GRASSROOTS FUNDRAISING

MONEY FOR OUR MOVEMENTS, 2012

Uma Rao, 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 Ability to give, Belief in the cause, and Connection to the organization/you.
  - **Ability**: They have money to give
  - **Belief**: They understand the importance of your organization/mission
  - **Connection**: 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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