only program of its kind in Albuquerque, and because we do not receive any federal or state funding at Meals on Wheels this program is only made possible through grants and the generosity of our community.



Meals on Wheels of Albuquerque

"Nourishing bodies and spirits of the homebound with balanced meals and friendship"



*Please accept my regrets and a donation
to Meals on Wheels of Albuquerque as indicated below:*

- ☐ \$500 - My tiara is in the shop
- ☐ \$250 - The damp weather is bad for my gout
- ☐ \$100 - I'm not sure if I even own a lounge suit
- ☐ \$50 - William broke my heart years ago
- ☐ \$25 - My carriage has a flat tire
- ☐ \$_____ - I would miss the wonderful people
at Meals on Wheels too much!

Please respond no later than April 29th, 2011

Name: _____

City: _____

Street Address: _____

Phone: _____

Email: _____

*Meals on Wheels of Albuquerque
PO Box 92614
Albuquerque, NM 87199-2614*

How would you like a front row seat to the HOTTEST ticket in town...

END OF THE WORLD 2012

According to Mayan calculations, the world is due to end on December 21, 2012 and you can be part of the action!



SO HOW COME IT ENDS IN 2012?

I RAN OUT OF SPACE ON THE WHEEL

In honor of this ground-breaking occasion (literally), please join fellow doomsday theorists for a once in a lifetime event featuring special solstice & equinox ceremonies, Mayan-themed workshops and re-enactments of a popular Mayan ball game!

Sunday, April 1, 2012 (A.K.A. April Fool's Day)
when the clock strikes midnight.

NOT REALLY!!!

But your support of Meals on Wheels would be greatly appreciated (since you can't take it with you).



I SUPPORT MEALS ON WHEELS!

AND THAT'S NO JOKE!

Your financial support through our Non-Event will help us continue our Low Income Medical Meal Program. This program was designed for those living in poverty that are required to have a special diet due to serious health concerns. This program provides a hot meal, free of charge, specific to that client's own medical needs. It is the only program of its kind in Albuquerque, and because we do not receive any federal or state funding at Meals on Wheels this program is only made possible through grants and the generosity of our community.



Meals on Wheels of Albuquerque

"Nourishing bodies and spirits of the homebound with balanced meals and friendship"

**PLEASE ACCEPT MY REGRETS AND A DONATION
TO MEALS ON WHEELS OF ALBUQUERQUE
AS INDICATED BELOW**

- ☐ **\$1000** - I won't need my 401(k) anymore
- ☐ **\$500** - My children won't need their college fund after all
- ☐ **\$250** - No need to buy Christmas gifts this year
- ☐ **\$100** - Think of all the utility bills I won't have to pay
- ☐ **\$50** - No need to renew that newspaper subscription
- ☐ **\$25** - So much for my rainy day fund
- ☐ **\$ _____** - I doubt the world will end, but save me a seat on your spaceship just in case

THANKS! THAT'S VERY
GENEROUS OF YOU.

KINDA MAKES ME
FEEL BAD ABOUT THE
WHOLE CALENDAR
THING...



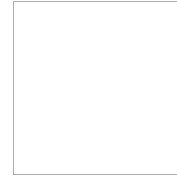
**PLEASE RESPOND NO LATER THAN
April 1st, 2012**

Your donation helps us fulfill our mission:

"Nourishing bodies and spirits of the homebound with balanced meals and friendship"

If you mail it...they won't come

(But they will send money!)



- | | |
|-------------------|--------------------|
| ■ Royal Wedding | ■ End of the World |
| ■ Expenses: \$500 | ■ Expenses: \$600 |
| ■ Profit: \$8000 | ■ Profit: \$5000 |
| ■ ROI: 1600% | ■ ROI: 733% |

Take away tips:

- Barter with other businesses to reduce your costs
- Time your mailings so you don't annoy and alienate your donors with too many requests

If you build it...they will come

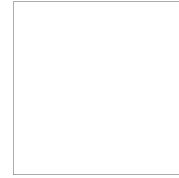
(And they'll bring their friends!)



Take away tips:

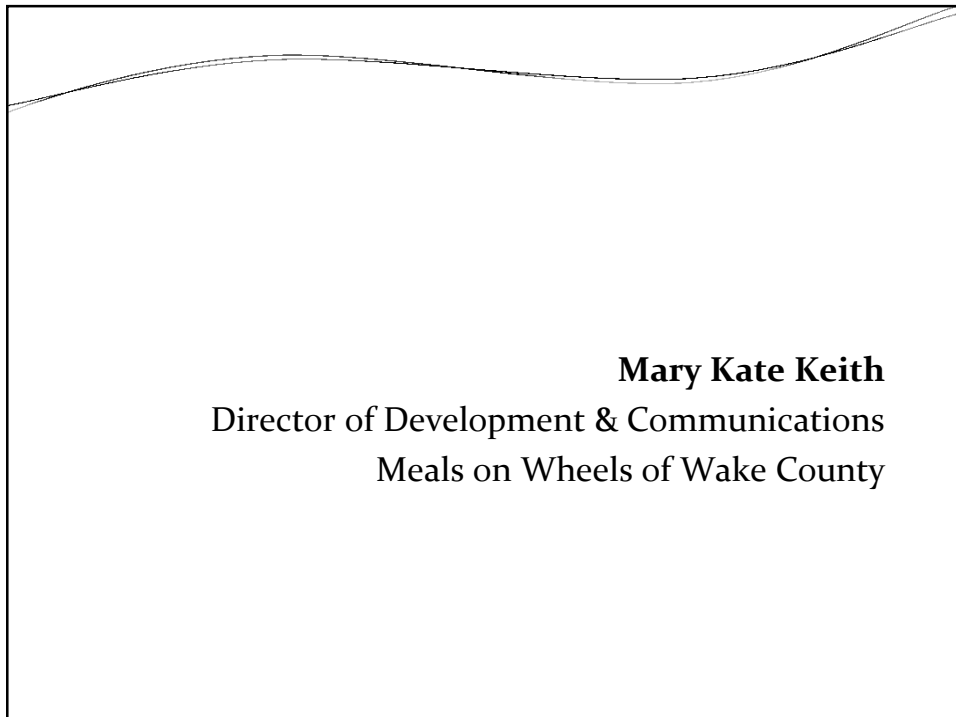
- You don't have to have a gala to raise money
- Community-based events will often have less tangible, but still significant payoffs

Are events really a field of dreams?



Put pencil to paper and figure out how much your organization spends to raise each dollar brought into the organization.

- How involved will the Board be?
- How labor intensive is the event on your staff?
- Will this event bring in new friends to your organization?
- Does this help create a balanced and diverse strategy of financial support?



Important factors when considering an Endowment Fund:

- Is your program well recognized and have good reputation in your community?
- Does your program have a history of fiscal responsibility?
- Do you have a clear mission everyone understands?
- Do you have steady and continually improving annual fundraising results?
- Do you have steady donor retention rates and are you attracting new donors each year?
- Are you supported by influential community members?

External Fundraising Events Lessons Learned:

- ❖ Do not trust everyone or assume that they know what they are doing when it comes to fundraising.
- ❖ Create a specific, board approved policy that outlines expectations for both you and the organizer.
- ❖ Protect your organization and donors.

No Fuss, On-line Fundraiser

Sweet Reward Summer Challenge

100% of your donation goes to the fight against hunger right here in the Triangle!



Help Meals on Wheels of Wake County feed our homebound senior neighbors this summer and receive a **free Goodberry's Frozen Custard gift card!** Just visit www.wakemow.org, make a donation of \$15 or more between July 9 and July 16, and Meals on Wheels will mail you a sweet reward!

Free Frozen Custard!

Scan this QR code with your mobile device to go directly to the Meals on Wheels of Wake County & Goodberry's Frozen Custard Sweet Reward Summer Challenge for more details and reward levels.



Meals  **onWheels**

www.wakemow.org



Senior Connections

Dignity. Choice. Care.

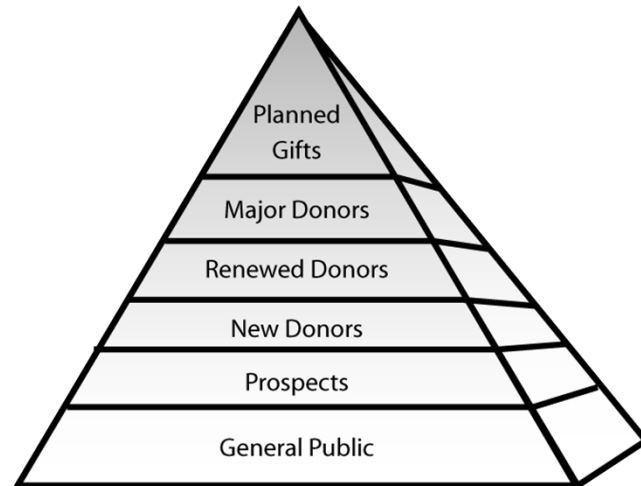
Debra Furtado
Chief Executive Officer

General Agency Information

- Senior Connections is the largest home and community-based senior services provider in metro Atlanta and Middle Georgia.
- Our mission is to provide essential home and community-based care that maximizes independence.
- Our programs and services include:
 - Meals On Wheels
 - In-Home Care
 - Home Repair
 - Neighborhood Senior Centers



The Donor Cultivation Pyramid

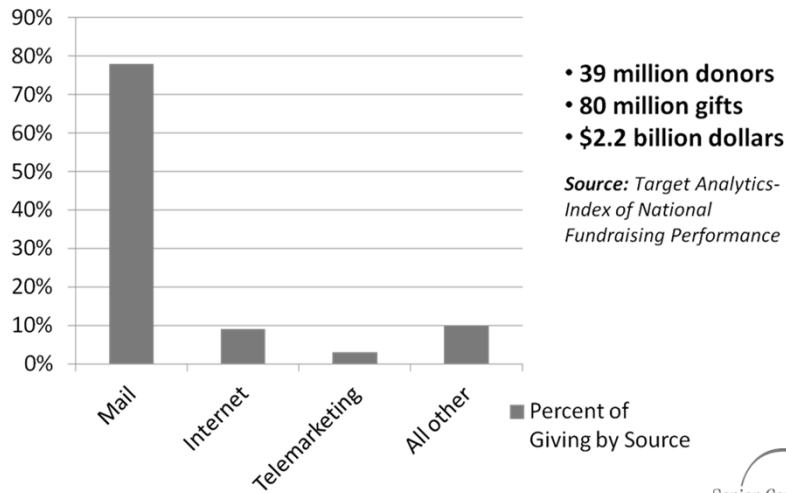


Why Direct Mail?

- Proven success.
- Raise money cost-effectively.
- Quantifiable results.
- Educate the public and enhance visibility.
- Broaden the donor base.
- Recruit prospects for other fundraising efforts (major gifts, planned giving, volunteers, etc.)

Why Direct Mail?

- Direct Mail is a Primary Source of Individual Giving.

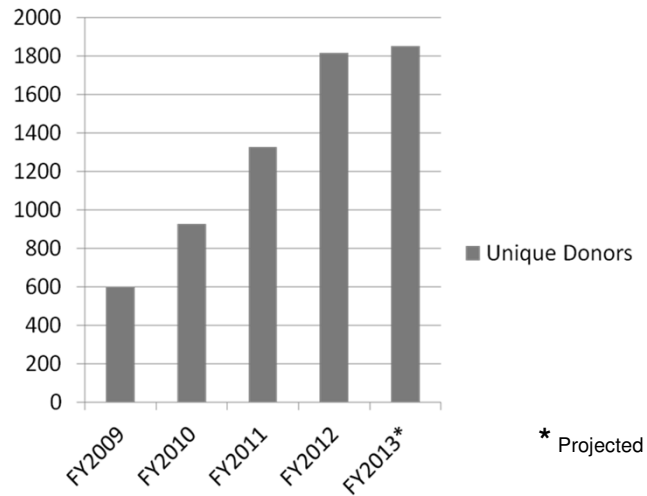


Senior Connections' Donor Profile

- 58% are women.
- 50% are over the age of 65, and 25% are 55-64.
- 38% have household income over \$100K.
- The average gift of Senior Connections donors is \$47. The average gift of all donors is \$32.
- Senior Connections donors support over 20 other charities.

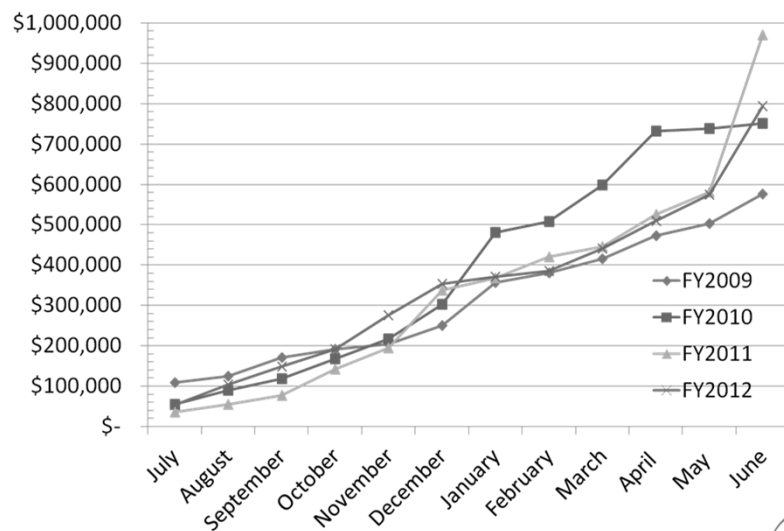
Who else are our donors supporting?

3-Year Comparison of Unique Donors



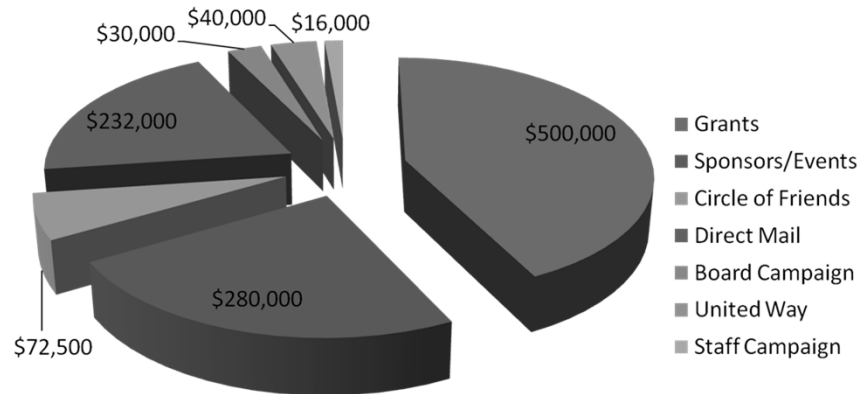
Senior Connections
Dignity. Choice. Care.

3-Year Comparison of Revenue



Senior Connections
Dignity. Choice. Care.

FY13 Projected Fundraising Revenue



Senior Connections Board Expectations

- Be clear with expectations when recruiting board members
- Establish a board financial commitment
- Focus on “give or get” philosophy
- Relationships, relationships, relationships – *Who do you know?*
- Conduct annual board survey to measure results and success



Questions & Comments

Help Us Help Them.

Senior Connections

5238 Peachtree Road, Atlanta, GA 30341

770.455.7602

www.seniorconnectionsatl.org

