



Fundraising in These Weird Times: What's New, What's Hot, What's Over, What's Not

Presenter: Kim Klein

**Sponsored by West Marin Fund
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KLEIN & ROTH CONSULTING

Real money. Real people. Real change.

The Common Response



What's

NEW!

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We Have Lots of Data

Here is a random assortment:

- **83% of Millennials give away money**
- **Donor advised Funds (DAFS) are now 8.4% of all US giving**
- **About \$4 million is raised on GoFundMe every day**
- **On average, a donor got 69 email messages from each nonprofit they supported in 2016**

In 2016, INDIVIDUAL DONORS drove the rise in philanthropic giving
And for only the sixth time in 40 years, all nine major philanthropy subsectors realized giving increases

\$390.05 billion

Where did the generosity come from?*

Giving by Individuals
\$281.86 billion

increased 3.9 percent (2.6 percent when inflation-adjusted) over 2015

3.9% ↑ 72%

Giving by Foundations
\$59.28 billion

was 3.5 percent (2.2 percent when inflation-adjusted) over 2015

3.5% ↑ 15%

Giving by Bequest
\$30.36 billion

declined 9.0 percent (10.1 percent when inflation-adjusted) over 2015

9.0% ↓ 8%

Giving by Corporations
\$18.55 billion

increased 3.5 percent (2.3 percent when inflation-adjusted) over 2015

3.5% ↑ 5%

Contributions by source
(by percentage of the total)

The single largest contributor to the growth in total giving was an increase of \$10.53 billion in GIVING BY INDIVIDUALS—offsetting declines from bequest giving.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2017: The Annual Report on Philanthropy for the Year 2016*.



Giving to international affairs comprised a larger percentage of total charitable giving in the United States, increasing from 4 percent to 6 percent in 2016.



Giving to environment/animals increased 7.2 percent in 2016, the largest gain of any subsector, outpacing growth in overall giving for the last two years.

Where are all of the charitable dollars going?

(as a percentage of the total)

Each charitable subsector grew in 2016 except for giving to individuals. Growth rates ranged from approximately 3–7 percent.

32% Religion \$122.94 billion

15% Education \$59.77 billion

12% Human Services \$46.80 billion

10% To Foundations \$40.56 billion

8% Health \$33.14 billion

8% Public-Society Benefit \$29.89 billion

5% Arts, Culture, and Humanities \$18.21 billion

6% International Affairs \$22.03 billion

3% Environment/Animals \$11.05 billion

2% To Individuals \$7.12 billion

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



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For the greater good.



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IUPUI

LILLY FAMILY SCHOOL OF PHILANTHROPY

* All figures on this infographic are reported in current dollars unless otherwise noted.

Government Cuts are Certain

What kind and their results remain to be seen.



Tax plan details still fuzzy



What kind of service cuts?

The Great Dilemma



So many choices....

Zip or Postal code

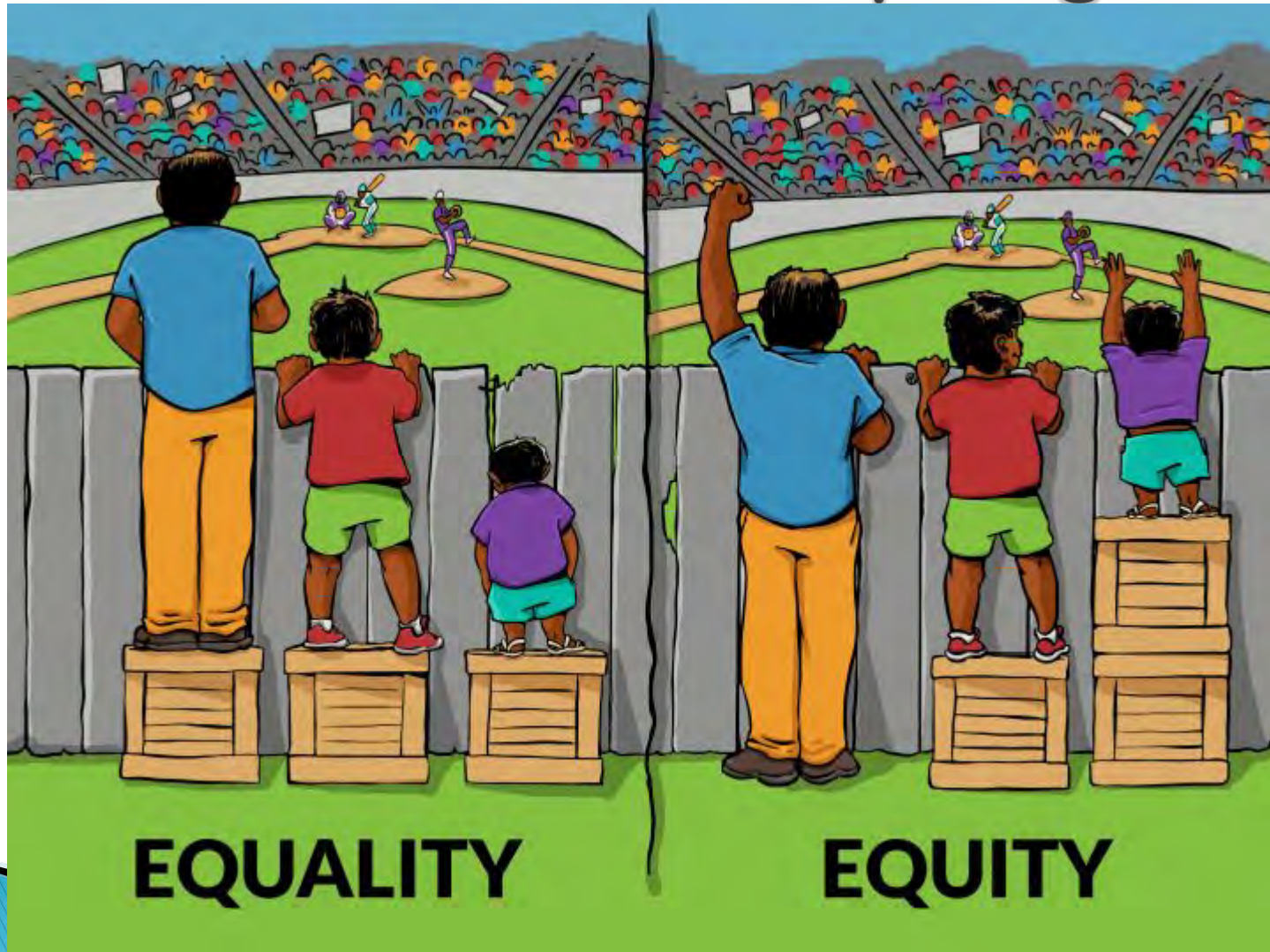
Page Message BOLD LINK PHOTO/VIDEO

Optional Features: ☐ Offer Reward Levels ☐ Create a Wish List

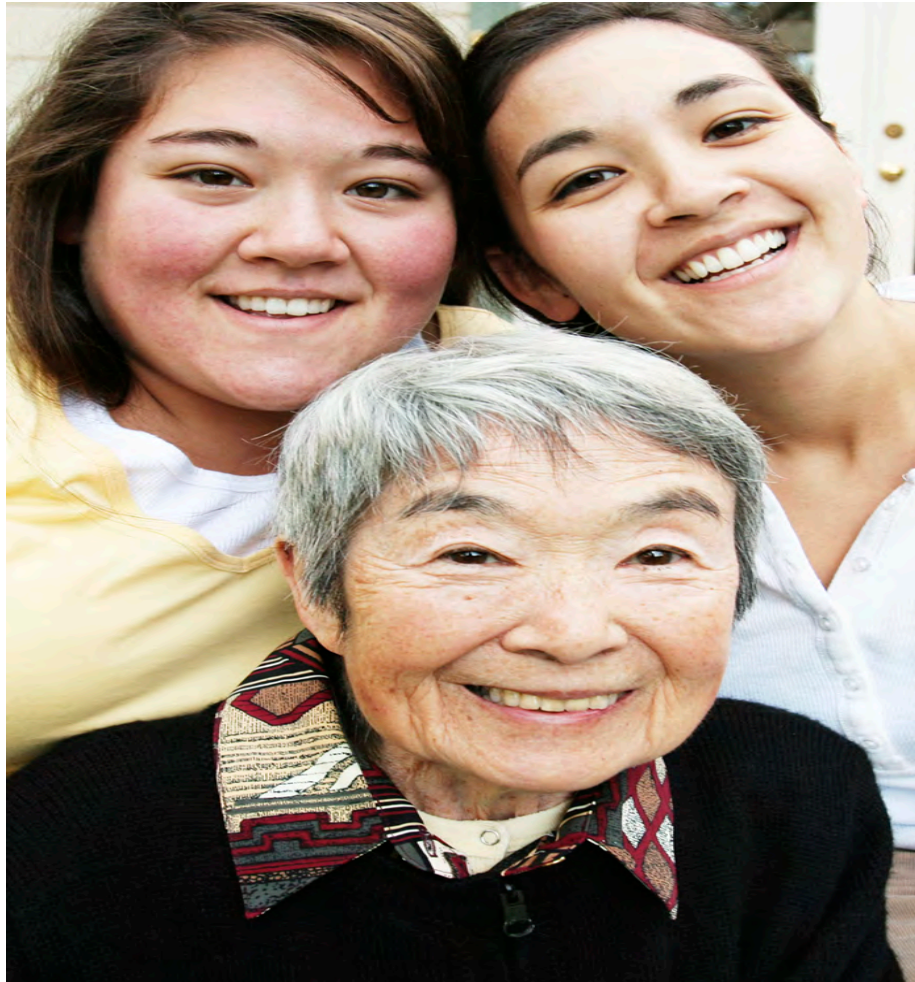
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But where is the \$\$\$??

Racial, Gender and Economic Justice Issues Are In Spotlight



Generational Change

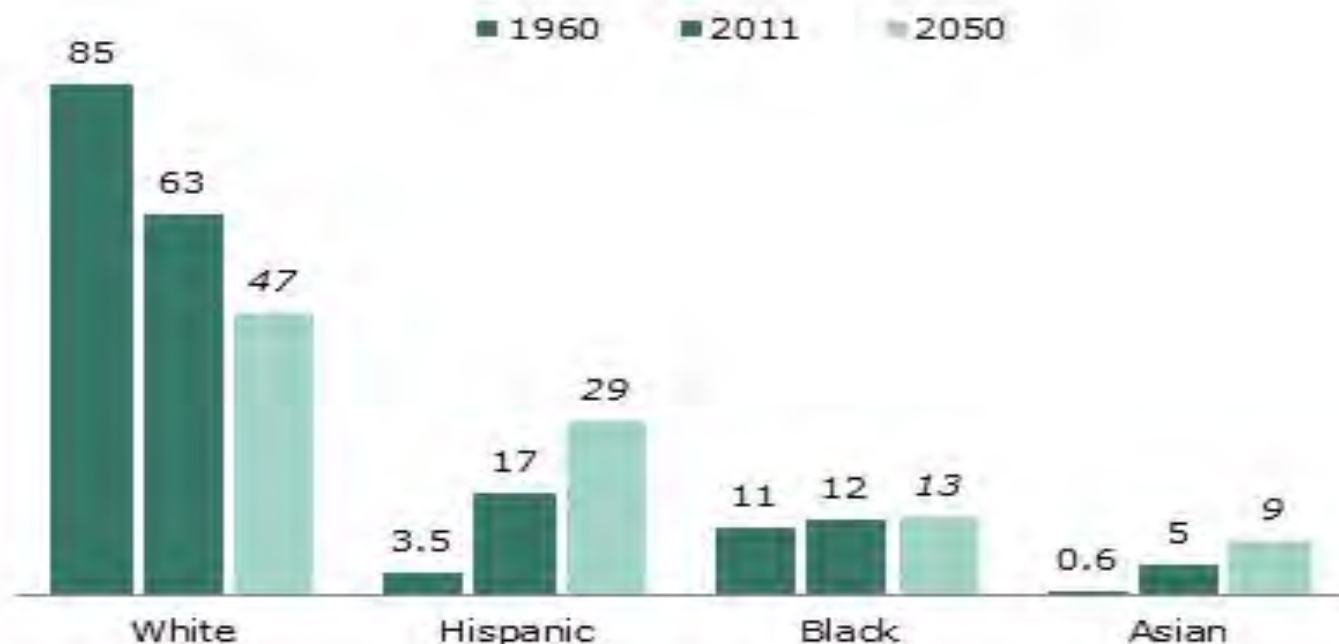


- **Great Generation: 1926-1945**
47 million
- **Baby Boomers: 1946-1964**
76 million
- **Generation X: 1965-1980**
46 million
- **Millennials: 1981-2001**
78 million
- **I-Gen (Or 'Z'): 2002-2020**
69 million so far



Population by Race and Ethnicity, Actual and Projected, 1960, 2011 and 2050

% of total



Note: All races are non-Hispanic; American Indian/Alaska Native not shown. Projections for 2050 indicated by light green bars.

Source: Passel, Jeffrey and D'Vera Cohn, 2008, ["U.S. Population Projections: 2005-2050."](#) Washington, D.C.: Pew Hispanic Center, February; Census Bureau 2011 population estimates.

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Most Common Last Names

**1700-2000: Smith, Johnson, Williams,
Brown, Jones, Davis, Miller, Wilson,
Moore**

**At 2010 Census: Smith, Johnson,
Williams, Brown, Jones, Davis, Garcia,
Rodriguez, Martinez**

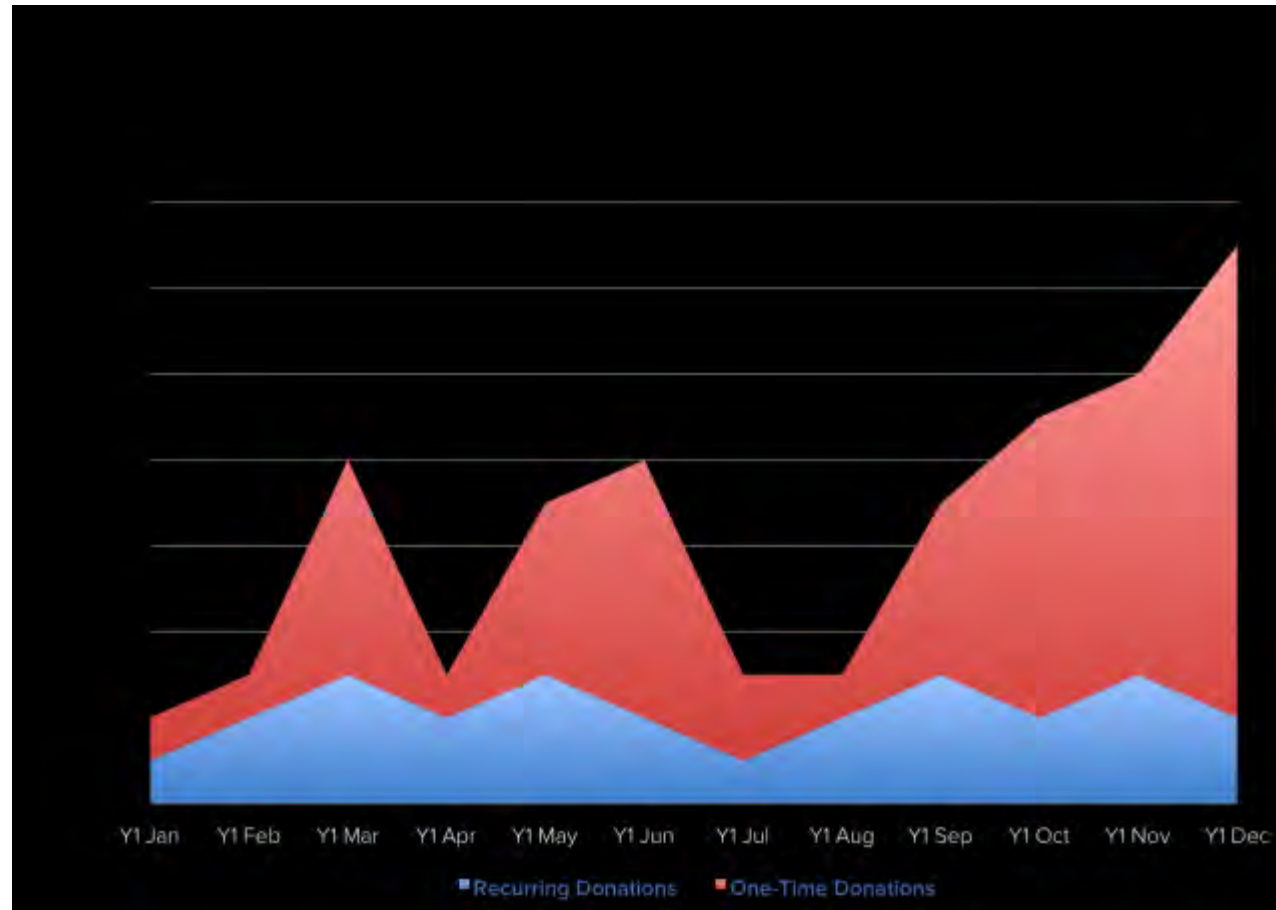
SOURCE: CENSUS, Ancestry.com

Fundraising Must Become Multi-Racial and Multi-Ethnic

**Large numbers of people of color are not asked
EVEN THOUGH:**

- ▶ **Black donors give away 25% more of their incomes than white donors**
- ▶ **#LatinosGive raised \$223,000 on Giving Tuesday alone, one of the largest amounts**
- ▶ **Asian American donors are the fastest growing number of \$1 million + gifts**

More and More Episodic Donors



What's Over



Focusing energy on December:

“Overall, supporters did not respond at a higher rate to fundraising messages in December than at any other time of year.”



Treating Donors Like:





What's Not? FOCUS



The Purpose of Fundraising is to Build Relationships



Be Clear About What You Need

- ▶ **Money**
- ▶ **New Donors**
- ▶ **Happy donors**
- ▶ **Legacy donors**
- ▶ **Advocates**
- ▶ **Volunteers**
- ▶ **Visibility**



Move into an “EXCHANGE” Frame

Go from this:

*“Please, please,
please...”*



To this:

*“I think you would be
interested....”*



Focus on Real Prospects

Access:

Prospect knows you or someone who knows you.

Ability:

Gives away money

Affinity:

Cares about this cause or something similar



Affinity for the Cause is Critical

Sounds great. I think it is fantastic.



I wish you well

I want to be part of this.
Here is my gift.



I will give money

Use Strategies Effectively

Comparing Strategies

*More Time
per Donor*



*Less Time
per Donor*

Strategy

In-Person Asking

Personal Phone Call

Personal Letter/Email

Phone Bank

Direct Mail

Email

Special Events

Response rate

50%

25%

10-15%

3-5%

.5-1%

.08%

Varies

SSIR

Live

Focus on Building Loyalty

What creates loyalty?

- ▶ Trust
- ▶ Reliability
- ▶ Appreciation
- ▶ Sound programming
- ▶ Enlisting feedback
- ▶ Consistent messaging



Sample Portfolio Page

Donor: Jessica Michaelmas

Giving History: \$ 00 2002–2005

1,000 2006–2015

\$ 2,500 2016–2017

Personal information: mid 80's, decent health, husband died in 2000. No children. Active in League of Women Voters and Library Foundation. Has a beautiful garden.

2017 Record of Contact:

1/12 called to invite to film screening. Doesn't like to go out at night

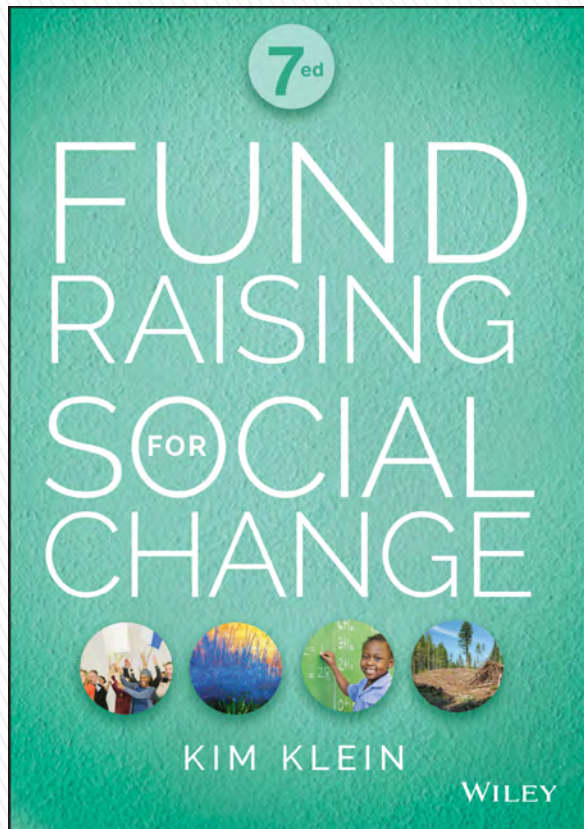
3/17: Offered to bring to Appreciation Picnic. Said yes, but got sick and cancelled. I stopped by 3/22 with program book. Had a nice chat at the door.

3/30: Sent \$250 donation. Not clear what prompted that.

4/02: Called to thank. Left a message.

NEXT STEP: INVITE ON LAND TOUR. STRESS WILDFLOWERS

I'm not telling
you it's going
to be **EASY**
I'm telling you
it's going to be
WORTH it.



Kim Klein has provided training and consultation in all 50 United States, five Canadian provinces and 21 other countries. She is a lecturer at the School of Social Welfare at the University of California, Berkeley, and has served as guest faculty at the Haas School of Business and Concordia University in Montreal.

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