

Great Foundations in Fundraising

Inspiring people to give



**Freerange
Future**

Creating for cause & culture



Who is this document for?

People interested in getting started with fundraising

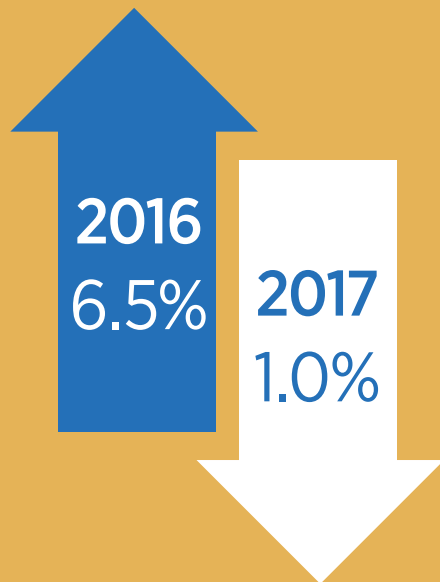
Nonprofits looking for fundraising ideas

Nonprofits that want to grow their charity donation base

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The State of Fundraising



Times are challenging for nonprofits in Australia. The NAB Charitable Index Report revealed charitable giving **fell by 1.0%** over the last year leading up to February 2017. The slip is noticeable, comparing to the 6.5% increase in giving in February 2016¹.

In this ebook, we will explore the thoughts, ideas and psychology around what motivates people to give and how to plan and execute an effective fundraising strategy. **We hope it helps you to ramp up your fundraising efforts and make better fundraising decisions.**



1. 2017, NAB Charitable Giving Index, <https://business.nab.com.au/wp-content/uploads/2017/05/charitable-giving-index-nab-february2017.pdf>

Why do people give?

The broad majority of Australians donate, in fact according to Philanthropy Australia 80.8% of us do². There are various frameworks and theories that explore the reasons why people give. Some of the most prominent reasons are:

The public good theory, that people are rational beings.

Donors support nonprofits because they recognise that in doing so, society as a whole will benefit, therefore they too will benefit. The feeling derives from a sense of morality and responsibility to give back to society by using our good fortune to help others.

The exchange theory, that people give to get.

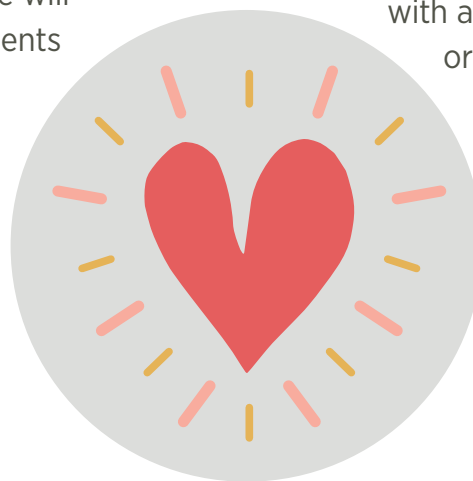
By donating time and money to a cause, we will receive tangible benefits or acknowledgements in return...even if that just means showing off on Facebook.

The warm glow effect, that people give to make themselves feel good.

The warm fuzzies! We give to feel better about ourselves. It is the sense of accomplishment, the feeling of satisfaction and assurance that you've done your part to help your community.

Altruism or self-interest?

Being the idealists we are, we'd like to believe genuine altruism exists but some researchers (Simmons et al) have argued that even when performing acts of kindness such as anonymous donations we are still acting out of self-interest on some level. This includes being driven by the desire for one's life to matter, to improve one's self image, to relieve the distress of empathy with a victim being presented to us, or to obey religious or societal norms³.



2. 2017, Philanthropy Australia, (www.philanthropy.org.au/tools-resources/fast-facts-and-stats)

3. Simmons et al as quoted in Jay, e, Sargeant, A, Fundraising Management: Analysis, Planning and Practice



So how do donors then choose the charities to give to?

There are varying opinions on this topic but below we've explored a framework that was documented by Centre for Charitable Giving and Philanthropy⁴ and has been reinforced through many projects with our experience with nonprofit client persona explorations.

There are four main themes that donors follow when choosing causes to support:

Theme 1: Donors' tastes, preferences and passions

This of course is influenced by nature, nurture and personal life experiences. Some people innately love dogs and would prefer to support dog rescue shelters whilst others are more passionate about human rights so instead donate to Amnesty.

Theme 2: Donors' personal and professional backgrounds

The paper by the *Centre for Charitable Giving and Philanthropy* also talks about our 'philanthropic autobiographies' and how some people often align their giving with their professional background, for example architects might be more likely to support the National Trust than a web developer, who might prefer to support the maintenance of digital platforms, or a coding program for kids.

Theme 3: Donors' perceptions of charity competence

With the rising number of nonprofits competing for attention, donors are increasingly aware of placing their money where it will be used most effectively. Some donors will want to see how funds are being spent, but to get to that point, a donor needs to believe that a cause is capable of doing the things they are promising. Visual communications are critically important here. If you don't look convincing, donors will question your ability to act on your brand promise.

Theme 4: Donors' desire to have a personal impact

Many donors want to feel a personal connection with the nonprofit they donate to. The desire to leave a legacy or personally make a positive impact in society plays a strong part in motivating people to give. Donors want to be able to see their donations having a tangible impact. For many people this might mean preferencing smaller organisations, so they can see their donations at work.



4. 2010, Breeze, B, How Donors Choose Charities

Start with values and vision.

Ok, you get why people might donate, what next? Before getting stuck in to planning your fundraising efforts, ask yourself these things:

Do we know our organisation's values and vision?

Values are standards of what is valuable and important in life. People and organisations can both use values in making decisions large and small. Without values, what framework is there to make decisions about fundraising goals and activities? Your vision is your reason for being. It's what your community connects with, so make sure you know it and everything you do is working towards it.

What are our organisation level objectives?

Start with [SMART](#) goals. Your objectives should be quantifiable and concise, being specific, measurable, result-driven and achievable.

Specific

Measurable

Attainable

Relevant

Timely

Do we have fundraising objectives in place, do these support the organisation level objectives?

Fundraising objectives should align closely with your vision and organisation's objectives, reflecting on your values. What does fundraising need to achieve for your organisation to achieve its vision?

Have we got a diverse fundraising portfolio?

Do we know what's generating the best ROI?

Every now and then it's good to check in and ensure your eggs haven't all moved to the one basket. An audit helps your organisation review the status of current fundraising efforts, identify strengths, weaknesses and areas for improvement.

If you're not already closely tracking the returns on your marketing dollars spent, please make this the year to do so. Make sure you know your which programs deliver the best ROI, your conversion rates from fundraising emails sent on a Friday versus a Tuesday, or if women 18-25 are most likely to convert once they click a Facebook ad. This is how you optimise your marketing spend and generate more fundraising dollars for your brilliant cause.



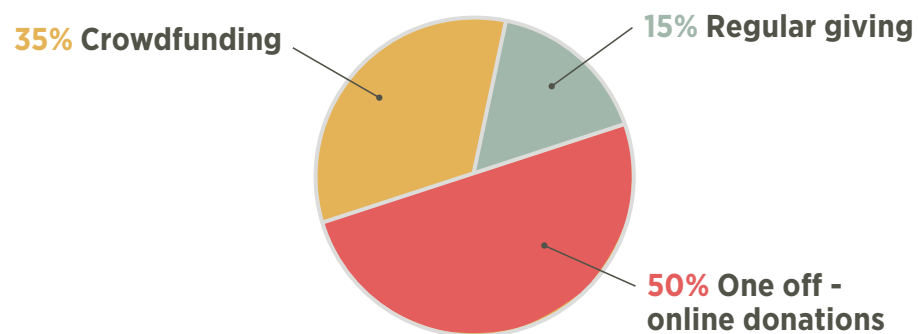
Achieving a balanced portfolio

It's ideal for nonprofits to have a strong portfolio of revenue streams. Relying on one specific activity to attract donors and generate revenue is risky. A mix of programs that work towards your fundraising and organisational objectives helps to ensure sustainable revenue streams and piques interest from different audiences.

WHERE DOES YOUR REVENUE STREAM COME FROM?

Write down all your revenue streams and use a pie chart to estimate the contribution of each as percentages. Ask your finance team, or review the data you have available to see how close you came.

EXAMPLE



Fundraising Portfolio

A good fundraising portfolio might include a mix of these activities:

Regular giving

Events

Appeals

Corporate gifts

Workplace giving programs

One off - online donations

One off - offline donations

Peer-to-peer fundraising

Crowdfunding

Bequests

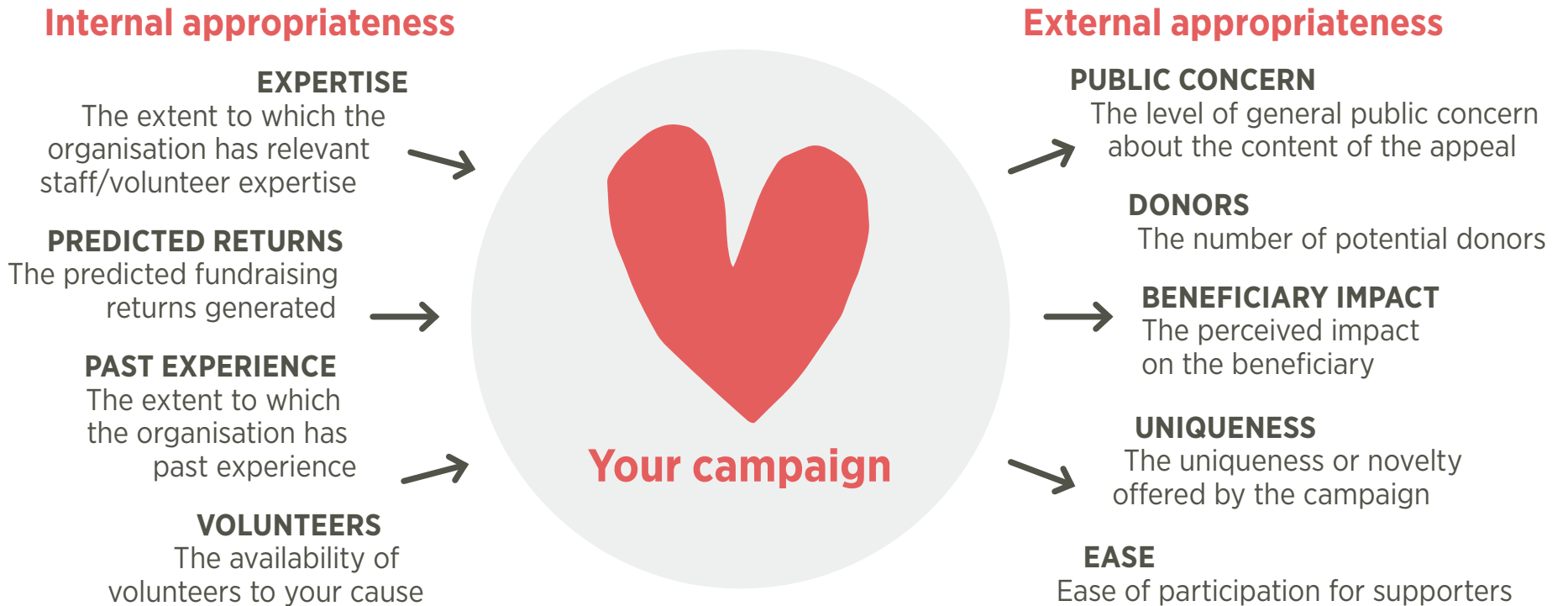
Income from products or services

Grants



Crafting brilliant appeals

When planning your net campaign, make sure you first consider the following⁵.



5. Sargeant and Jay, Ibid

Crafting Brilliant Appeals



There are two major types of appeals, they are:

Outcome driven

In an outcome driven campaign, your goal will frame the messaging you use to rally support. For example, if you're aiming to build 10 schools, then your campaign title, appeal copy, and campaign pages would focus on building those 10 schools.



Activity driven

In activity driven campaigns, your campaign messaging **revolves around a fun** or engaging activity to encourage involvement. Things like Movember, Colour Run or World's Greatest Shave are all great examples.

Regular giving

A popular fundraising method is to ask current donors to give regularly.

Having regular, monthly donors gives nonprofits a steady, predictable income and increases a donor's average yearly value.

Monthly recurring donation programs provide an opportunity for nonprofits to build a stronger, long term relationships with their community... as long as they're properly nurtured!



Optimising your regular giving program

10

Create a name and visual brand for your monthly giving program

Link monthly donations with impact to show how the donor is/can make a difference and communicate this often

Highlight exclusive communications or extra benefits monthly donors receive

Ensure communications with existing donors recognises the impact of their contributions to date

Provide a seamless integration solution to streamline the online donation process

Charity: water

Charity: water is an organisation with a mission to bring clean water to developing countries. Their monthly donation campaign, Join the Spring, encourages donors to invest in clean water and sustainability. Through real-time updates, donors can view their contributions being put to work.

Visit charity: water

Invest in a world where everyone has clean water.
100% brings clean water to people in need.

Enter an amount to give per month

\$ 60 USD/MONTH

DONATE MONTHLY

Your **\$60.00** monthly donation can give **24** people clean water every year. 100% funds water projects.

WATER
We're bringing clean and safe water to thousands of people in need every single month.

SUSTAINABILITY
We're putting maintenance teams to work so we can ensure that water keeps flowing for years to come.

MONTHLY GOOD NEWS
See how your donation is being put to work with real-time updates from around the world.

Live updates how your donation will help depending on donation amount

What charity: water does really well

Real people

Together, we're unstoppable.

Jeremy Snell
Honolulu, HI

Marty & Richard Dutch
Newport Beach, CA

Jessica Stroup
New York, NY

We've got 15,494 members in 80 countries around the world.

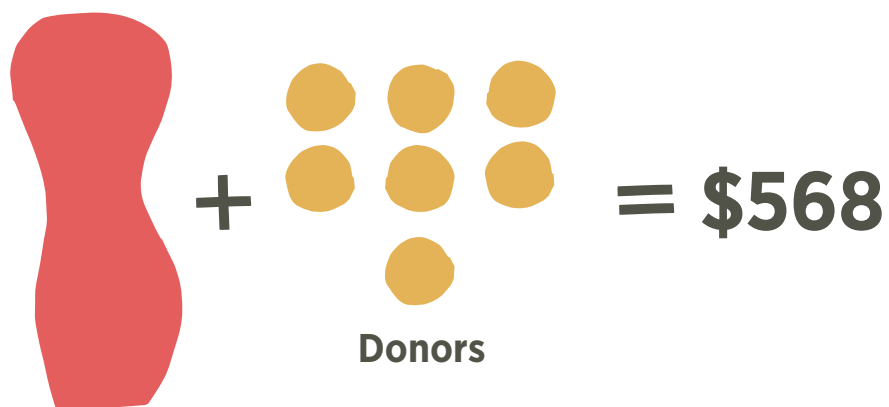
We're global



Peer-to-peer campaigns

The peer-to-peer approach is one of the best ways to attract new donors to your organisation. It thrives on personal relationships and relies on supporters to spread word about your cause and getting them to raise funds on your behalf.

On average, an active fundraiser will raise \$568 from 7 donors⁶.



Here are two campaign approaches you should consider:

Rolling campaign

From birthdays to anniversaries, or athletic events, year-round campaigns allow supporters to choose how, why, and when they want to fundraise for your organisation. Because they are more passive in nature and they last all year long, these campaigns are a natural fit for softer, [inbound marketing](#) tactics.

Time-based campaigns

Time based campaigns are limited to a specific length of time (generally 4–8 weeks). This type of campaign is usually based on a specific activity or theme, such as a seasonal campaign (think Movember) or one that funds a specific program. Time-based campaigns have tangible results and provide great team building opportunities. Unlike rolling campaigns, they utilise more aggressive and targeted marketing tactics. When you have a limited period of time to reach a specific fundraising goal, you will naturally rely on a more proactive reach out strategy to increase exposure and support for your campaign.







6. 2017, Chisholm, S, Using Fundraiser Activation Rate to Raise More Money (www.classy.org/blog/using-fundraiser-activation-rate-to-raise-more-money)

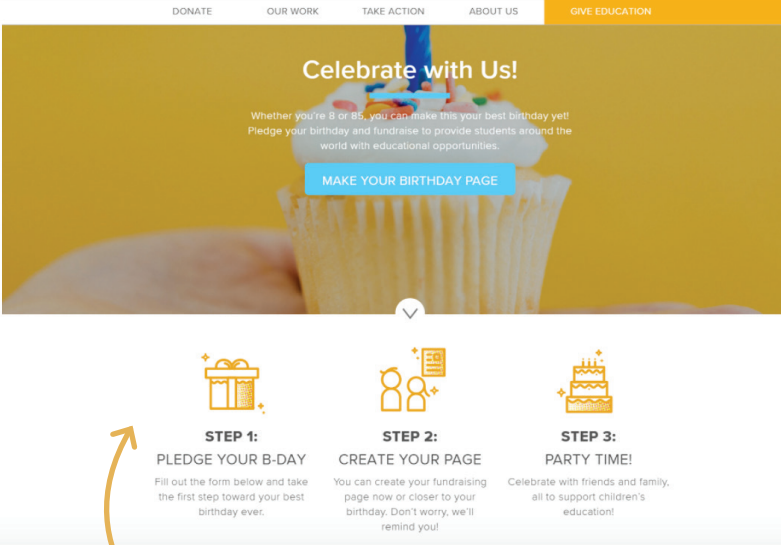
Pencils of Promise- Pledge Your Birthday

The PoP birthday campaign puts the fun in fundraising - allowing supporters to make a pledge on their birthday. As pledges are linked to the donors' birthdays, they can be done anytime across the globe. You sign up and they'll remind you of your pledge closer to the date.

[Visit Pencils of Promise](#)

Select Your Impact Level

 Teacher Support \$1,000 Provide Teacher Support to 20 teachers FUNDRAISE	 Classroom Sponsorship \$6,000 Sponsor a tech-integrated PoP classroom FUNDRAISE	 WASH \$10,000 Help us build bathrooms and support our Water, Sanitation and Hygiene Programming FUNDRAISE	 Teacher Support & Digital Learning \$25,000 Fund 3 years of teacher training and e-readers with curated content for a PoP school FUNDRAISE
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CELEBRATE WITH US!

Whether you're 8 or 85, you can make this your best birthday yet! Pledge your birthday and fundraise to provide students around the world with educational opportunities.

[MAKE YOUR BIRTHDAY PAGE](#)

STEP 1: PLEDGE YOUR B-DAY
Fill out the form below and take the first step toward your best birthday ever.

STEP 2: CREATE YOUR PAGE
You can create your fundraising page now or closer to your birthday. Don't worry, we'll remind you!

STEP 3: PARTY TIME!
Celebrate with friends and family, all to support children's education!

Example of a rolling peer-to-peer campaign



Steps to fundraising campaign success

We all want to create the most successful fundraisers possible to achieve the best outcomes for our causes. When it comes to success, planning and process pay off! Take these steps to develop strategies and tactics that will elevate your fundraising.

Step 1

Develop personas that reflect the donors you're aiming to attract. (A persona is a profile of an imaginary person who represents a segment within your database.)

Step 2

Identify key motivators with each persona group.

Step 3

Develop messaging to align with those motivators.

Step 4

Assign relevant calls to action for each motivator.

Step 5

Develop a channel strategy that relates to those personas, messages and calls to action. This should consider platforms such as direct mail, social media, web, email, events, radio etc as relevant to your personas.

Step 6

Map out the campaign timeline, ensuring there are measures to keep the audience engaged throughout the duration of the campaign.

Step 7

Create the relevant marketing materials - landing pages, emails, social graphics, direct mail pieces etc.

Step 8

Soft launch the campaign to existing donors.

Step 9

Hard launch the campaign according to the platform strategy.

Step 10

Give updates on progress and regular thanks.

Step 11

At the end of the campaign, thank donors and communicate impact in tangible ways.





Ten Fundraising Commandments

1. People give to causes - not to organisations
2. First open people's hearts and minds, then their wallets (emotion first, logic second)
3. Don't just ask people to give, inspire them to give
4. Know your donors and put yourself in their shoes
5. Don't assume, test!
6. Offer a clear, direct proposition people can relate to
7. As always, ensure brand consistency
8. Show, don't tell - successful fundraising involves good storytelling
9. No one should be a fundraiser without being a donor first
10. **Most importantly, always say thank you, personally and often!**



Thanks for reading our e-book! We hope you've found it valuable.

Have another topic you'd like us to cover?

Email frontdoor@freerangefuture.com

You might also like:

The Complete Cause Driven Website

Five Steps To Nonprofit Brand Brilliance

Personalising Cause Marketing

Contact us about taking the next steps.

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