Sha Grogan-Brown  
Board Member

Jose Dominguez  
Board Chair

@GIFT_tweets  |  /giftgfj
GIFT believes that how groups are funded is as important to achieving their goals as how money is spent, and that building community support is central to long-term change.

**Mission:** Founded in 1996, GIFT is a multiracial organization that promotes the connection between fundraising, social justice, and movement-building.

**Key Programs:**
- Training, Capacity Building, and Consulting Services
- Money for Our Movements: A Social Justice Fundraising Conference
- Grassroots Fundraising Journal

#MFOM16  #GRASSROOTSFUNDRAISING  #MOVEMENTBUILDING  #ABUNDANCE NOT SCARCITY
Money makes me feel...

1. Talking about money makes me feel...

2. Asking for money makes me feel...

3. Giving money makes me feel...
Landscape of Philanthropy

Total 2014 contributions: $358.38 billion

* This is the highest amount of total contributions in Giving USA’s 60 year history of doing this report

Contributions by source (by percentage of the total):
- Corporations: 5%
- Bequests: 8%
- Foundations: 15%
- Individuals: 72%

The single largest contributor to the increase in total charitable giving in 2014 was an increase of $13.88 billion in giving by individuals—58 percent of the total change between 2013 and 2014.

Source: Giving USA 2015 Highlights
Landscape of Philanthropy

Contributions by recipient category (by percentage of the total)

- Religion: 32%
- Education: 15%
- Human services: 12%
- Gifts to foundations: 12%
- Health: 8%
- Public-society benefit: 7%
- Arts, culture, and humanities: 5%
- International affairs: 4%
- Environment/animals: 3%
- Gifts to individuals: 2%

**All but three recipient categories of giving are estimated to be at their highest level ever (in current and inflation-adjusted dollars).**

Source: Giving USA 2015 Highlights
Who is giving away the majority of the $358 billion?

<table>
<thead>
<tr>
<th>Income Bracket</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000 or less</td>
<td>16.6%</td>
</tr>
<tr>
<td>$25,000 to $50,000</td>
<td>8.7%</td>
</tr>
<tr>
<td>$50,000 to $75,000</td>
<td>5.7%</td>
</tr>
<tr>
<td>$75,000 to $100,000</td>
<td>3.6%</td>
</tr>
<tr>
<td>$100,000 to $200,000</td>
<td>-3.3%</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>-4.6%</td>
</tr>
</tbody>
</table>

Source: Chronicle analysis of Internal Revenue Service Data
Building Relationships

• When it comes to building a base of donors, start with who you know.
• Everyday people are giving and it is the responsibility of a fundraiser to ask.
• Our stories are part of the way we shift narratives and humanize issues.
Fundraising is about building relationships

“Peer to Peer fundraising campaigns, in which individuals/teams rally support to make donations to a cause, has become an important and fast-growing digital tactic for nonprofits.” - MDG Advertising, from 2015 Trends: How Digital & Social Media Have Transformed Nonprofits

Source: Classy
Who Are Your Best Prospects?

Your best prospects are ABC compatible:

- **A – Ability**
  They have the ability to give, and demonstrate that by being one of the 7 out of 10 adults in the U.S. who give away money.

- **B – Belief**
  They believe in your cause, *and* they’re interested in your organization.

- **C – Connection**
  You know them, or they know your organization.
Relationships

From the Grassroots Institute for Fundraising Training.
How much will it cost to attend Money For Our Movements?

Airfare: $300-450
Registration: $360
Lodging: $179/night
Meals: $100-150

Total: $1,118 - $1,497

That’s your fundraising goal!
Getting to $1,500...

<table>
<thead>
<tr>
<th>Gift</th>
<th>Donors</th>
<th>Asks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$250</td>
<td>3</td>
<td>6</td>
<td>$750</td>
</tr>
<tr>
<td>$100</td>
<td>5</td>
<td>10</td>
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<tr>
<td>$50</td>
<td>5</td>
<td>10</td>
<td>$150</td>
</tr>
<tr>
<td>$25</td>
<td>4</td>
<td>8</td>
<td>$100</td>
</tr>
<tr>
<td>Totals</td>
<td>17</td>
<td>34</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
Getting to $1,500...

<table>
<thead>
<tr>
<th>Gift</th>
<th>Donors</th>
<th>Asks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>4</td>
<td>8</td>
<td>$400</td>
</tr>
<tr>
<td>$50</td>
<td>8</td>
<td>16</td>
<td>$400</td>
</tr>
<tr>
<td>$36</td>
<td>10</td>
<td>20</td>
<td>$360</td>
</tr>
<tr>
<td>$25</td>
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</tr>
<tr>
<td>$10</td>
<td>10</td>
<td>20</td>
<td>$100</td>
</tr>
<tr>
<td>Totals</td>
<td>42</td>
<td>84</td>
<td>$1,510</td>
</tr>
</tbody>
</table>
## Deciding on an Effective Strategy

Typical response rates:

<table>
<thead>
<tr>
<th>Method</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal face to face solicitation:</td>
<td>50%</td>
</tr>
<tr>
<td>Personal phone call:</td>
<td>25%</td>
</tr>
<tr>
<td>Personal letter, with no follow-up:</td>
<td>10%-20%</td>
</tr>
<tr>
<td>Phone-a-thon to new prospects:</td>
<td>5%</td>
</tr>
<tr>
<td>Phone-a-thon to current donors:</td>
<td>10%</td>
</tr>
<tr>
<td>Direct mail to new prospects:</td>
<td>.5-1%</td>
</tr>
</tbody>
</table>

* Of those who say yes, about 50% will give you less than what you asked for.
What About Online Fundraising?

Much of Peer-to-Peer fundraising happens online. Email results in about $\frac{1}{3}$ of online fundraising revenue.

**Email has the highest return on investment of any marketing channel ($40$ for every $1$ spent)**

Email is responsible for about one-third of nonprofits' online fundraising revenue!

Source: Salsa Labs

http://www.nptechforgood.com/2015/09/16/20-must-know-fundraising-and-social-media-stats/
Top Recommended Online Fundraising Platforms

Raising money for personal costs:
- ask people to donate directly to your paypal account
- gofundme.com or indiegogo.com are also useful but keep in mind they charge a fee

Raising money through organizations:
- FirstGiving.com and Crowdrise.com both require you to channel the money through a 501c3 organization, and they give you the option to do collaborative and/or friendly competitive team fundraising

Raising money for special projects:
- Some online tools like kickstarter.com are more geared toward fundraising for special projects
Creative FUNdraising Strategies

- Art Auction
- Beauty Parlor
- Bike-a-thon
- Dance Party
- Scavenger Hunt/Amazing Race
- Trivia Night
- Work-a-thon
- More ideas!
5 Tips for Successful FUNdraising

● Set a goal!
● Ask for a RANGE and appreciate small as well as large gifts!
● Ask as many people as possible – the more asks you make, the more “YES” answers you’ll get!
  ○ You don’t have to ask everyone – ask the people you are most comfortable asking and don’t ask the ones you aren’t.
  ○ Be okay with “no” – you’re going to hear it.
● Believe in your cause. Your belief must be stronger than your fear.
● Be sure to follow-up! Thank Everyone who gives.
Fundraising is about building relationships so that...

- Impulse givers become **habitual** givers
- Habitual givers become **thoughtful** givers
- Thoughtful giving becomes **planned giving**
We will send to you:
● Who Do You Know Chart
● Creative FUNdraising Strategies packet
● GIFT also has an online archive of articles and resources: www.grassrootsfundraising.org/
GIFT
Grassroots Institute for Fundraising Training