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

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The Common Response

OH, GOOD.

LET'S TALK ABOUT MONEY.
What’s NEW!
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

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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 3.0 percent (2.6 percent when inflation-adjusted) over 2015

- **Giving by Foundations**
  - $59.28 billion
  - 2.5 percent (2.2 percent when inflation-adjusted) over 2015

- **Giving by Bequest**
  - $50.36 billion
  - Declined 9.0 percent (10.1 percent when inflation-adjusted) over 2015

- **Giving by Corporations**
  - $18.55 billion
  - Increased 5.0 percent (2.3 percent when inflation-adjusted) over 2015

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.

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....

But where is the $$??!!
Racial, Gender and Economic Justice Issues Are In Spotlight

EQUALITY

EQUITY
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.


PEW RESEARCH CENTER
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

- Recurring Donations
- One-Time Donations
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

**Invite** the first gift: (mail, on-line, special events, thank yous)

**Invite** the donor to give thoughtfully: (personal calls, visits, personal asking)

**Invite** the donor to give over and over: mail, phone, e-alerts, signature events, personal notes on letters, thank you notes

**Invite** a legacy gift (bequest):
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 want to be part of this. Here is my gift.

I wish you well

I will give money

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**Use Strategies Effectively**

### Comparing Strategies

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Person Asking</td>
<td>50%</td>
</tr>
<tr>
<td>Personal Phone Call</td>
<td>25%</td>
</tr>
<tr>
<td>Personal Letter/Email</td>
<td>10-15%</td>
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<tr>
<td>Phone Bank</td>
<td>3-5%</td>
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<tr>
<td>Direct Mail</td>
<td>.5-1%</td>
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<tr>
<td>Email</td>
<td>.08%</td>
</tr>
<tr>
<td>Special Events</td>
<td>Varies</td>
</tr>
</tbody>
</table>

*More Time per Donor*  
*Less Time per Donor*
Focus on Building Loyalty

What creates loyalty?

- Trust
- Reliability
- Appreciation
- Sound programming
- Enlisting feedback
- Consistent messaging
Donor: Jessica Michaelmas
Giving History: $ 00 2002–2005
1,000 2006–2015
$ 2,500 2016–2017


2017 Record of Contact:
1/12 called to invite to film screening. Doesn’t like to go out at night
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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