

Meals On Wheels
LEADERSHIP ACADEMY

Fundraising Front & Center

Susan DeWitt Wilder, CFRE
Planner, Southern Maine Agency on Aging

This photo raised big money for Meals on
Wheels.



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Are you the chief cook and bottle washer?

If you are the Executive Director your first priority has to be fundraising because you can't do good work if you can't keep the lights on and pay the people doing that good work.

A few reasons why you may find it difficult to make the time to fundraise:

- It's hard to ask for money;
- "Fundraiser" was never a career choice for you;
- You are a doer, not necessarily a relationship builder;
- You are afraid to receive a no.

[3]

How can fundraising become a rewarding part of your job?

- Love what you do
- Tell your best stories
- Personal connection to the cause
- "If you want money, ask for advice."

[4]

“If I want to know where the holes are...”

A director of a large foundation once told me:

“If I want to know where the holes are in an organization, I go to the Director of Development.”

Consider it part of your job description.

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The Donor-Centered Approach Making donors feel good makes you feel great!

- Thank you phone calls

In *Donor Centered Fundraising*, Penelope Burk writes, “95% of study donors said they would be very appreciative if a member of the board called them just to say thank you within a day or two of receiving their gifts. 85% said this would influence them to give again.”

- Primary goal - retaining a donor
- Key to sustained and increased giving

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What is Donor Centric?

The people I listen to, Tom Ahern and Simone Joyaux, describe it this way:

- Donors are not
- No one owes us a gift
- Any one who becomes a donor has
- Develop a relationship with that donor
- We waste potential when
- Donors are more important than donations.

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More from Ahern & Joyaux

- Many first time gifts are
- Work harder for the second gift
- Donors are investors
- We earn donor's trust by
- Asking a donor why
- Satisfy basic human needs.

Ahern & Joyaux: *Keep Your Donors* (2007)
Sign up for Tom's free newsletter at aherncomm.com

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An example of a new donor letter

We were delighted to receive your recent gift and to see that this was your first to -----.
Thank you for making the decision to support our work.

Donations from our friends in the community play an important role in shaping our future. They are critical in enhancing existing services, funding new programs, responding to unanticipated needs, and continuing our tradition of excellence.

I hope we are able to earn your loyal support year after year.

Here are several ways for you to stay connected to our organization and to see your gift in action:

- Read our bi-monthly newspaper—as a donor you will now be receiving a free subscription;
- Visit -----to find up-to-date information on our programs, services and events;
- “Like” our Meals on Wheels Program at facebook.com/-----.

Again, thank you for giving to -----.

Warm regards,

P.S. Please feel free to contact me any time at ----- if you have questions about our work.

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It's worth your time to create a development plan.

Overall goals of a simple development plan:

- Create an ongoing, sustainable plan for individual giving;
- Create two annual direct mail appeals;
- Diversify funding;
- Identify foundation prospects and create a proposal calendar;
- Identify, schedule, and plan events;
- Develop a plan for major donor cultivation.

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Funding Change: a Ten-Step Plan

1. Gather information on your past fundraising efforts.
2. Analyze your past efforts and fundraising strategies.
 - Largest portion of your revenue?
 - Sources ?
 - Greatest potential for growth?
 - Devote more time?
 - Unproductive areas?
 - Eliminate areas?
 - Involve more board members and volunteers?

fundingchangeconsulting.com

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More from Funding Change

3. Evaluate the current climate. Set your goal based on all the criteria.
4. Identify who's on your fundraising team.
5. Set your goals—both strategic and financial.

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More from Funding Change

6. What activities will be a part of your plan?

Identify your strategies to

ACQUIRE, RENEW & UPGRADE.

7. What will you do when?

8. Use a separate page for each strategy.

9. Put it all together on a one-page chart.

Find the forms at fundingchangeconsulting.com.

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Step Ten from Funding Change

10. Evaluate your progress.

Track:

- Number of contacts with donors
- Number of donors who renew their support
- Number of donors who increase their support
- Number of new donors
- New volunteers and new board members
- Number of prospects identified

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Only connect the prose and the passion...

“The key to sustained and increased giving is communication and not fundraising.”

--Penelope Burk, *Donor Centered Fundraising*

“If we’re primarily talking about money, we’re lost. We’re talking about doing good....For me the ideal solution is one where there isn’t a moment of asking, at least not on the part of the solicitor. The asking comes from the friend who says, ‘What is it going to take for us to do this.’ You can imagine, there’s a good deal of work that goes into sharing with a friend to bring us to that moment.”

--David Dunlop, Director of Major Gifts,
Cornell University from askingmatters.com

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Loraine Merrill keeps on giving

LORAIN MERRILL *created a legacy.*

Although she died in 2003, on Valentine’s Day 2012, she delivered 750 roses to people who receive Meals on Wheels.



Consider including the
*Southern Maine Agency
on Aging in your will.*

LORAIN DID.

To discover how simple it is to create your own legacy, call Peg Brown, Director of Development, at 207-396-6590 or email mbrown@smaaa.org.



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Your time is limited. What's your ROI?

- ROI is crucial.
- Measure that return.
- Begin the process with Step 2 of the Funding Change Development Plan.
- Special events as fundraisers?

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More ways to maximize your investment

- Corporations provide only 5% of philanthropic funding.
- Research foundations.
- Your time spent with potential major donors will have the greatest return.
- Don't forget to ask for bequests in all your materials.

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Keep smiling! Managing your expectations

- It feels good to learn you've received a gift, a gift of any size.
- Remember that a no is a no at this time.
- Ask for help, ask for advice, don't ask for money immediately.
- Take time to reflect.
- Keep in mind that it can take three years to establish an effective development program.
- Identify yourself as a fundraiser with pride. You're doing important work.

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Resources

Susan DeWitt Wilder, CFRE
Planner, Southern Maine Agency on Aging
swilder@smaaa.org or 207-396-6513

Tom Ahern, at aherncomm.com

Penelope Burk, at burksblog.com

Simone Joyaux, ACFRE at simonejoyaux.com

Andrea Kihlstedt, at askingmatters.com

Tina Cincotti, at fundingchangeconsulting.com

Association of Fundraising Professionals, at afpnet.org

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Next MOW Academy Webinar

Integrating Ethics into Your Work with Volunteers and Staff

Presenter: Katie Campbell, CVA

Date: February 20, 2014

Time: 3:30 PM EST

[To register](#)

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