



Fueling your Mission: Proven Fundraising Strategies, Sources and Tip

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Tweet: @vitreogroup



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About Us

- ≡ ViTreo is a full-service fundraising and nonprofit leadership development firm
- ≡ We offer a clear approach in an industry that can be overwhelming and often overcomplicated
- ≡ 250+ clients served in culture, health, human services and education sectors across Canada
- ≡ Larissa Groch, CFRE – Senior Consultant

Plan for Today's Session

- ≡ Learn what you can offer funders
- ≡ Understand different funding sources
- ≡ Understand your funding pie and the types of funders that make it up
- ≡ Learn to assess and link your funding needs (gap analysis) to the different types of funding opportunities
- ≡ Have fun!



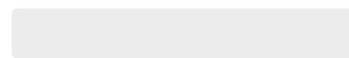
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Why did you join your board?



Why should a funder care?

- ≡ What makes your organization unique?
- ≡ What is special about your cause?
- ≡ How do you impact the kids, individuals and families in your community?
- ≡ What will happen if your organization does not get funded?
If you ceased to exist?



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Your Case For Support

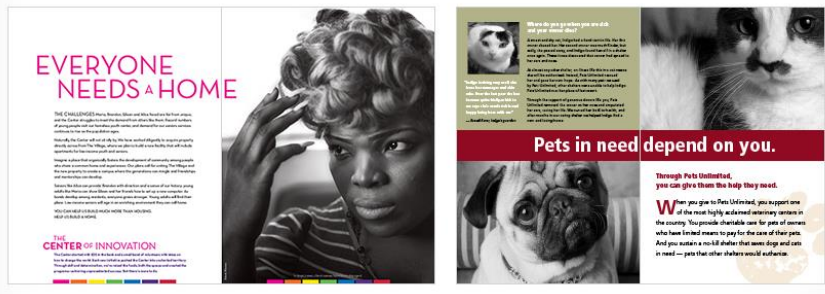
Think about these from the Funder's Perspective:

Begin by asking ...

1. Who are you?
2. Why do you exist?
3. What is distinctive about you?
4. What is it that you want to accomplish?
5. How do you intend to accomplish it?
6. How will you hold yourself accountable?



Your Case For Support



Address these key areas:

1. State the case for your organization, your clear purpose and mission
2. Present the case for current programs
3. Show how new programs/efforts will enrich and benefit many lives
4. Dramatically show your impact on the community (economic, social, etc) for today and tomorrow

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Your Case For Support

- ≡ Informs
- ≡ Inspires
- ≡ Excites
- ≡ Uplifts & motivates
- ≡ Incites to action and involvement
- ≡ Instills urgency
- ≡ Invites support, interest, dedication... and investment!



Trends: Charitable Giving in Canada



84%
of Canadians donate.

\$10.6 billion
donated by Canadians annually.



\$446
average annual gift by Canadian donors.

- ≡ 170,000 nonprofits in Canada including 85,000 registered charities
- ≡ New Canadian giving more: \$672 average vs. \$509 from Canadian born
- ≡ Rising voice of women in philanthropy
- ≡ Decreasing number of people who give (or taxfilers who claim gifts)

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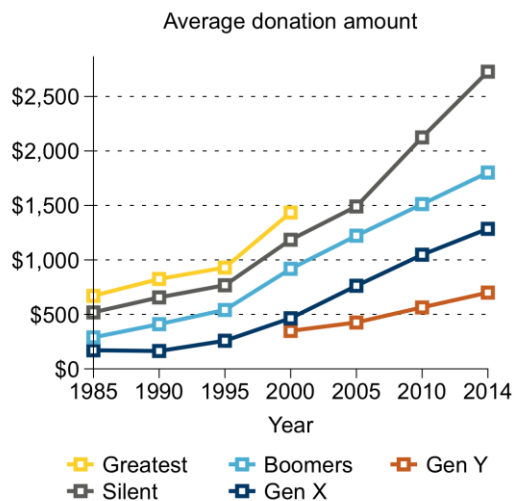
Trends: Charitable Giving in Canada

- ≡ More high-income families, less charitable giving
- ≡ More competition for gift dollars (Go Fund Me)
- ≡ Small charities rely on charitable donations
- ≡ Online giving on the rise - 22.5% per year on CanadaHelps' platform from 2006 to 2015
- ≡ Monthly giving making an impact - monthly donor average gift (\$669) vs. one-time donation (\$322) via CanadaHelps (2015)

Trends: Charitable Giving in Canada

- ≡ Although donors with higher household incomes made larger donations, donors with lower household incomes gave a larger percentage of their income
- ≡ “Donations from individuals” is the only category that has consistently increased over the past decades

Source: Imagine Canada



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What can you offer to funders?



Where do I find these funders?

Myth or Reality:

- ≡ Most of the big money in Calgary comes from corporations
- ≡ We can't raise a lot of money, we don't know any rich people
- ≡ Asking for money is difficult work



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Why do you give?

Think of a charity that you support:

- ≡ Why do they deserve your support?
- ≡ What determined the size of gift you provided?
- ≡ Will you give again?



Why do people give?

- ≡ To improve or save lives, help those in need
- ≡ People give to people
- ≡ The most money where they are involved
- ≡ Believe in the mission
- ≡ Personally responsibility to others



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Why do people give?

- ≡ To make an investment in creating a better world
- ≡ Public recognition
- ≡ Because they want to
- ≡ Religious beliefs
- ≡ Because they are asked
- ≡ Income tax credit
- ≡ To experience the joy of the results of their gift



Individual Giving

- ≡ 90% of gifts come from 10% of individuals
- ≡ Most individual gifts are unrestricted income – important to assist with operation costs
- ≡ Gifts from individuals can increase dramatically over time
- ≡ Significant baby boomer wealth transfer coming



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Corporate Giving

- ≡ Sponsorship
- ≡ Donation
- ≡ Deep discount
- ≡ Gift in kind (product, service, time, volunteers)
- ≡ Strategic partnership



Corporate Giving

The Case for Corporate Philanthropy

6 Reasons Why Companies Should Give Back

- Creates Purpose
- Increases Engagement
- Boosts Employee Morale
- Attracts New Talent
- Demonstrates Company Values
- Improves Employee Health

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Foundation Giving

- Community
- Private
- Corporate

Other Giving

- ≡ Government
- ≡ Service clubs
- ≡ Faith groups
- ≡ Others?



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So what do you need? Want?



Funding Gap Analysis

1. Identify current state - **what are you doing now?**
2. Where do you want to be? **Vision, be specific**
3. What is the gap? **Why? Be specific**
4. Develop action plan: **what can change, cost, target dates**

Connecting it all together

1. There must be clear vision of what the organization is and wants to accomplish, with a menu of specific needs that support the mission.
2. There must be a dedicated and trained group of board members and volunteers/staff committed to serving as its advocates in fund raising.
3. There must be a commitment to providing the resources to carry out the strategy.

Build your potential funder base

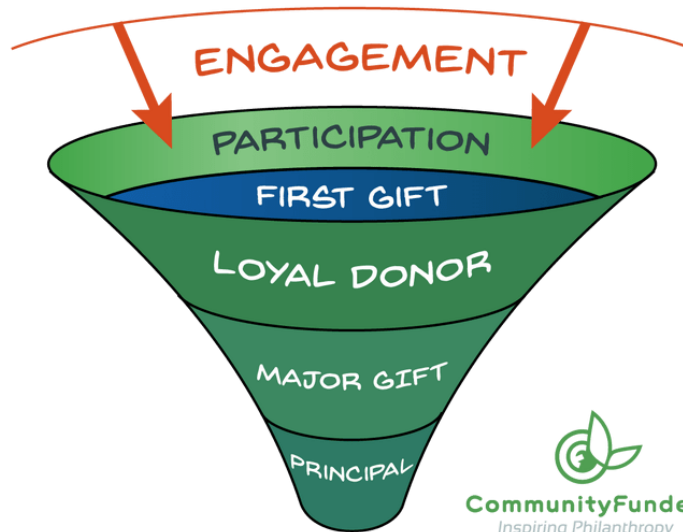
1. A case must be established first. It is from strategic plans and the organization's case that fundable projects arise, which can then be matched with likely prospective funders (through research).
2. Match prospects to projects. Approach this task by using Rosso's concentric circles model.



Source: Henry Rosso, *The Principles of Fund Raising*, Student Workbook

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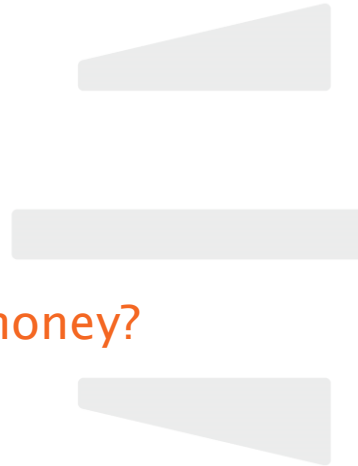
THE COMMUNITY FUNNEL





Question 1:

I need your help to raise some money?



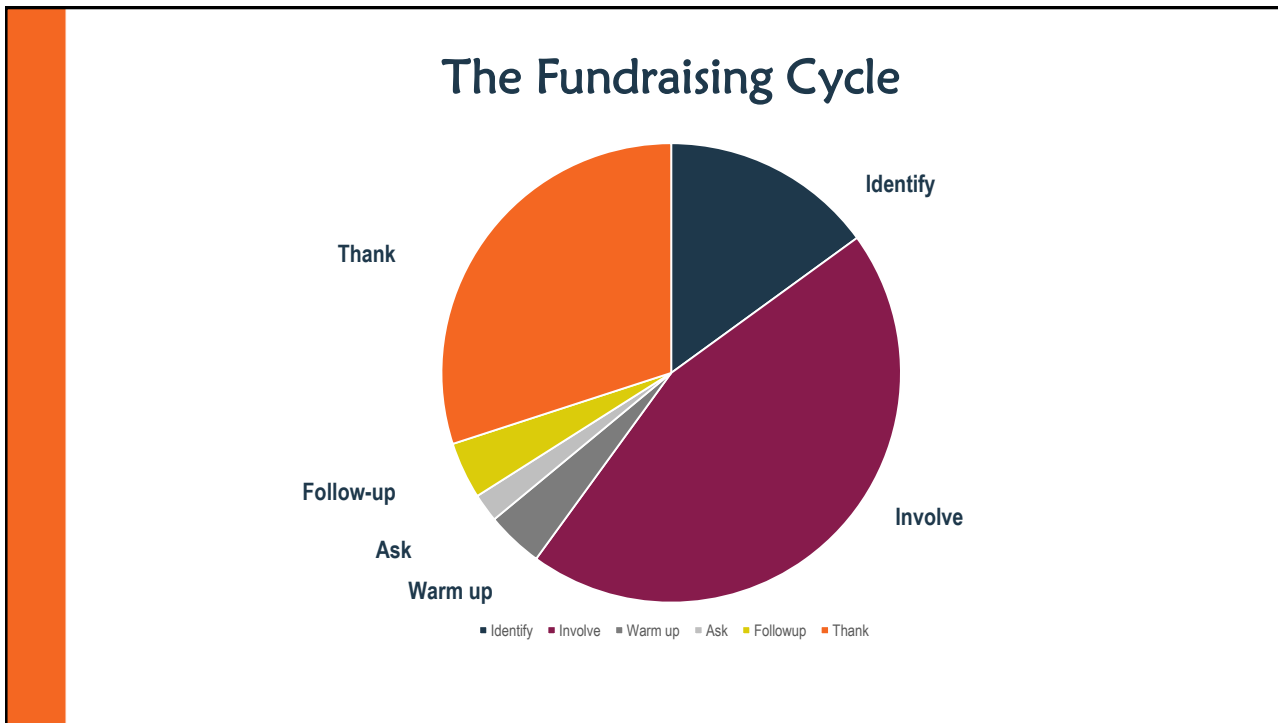
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Question 2:

How did you feel when you made an important gift?

Think about the last time you donated to an organization/cause you like. How did you feel?



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Basics

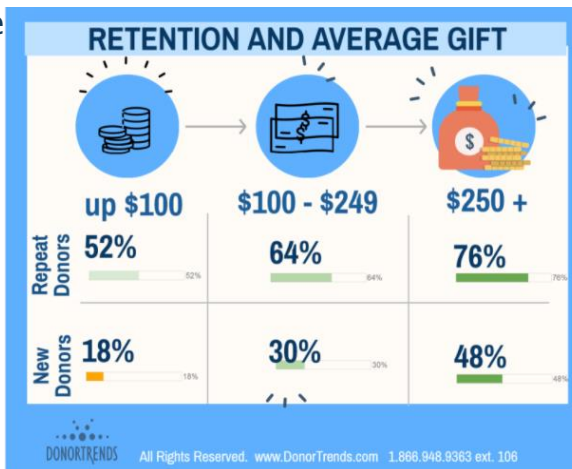


Fundraising is simply about two things:

- 1. Renew existing donors and increase their giving levels
- 2. Acquire new donors

Basics

- Focus first on the donors you have rather than new and unknown people
- 70% of fundraising effort should focus on cultivating, stewarding, renewing, converting and upgrading current donors
- 30% of fundraising effort should be cultivating and soliciting prospects capable of making more significant gifts



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Basics

- It takes 7x as much work to acquire a new donor than to renew one
- Building relationships for the long term**

2/10 New Donors continue to give



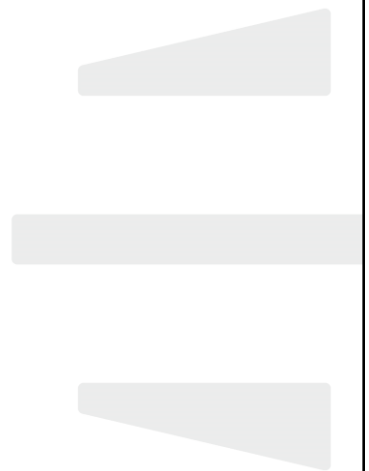
6/10 Existing Donors continue to give



“Nonprofit organizations exist to fulfill community needs.
People do not give because an organization has needs.
They give because your organization meets needs.”

- Kay Sprinkel Grace

Questions?



Thank You!

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