

Donor-Driven Fundraising in 2010

BUILDING BLOCK 1:
THERE'S NEVER A MONEY
SHORTAGE



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BUILDING BLOCK 1: THERE'S NEVER A MONEY SHORTAGE

In 2006, charitable giving by Americans (including overseas support and bequests) totaled \$300 billion.



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Top 100 Members by ECFA

Member

Total Revenue

1

Salvation Army, The

\$4,457,331,236

2

World Vision U.S.

\$957,116,000

3

Campus Crusade for Christ

\$514,449,000

4

National Christian Foundation

\$490,949,133

5

Christian Broadcasting Network,
The

\$467,814,876

6

MAP International

\$397,539,357

7

Compassion International

\$314,034,877

8

Samaritan's Purse

\$281,491,109



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BUILDING BLOCK 2: DISPROPORTIONALITY



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BUILDING BLOCK 2:
DISPROPORTIONALITY
“MAJOR DONORS MATTER
MORE”



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Harvard Campaign 1992-1999

Rule of **87**



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Harvard Campaign 1992-1999

Rule of 87

50% was received from .0005 or **.05%** of the donors.



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What should your **disproportionality** look like?



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BUILDING BLOCK 3:

MATCH FUND-RAISING STRATEGIES TO “GIVING PERSONALITIES”



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	Elders	Boomers	Busters
	Age 57+	Age 38-56	Age 19-37
Core of Significance	Meaning	Success	Experience
Decision-Making			
Standard Communication	Principles	Facts	Feelings
Mechanism	Events	Words	Images



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G1 [60-80] “Wealth Creators”

G2 [45-60] “Wealth Spectators”

“G2 family members often paid the price of love and attention and watched as G1 fathers made money. Their emotional distance from wealth creation typically defines the attitudes of G3 and G4.”

G3 [30-45] and

G4 [15-30] “Wealth Consumers”

“G3 and G4 family members eventually complete the wealth cycle and disassociate work from money. This disassociation may be delayed if G2 and G3 members have actively participated in continued wealth creation (as in a family business), but almost never fails to define G4”

G3 giving is highly relational, networked, hands-on, results-oriented

G3 giving and “new entrepreneurial wealth” closely resemble each other in age and attitudes (late Boomer and early Busters)

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“We are in a process of seeing a great change in the way individual donors view their philanthropy. The sense of larger commitment to community and institutions that so characterized the major donors of the war generation is passing to a much more activist and engaged form of giving among a new generation of philanthropists.”

“These individuals adopt the language of the new philanthropy, such as return on investment, partnership, and innovation....They believe their intellect, creativity, and expertise—not their wealth—make them unique as philanthropists...Personal involvement with their giving is vitally important.”

“Each generation is shaped by different markers; you must walk with them in your shoes, not walk on them in your shoes.” (Smith and Clurman, 1997)



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G3 *INVESTS* IN SIGNIFICANT PROBLEMS TO FUND MEASURABLE CHANGE



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G3 *INVESTS* IN SIGNIFICANT PROBLEMS TO FUND MEASURABLE CHANGE

**What is your “value
proposition”?**



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BUILDING BLOCK 4:

OUTCOMES MINDSET



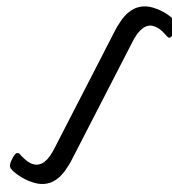
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An “outcome” is a measured change in a target audience’s skills, attitudes, knowledge, behaviors, status, or life condition, brought about as a result of the experience a program.



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MATCH YOUR DONOR-PROFILE
TO YOUR ORGANIZATIONAL S-
CURVE



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BUILDING BLOCK 5: SEEK GRANTS THAT INVEST IN CHANGE



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BUILDING BLOCK 5:

SEEK GRANTS THAT INVEST IN
CHANGE

NOT DONATIONS, NOT GIFTS



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**BUILDING BLOCK 6: EVALUATE
and TEST**

**BUILDING BLOCK 7:
FREQUENCY and TOUCH**



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BUILDING BLOCK 6: EVALUATE and TEST

segment and test appeals

BUILDING BLOCK 7: FREQUENCY and TOUCH



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BUILDING BLOCK 6: EVALUATE and TEST

build volume and check conversion rates

BUILDING BLOCK 7: FREQUENCY and TOUCH



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BUILDING BLOCK 7: FREQUENCY and TOUCH

Donors were asked to rank the most powerful factor in their decision to make a charitable gift: Performance (success of organization), Image (reputation of organization), or Exposure (frequency of contact).

*More than 70% of the donors said **Exposure** was the most important factor in determining where they chose to give. —Compass Point*



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BIG IDEAS

1. Basebuilding *and* Disproportionality
2. Match development strategy to donor-personality
3. Make deposits in the Guang-shi “trust bank”
4. Don’t say “No” for anybody. Don’t stop at “No” with anybody.
5. Donor-Driven? Fit the donor’s dreams and aspirations—*treasure* and *heart* go together



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