

# GRASSROOTS FUNDRAISING

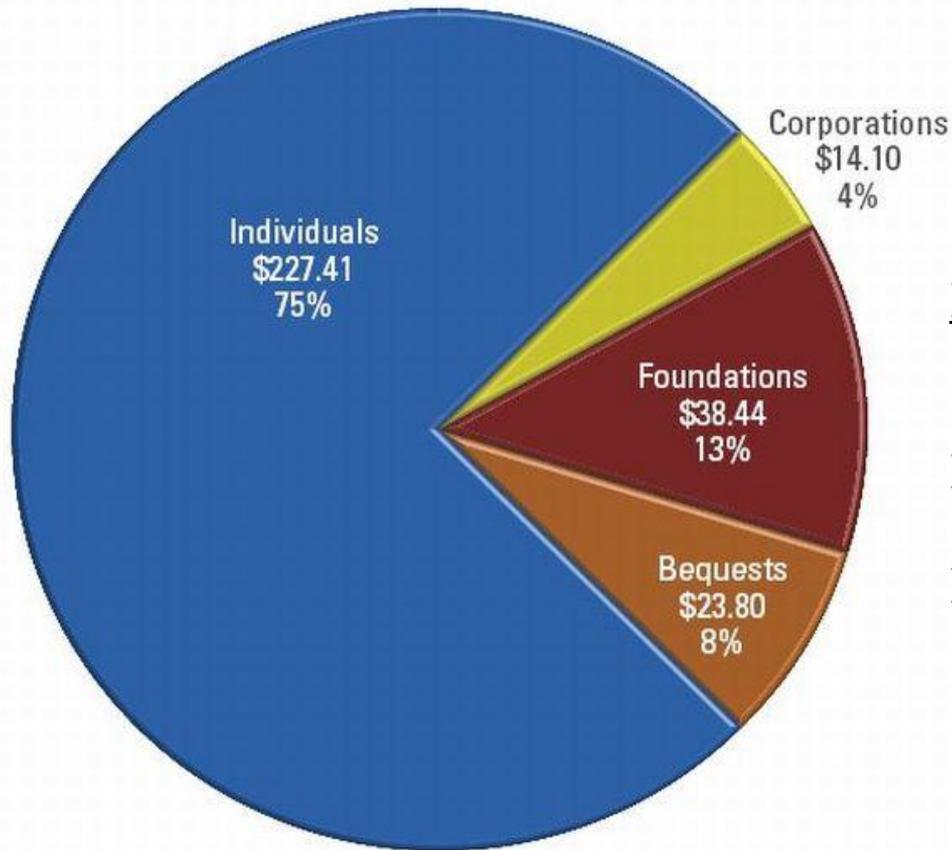
MONEY FOR OUR MOVEMENTS, 2012

Uma Rao, Pride Foundation



Pride  
Foundation

**2009 contributions: \$303.75 billion by source of contributions**  
(\$ in billions – All figures are rounded)



**FOUNDATION \$ TO:**

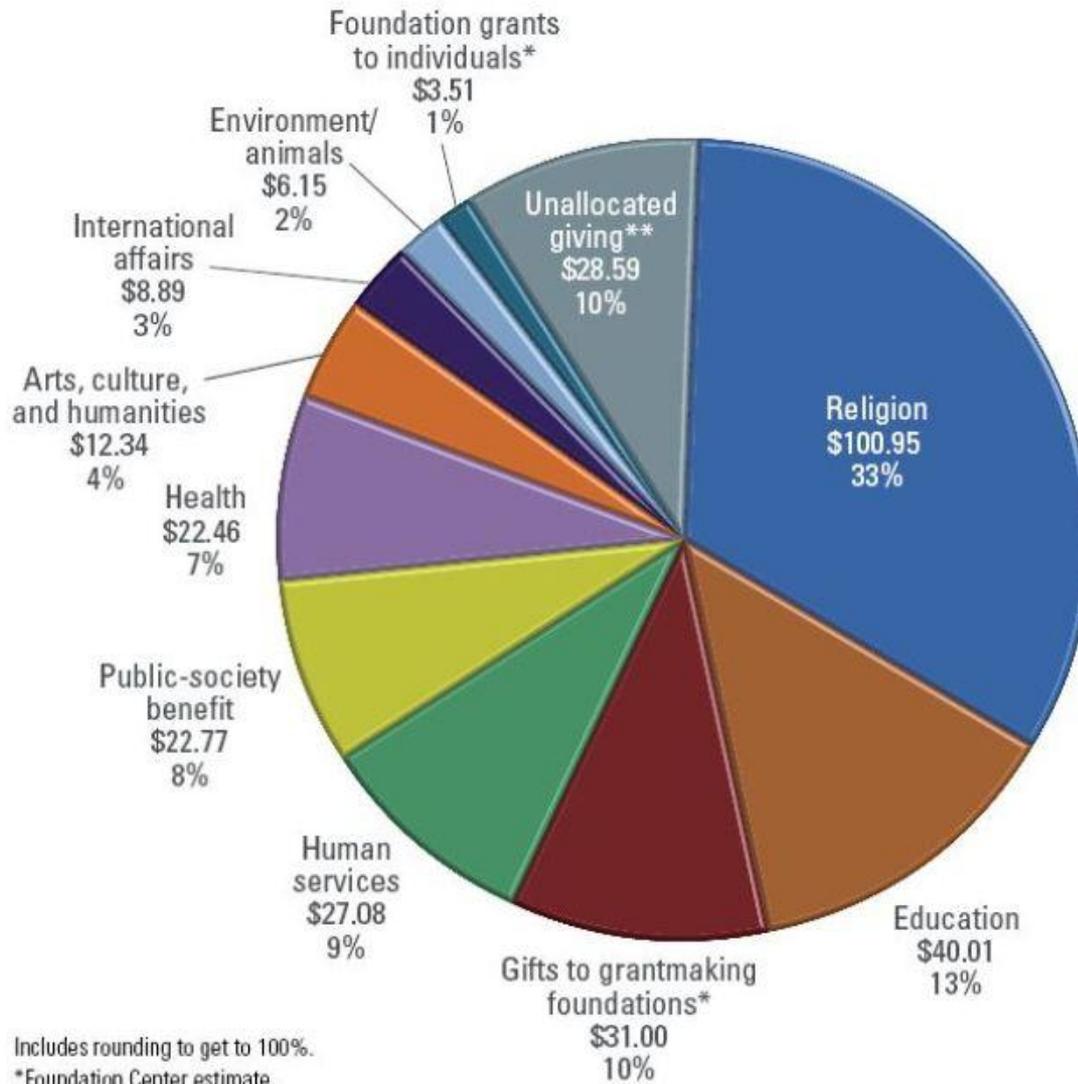
Communities of Color:  
**Less Than 8% (7.7%)**

Immigrants & Refugees:  
**1%**



## 2009 contributions: \$303.75 billion by type of recipient organization

(\$ in billions – All figures are rounded)



Includes rounding to get to 100%.

\*Foundation Center estimate.

\*\* See definition in "Key Findings" pages.



# WHO IS GIVING (IN THE US)?

- 90% of gifts come from earnings, not assets
- 7 out of 10 newly immigrated families
- 8 out of 10 African-Americans
- 7 out of 10 white people
- 7.5 out of 10 people with a job
- 6 out of 10 people without a job
- 7 out of 10 heads of household who receive public-based assistance donate approximately \$75/year

## HOW OLD ARE THEY?

- People over 45, on average, have five charitable entities that are “theirs” and that they give to regularly
- Since 2008: 3 orgs
- Generation X (age 24 to 34), on average, give \$756 dollars per year – have no idea that their total is that big – and support over 10 organizations, of which they can name 2.
- But they can name every friend who linked them to a gift they don't remember making.



# DONOR PYRAMID: AN ASSESSMENT TOOL



# CULTIVATING AND MAINTAINING DONORS: “MOVES MANAGEMENT”

- Identifying Prospects
- Information/Understanding of the Organization
- Create Interest/Get Involved
- Invite to Give
- Recognize (retention & upgrade)

## SKILLS/TASKS WE WILL FOCUS ON:

- Identify Prospects
- Introduce/Present your organization to new & diverse audiences— “Elevator Speech”
- Making an Ask



# WHO ARE DONORS TO YOUR ORGANIZATION?

- Donors give when they have **A**bility to give, **B**elief in the cause, and **C**onnection to the organization/you.
  - **A**bility: They have money to give
  - **B**elief: They understand the importance of your organization/mission
  - **C**onnection: They know you, or they know someone very close to you.

**Who can give to your organization?**



# WHAT IS AN “ELEVATOR SPEECH”?

- Tool for promoting your organization
- Tell people how you are connected & why
- Evolves over days, weeks, months—PRACTICE!
- **Take three-five minutes and think about:**
  - Why the organization is important to the community. What does it do that helps us?
  - Why are you involved with the organization? What is your personal connection?



# OUTLINE YOUR ELEVATOR SPEECH

- **Introduce yourself.**
- **Tell us how you are involved with the organization.** The reason you are involved is important.
- **Describe what the organization does.** Don't just repeat the mission statement. Use your own words.
- **Share a quantitative result.** How many people did you help last year?
- **Provide some perspective.** Put your volunteerism in context, in one sentence. Why is what you do at the organization so important? What is the scale of the problem in our community?
- **Spell out the opportunity.** Why are you talking to this person about this organization? Do you want her/him to attend the auction? To donate? Invite them to help you support the organization. Or ask if they want more information.



## Do

- Sound effortless, conversational
- Consider including a “hook” (examples, statistics)
- Project your passion
- Be warm & confident
- Maintain eye contact
- Write & rewrite
- Practice!
- End with an action request

## DON'T

- Let your speech sound canned
- Ramble
- Get bogged down with jargon or acronyms that your listener may not comprehend
- Rush through the speech.
- Breathe & pause



# THE ASK: A CONVERSATION MAP

1. Build Rapport: chit-chat!
2. State goals: move from socializing to focus on ask.
3. Donor's needs & interests: why do they care? What are their goals in giving to your org?
4. Present your needs: scholarship fund, special projects, ongoing work.
5. ASK: Be clear, explicit, straightforward. Then be very, very quiet.
6. Handle any objections: further clarifications, check back in, pledge amounts.
7. Gratitude & Next Steps: supplies & materials, THANK YOU FOR YOUR TIME.



# MAKING THE ASK: TIPS!

- Find a location that is private/appropriate
- Know how to pronounce their name.
- Tell someone you are asking before you meet—they are prepared!
- Bring materials with you (brochures, annual reports, newsletters, etc)
- Ask for a specific amount
- Practice-Practice-Practice!



# QUESTIONS?

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