

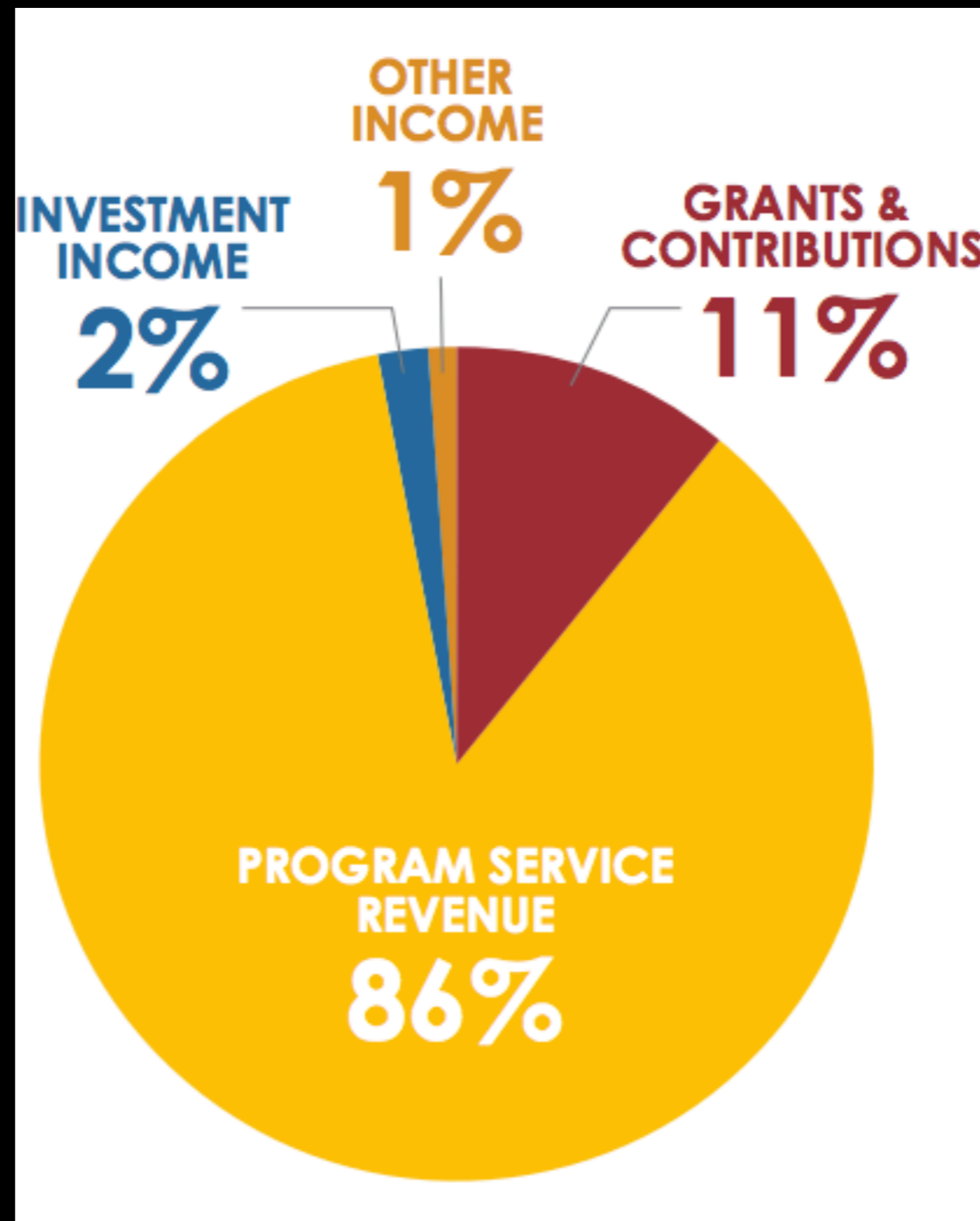
MADISON NONPROFIT DAY

EFFECTIVE FUNDRAISING:
EVERYONE PLAYS THEIR PART

POP QUIZ

- What is currently the greatest source of revenue for your organization?
- Why do people give money to your organization?

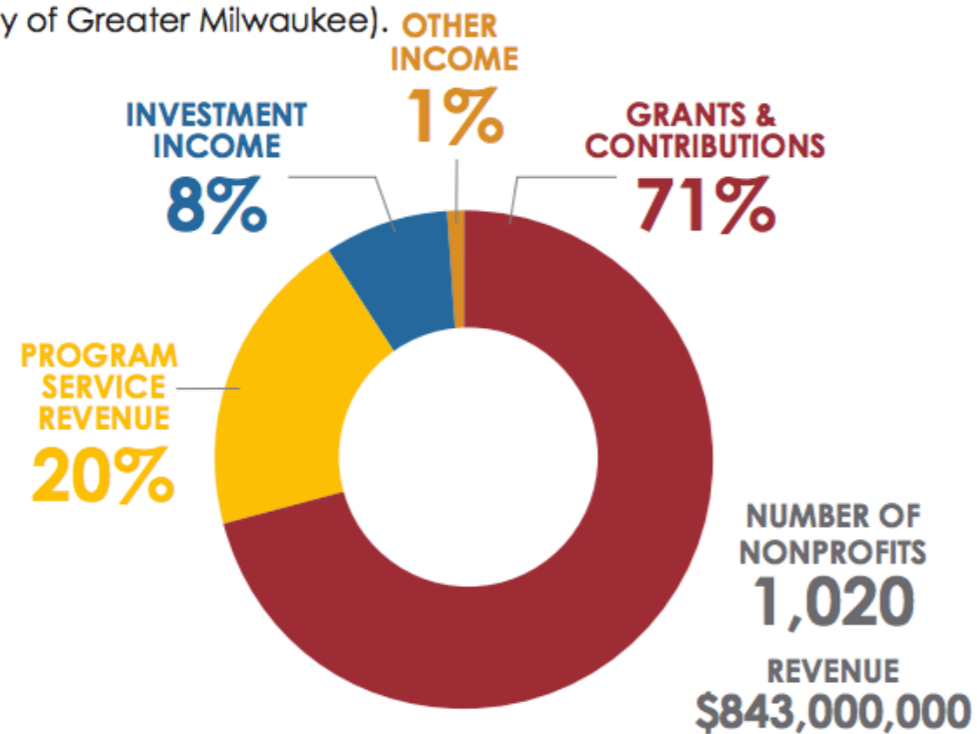
WI NONPROFIT REVENUE SOURCES



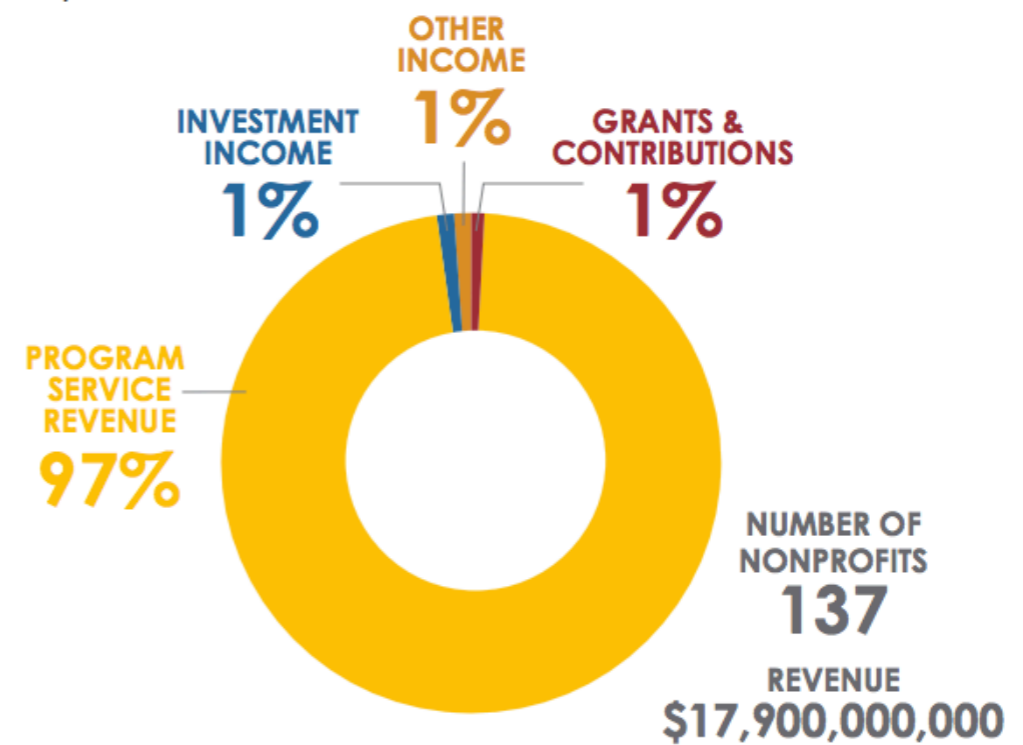
Source: HBI_NonProfitWI Report, 2015

WI NONPROFIT REVENUE SOURCES

Public & Societal Benefit (e.g., North American Friends Of Oranim, Community Service Center, Centers For Prevention and Intervention, Urban Economic Development Association of Wisconsin, Wisconsin Council on Economic Education, United Way of Greater Milwaukee).



Hospitals (e.g., Columbia St. Mary's Hospital Milwaukee, St. Josephs Hospital-Hospital Sisters-Third Order of St. Francis, Holy Family Memorial, Watertown Memorial Hospital, Froedtert Health System).



Source: HBI_NonProfitWI Report, 2015

SMALL INCREASE, BIG IMPACT

- In 2011, \$38.6 Billion in revenue for WI Nonprofits
- .0001% equals \$38,600
- \$50,000 Budget + 1% increase in fundraising = \$500

Source: HBI_NonProfitWI Report, 2015

WHY DO PEOPLE DONATE?

- Someone they know asked them to give, and they wanted to help
- They felt emotionally moved by someone's story
- They feel a sense of closeness to a community or group
- They need a tax deduction

WHY DO PEOPLE DONATE?

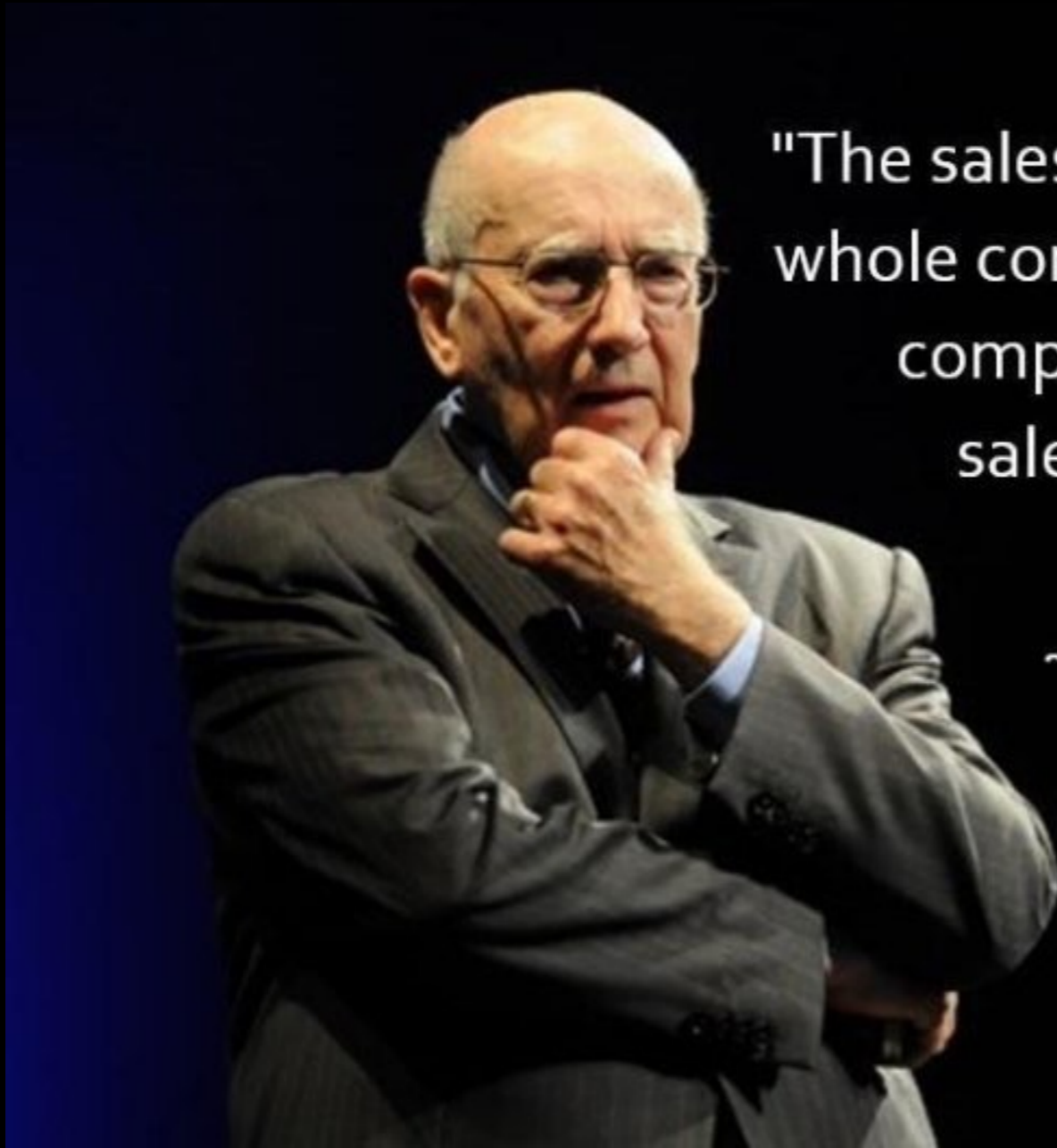
- They want to memorialize someone
- They were raised to give to charity—it's tradition in their family
- It makes them feel connected to other people and builds their social network
- They want to have a good image for themselves or their company

WHY DO PEOPLE DONATE?

- They want to leave a legacy that perpetuates them, their ideals or their cause
- They feel fortunate (or guilty) and want to give something back to others
- They give for religious reasons
- They want to be seen as a leader/role model

Adapted from <http://www.networkforgood.com/nonprofitblog/secret-getting-people-give-15-reasons-why-people-donate/>

EVERYONE IS A FUNDRAISER



"The sales department isn't the whole company, but the whole company better be the sales department."

~Philip Kotler~

WHEN WAS THE LAST TIME...

- You told someone that you are involved in your organization, how much you enjoy it, or how important it is?
- You asked someone to attend an event?
- You asked someone to donate money to or sponsor your organization?

BONUS QUESTION!!

- If someone had been observing you while you did any of those activities, how would they have described your language, tone and body language?

REFLECTION

- What do you like about fundraising?
- What don't you like about fundraising?
- What skills or traits do you have that help you as a fundraiser?
- What gets in your way as a fundraiser?

I'M NOT GOOD AT ASKING FOR MONEY

- Be AWARE of opportunities
- Tell YOUR story
- Be a LOOKOUT
- Use SOCIAL media
- RECRUIT
- ...And ASK

FIND AN APPROPRIATE APPROACH



BUT I'M AN INTROVERT

- Introverts are natural fundraisers
- Great listeners
- Sensitive to those around them
- Don't need the limelight
- Excellent observers

I'M AN EXTROVERT:I'VE GOT THIS

- Special Events
- Big Crowds
- Energizing board, staff and stakeholders
- Individually...talk less and listen more

A SIMPLE APPROACH

- Organization's STORY—Why is its work important?
- Your STORY—Why do you work/volunteer/contribute?
- The ASK—I'd really appreciate it...

IT ALL COMES BACK TO MISSION



QUESTIONS/THOUGHTS

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