



How to Raise Money

(Even without a Development Staff)

25-Plus Proven Ways to Increase Revenue & Decrease Your Stress!

Barrie Atkin, president

Atkin Associates LLC

AFP Rhode Island

Friday, April 11, 2014

RAISING MORE

(key topics)



- Thank You's and Acknowledgements
- Board Involvement
- Communications
- Bequests & Memorial Gifts
- Asking for Money

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About Atkin Associates LLC

Strategy, Marketing & Fundraising
Solving Organizational Challenges since 1996

Barrie J. Atkin, president

MBA, Harvard University Graduate School of Business

M.S. Ed., University of Pennsylvania

Certificate in Professional Fundraising, Boston University

PLAN-MGO Certificate (Major Gifts Officer Immersion Course)

Representative Clients

Brookline (MA) Senior Center

Consumer Reports

ESPN BASS Division

Gen Silent (Documentary Film)

Massachusetts Medical Society

Massachusetts Youth Soccer Association

Men's Health Magazine

National Wildlife Foundation

The Nature Conservancy

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IMPORTANCE OF INDIVIDUAL GIVING (and asking Individuals)

In the U.S., **individual donors** represent
75% of charitable giving.

People give to people.

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Why people give

#1 Reason: Because they're asked.

- Because they have a connection to the person who asks
- Because they care about the cause
- Because they believe in the organization, the leadership, etc.
- Because they want to make a difference or leave a legacy
- Social activities
- For Tax deductions
- Because of some experience in their past
- Because they feel it's their duty
- Because they feel it's a blessing to do so.
- Because it makes them feel better about themselves.

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THANK YOU'S & ACKNOWLEDGEMENTS



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Value of a Personal Thank You

From a study of 2,250 new direct mail donors:

- 220 received a thank you phone call from a Board Member within 48 hours of their gift.
- Others received standard written acknowledgements

**Those who received a thank you call
Gave 40% more in a second gift
70% were still giving two years later**

More than 80% of the other donors had quit giving 2 years later

Source: The Osborne Group, Inc. (Karen Osborne) www.theosbornegroup.com
http://www.papilio.com/stewardship/slides/Papilio_Stewardship_Webinar.pdf

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Lots of Ways to Thank



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Make a connection without a direct ask



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BOARD INVOLVEMENT



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Your Board doesn't want to Fundraise?!



- Create a separate Advisory Board or Development Committee
- Establish guidelines on how people can help "fundraise" in other ways
- Job description – address expectations for fundraising or other ways to volunteer
- Make it easy – Pair people up

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Match people to Skills / Interests

Make signs?
 Maintain a database?
 Plan an event or a menu?
 Pick entertainment?
 Address invitations?
 Write thank yous?
 Help put together information package for prospects



Make it easy. Make it fun.

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COMMUNICATIONS



- Make it **EASY** for people to donate
- Distribute reply envelopes
- Let people know how money will be used
- Is website current? Does it say **2014**?

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Wording Tips



- "Because of you"
- "Thanks to your generosity"
- Use **"You"** more than **"We"**
- Show results and impact
- Showcase your success and theirs

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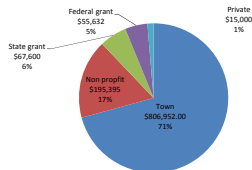
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Appeal to Both Sides of the Brain

EMOTIONS

- Anger
- Ego Gratification
- Exclusivity
- Fear
- Greed / Value proposition (e.g., matching gift)
- Guilt
- Flattery
- Exclusivity
- Salvation

FACTS



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Tell donors how their money will be used

And what impact it will have



"How much of Robin Hood's money went to fund-raising expenses and campaign contributions and how much actually went to the poor?"

Reprinted from Funny Times / PO Box 18530 / Cleveland Hts. OH 44118 phone: 216.371.8500 / email: ft@funnytimes.com

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BEQUESTS & MEMORIAL GIFTS

- Make a big deal out of each bequest
 - Legacy Club
 - Honor People while they are alive!
- Memorial gifts
 - “in lieu of flowers”
 - Events
 - Wall of honor



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Publicize Bequests & Memorial Gifts

- Provide bequest language
- Put the request everywhere
 - Website, donor newsletters, rack card
- Let people know what you need. How they can help. That the government (or other source) doesn't pay for everything!
- Offer seminars on wills, trusts, bequests, estate planning



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You CAN increase Bequests

- Do good Work
- Publicize It
- Be Nice to EVERYONE
- Know who is most likely to leave a bequest

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The Best way to Cultivate Prospects



Get to know your Prospects
Ask questions



LISTEN

(How has your organization helped them or people they know?)

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ASKING FOR MONEY



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How to Feel GOOD about asking for money

It's NOT about arm-twisting or obligation

It's about giving people who are inclined to give money, an opportunity to support a cause that:

- They care about
- Makes them feel good
- Matches their interests and passions



They will give money.
Why not to YOUR organization?

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Create Comfort about Asking

- Role Play
- Practice
- Have a plan
- Prepare (learn about your prospect)
- Start with people whom you're comfortable with
- Use a Buddy System
- Be passionate about your cause
- Be personal and sincere



The Ask

The right person at the right time at the right place for the right amount.

- The Right Person:** A peer, a friend, a colleague, someone they respect.
- The Right Time:** When you know about them. After some cultivation. When they're ready. When they're familiar with the organization.
- The Right Place:** Usually their home or office. Wherever they feel comfortable.
- The Right Amount:** A specific amount. How much will depend upon the individual and the situation.

Convey purpose of gift, benefit
and why this gift is a good match for this donor/investor.

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Overcoming Objections

Not everyone will say Yes!

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Getting Repeat Gifts

- Why did they donate?
- What is their motivation?
- Is there a time (or time frame) when they might donate again?
- What appeals to the donor?
 - Facts? Emotions? Stories? Combination?
- Is there a way to involve them in your organization?

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The BIGGEST MISTAKES in Fundraising

NOT **LISTENING** TO THE DONOR

NOT ASKING

NOT ACKNOWLEDGING THE DONOR

NOT **THANKING** THE DONOR

NOT ASKING

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Resources to help ask

THE ASK: How to ask for Support for your nonprofit cause, creative project, or Business Venture by Laura Fredricks

Ask Without Fear by Mark Pitman

Asking: A 59-minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift by Jerold Panas

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Final Comments

Fundraising Mantra:

"If you want money, ask for advice.
If you want advice, ask for money."

If YOU don't ask your prospect for money, they will give their money to some other cause.

GIVE people the opportunity to connect with your organization.

If they're not interested, practice "**Bless & Release**".

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QUESTIONS?

COMMENTS?

Special Offer for AFP RI Attendees
FREE 60 Minute Consultation



Possible Topics:

- Strategic Planning** ~ Board Engagement & Governance Issues
- Fundraising & Development Planning
- Capital Campaigns and Feasibility Studies**
- Customer Acquisition & Retention
- Review of your Marketing Communications**

What's on YOUR Mind? Let's talk!

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