

FUNDRAISING V. FUND CATCHING

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WHO ARE YOU?



**IN 60 MINUTES
OR LESS
+ Q&A**

1. Focus on donor love
2. How to let go
3. What are the options?
4. Everyone on board

DONOR LOVE

- How do you define donors in your portfolio?
- What is donor love?
- How many donors can you show true love?
- When was the last time you took a deep look at your portfolios?

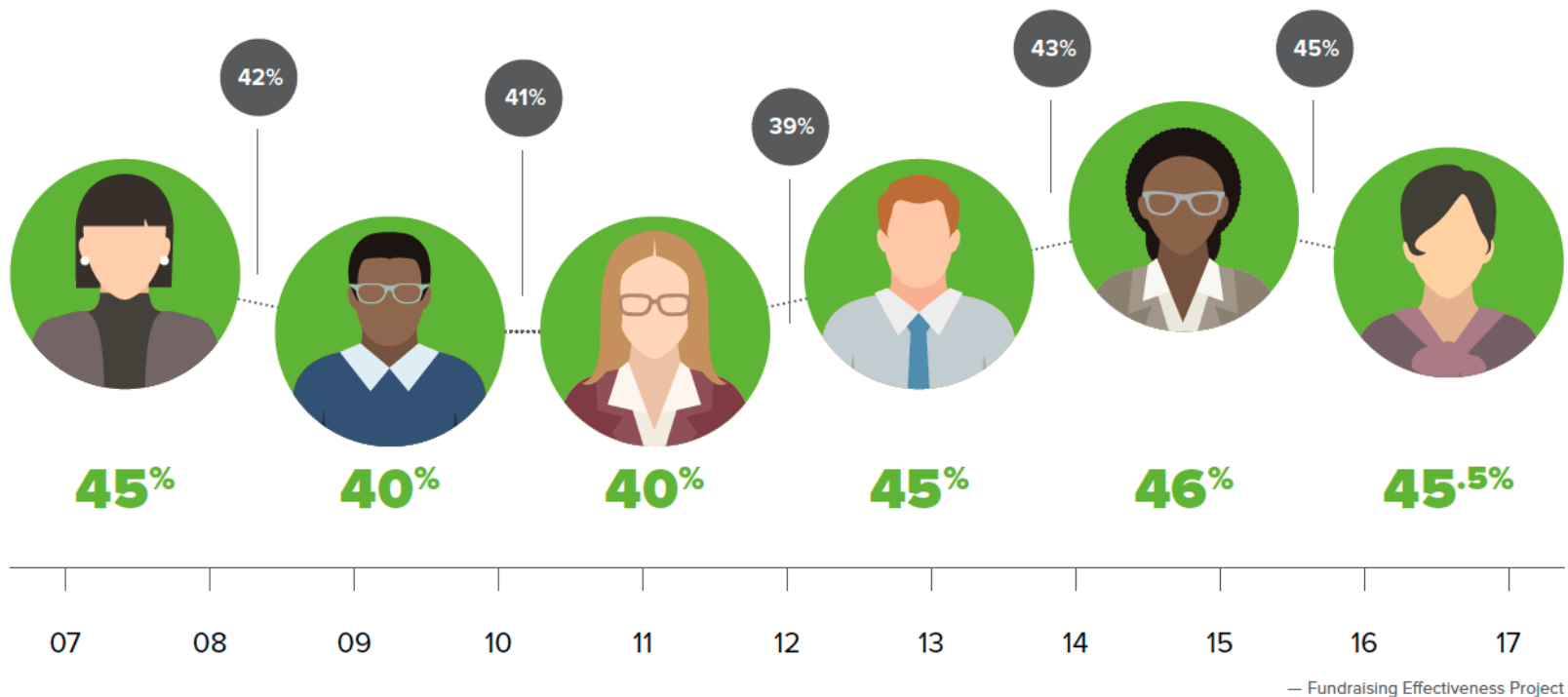
ARE YOU READY?

- Big change
- Big results
- Better work
- Donor loyalty

WHAT'S THE PLAN?

- Data is your friend – if you're honest
- Every donor is on the table
- Who's in and who's out?
- Where do they go?

DONOR RETENTION – FEP BENCHMARK



Source: AFP Fundraising Effectiveness Project

PORTFOLIO REVIEW

- Fundraising
 - New – 25%
 - Upgrades – 25%
- Fundcatching
 - Renewals – 50%
- Donor loyalty

ID#	FirstNm	MidNm	LastNm	Addr1	Addr2	City	St	Zip	Gift1 Amt	Gift1 Date	Lifetime Giving
1234	Jack	Michael	Spratt	1234 Any St		Home	NV	11223	\$100	3/18/15	\$2,000
5678	Mary	Quite	Contrary	17 Tale St	Ste 100	Garden	NJ	22334	\$250	1/15/02	\$500
91011	John	Jacob	Schmitt	18 Corp Cir.	#101	New York	NY	55667	\$10,000	3/15/12	\$20,000
151617	Anna	A.	Graham	87 Main Street		New York	NY	55678	\$1,000	5/16/16	\$5,000
181920	Barbara	O.	Seville	786 Any Drive	Apt. 2	Chicago	IL	99887	\$500	4/13/15	\$500
212223	Douglass		Furr	786 Any Drive	#4	Chicago	IL	99887	\$500	4/13/15	\$500
242526	Frank	N.	Stein	674 Maple		Dubuque	IA	77889	\$2.34	8/20/96	\$12
272829	Marsha		Dimes	483 Elm St.		Seattle	WA	66778	\$100	2/15/11	\$5,000
333435	Justin	Casey	Howles	6592 Medical Dr.	Suite 375	Raleigh	NC	33883	\$50,129	9/20/15	\$49,872

Source: T. Clay Buck, CFRE

YOUR FUNDRAISING EFFECTIVENESS



- Best FUNDRAISING strategy is how and when you engage really, really well.
- Who should remain in your portfolio?
- Who should move into direct mail or annual giving?
- Who engages with monthly donors?
- Collaborate don't compete

THANK YOU!

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