



## Session Title: Fundraising in the one-person development shop: making the most of a shoestring budget

Event Name: Boston Nonprofit Leadership Series  
Event Date: July 18th, 2013

Presented by: Erica Waasdorp  
President, A Direct Solution

## Annual Fund

Erica Waasdorp  
President A Direct Solution

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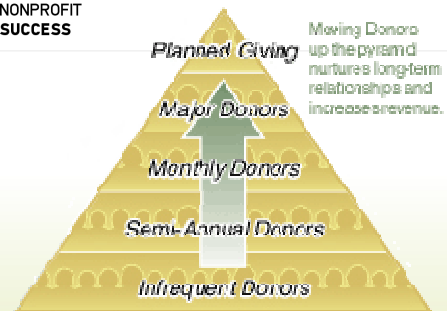
## Key Messages

If you remember two things from today:

The Annual Fund is **CRUCIAL** to support your organization's revenue through a planned and consistent approach.

Annual Fund does **NOT** Mean appealing only **ONCE**, it's ongoing.

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## Why the Annual Fund is Crucial

- Predictable
- Pool of proven donors.
- First contribution comes from annual campaign.
- Build group of loyal and established givers.

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## Why do People Give?

1. Someone **asked** me to give, and I want to help
2. I felt emotionally moved by someone's **story**
3. I want to feel I'm not powerless and **can help**
4. I want to feel I'm **changing** someone's life

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## Where do you start?



## Three Annual Fund Strategies

- **Get more money from existing donors**

- Upgrade gifts
- Get money more often
- Convert them to monthly donors

- **Add new donors**

Very important... why?

- **Reactivate lapsed donors**

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## Make a Plan and Stick to It!

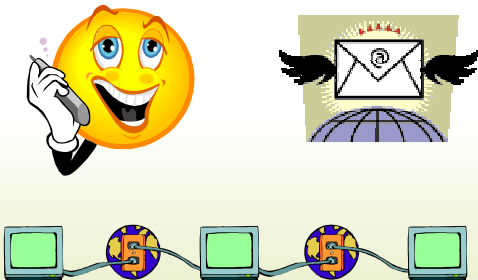
- **Set realistic expectations, look at past results**
- **Number of pieces planned**
- **Number of responses expected**
- **Projected Revenue**
- **Expected expenses**
- **Adjust during the year based on results**
- **Include other activities to see impact on overall**

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## Plan is Tailor-made

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## Most popular media



## Decision Time

1. **Target group (donors, members, lists )**
2. **Ask Amounts**
3. **Stories and Creative**
4. **Other**

e.g. gift or an involvement item  
what to outsource, what to do in-house

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## Benchmarks

- Direct mail still works
- Email giving growing, but slowly
- Facebook and Twitter direct to web site
- If you don't ask, you're not going to get
- You may need multiple appeals to grow
- 1% and 5% are typical response rates

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## Multiple appeals

	# mailed	# donations	Gross raised	Cost	Net raised
2x a year	10,438	713	\$57,943	\$6,717	\$51,227
4 x a year	23,230	1,050	\$83,743	\$16,144	\$67,590
			Increase		32%

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## Simple Still Works!

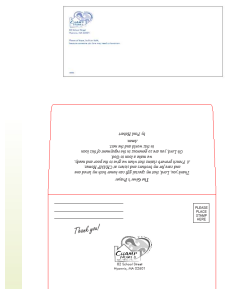
"Direct mail is still the backbone of nonprofit fundraising."

Dear David,

Thank you for your support of the Center for Nonprofit Success. We are pleased to have you as a member of our family. We are currently looking for more members to help us reach our goal of \$1 million in 2010. We are currently looking for more members to help us reach our goal of \$1 million in 2010.

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## Precious Resources

- Your time is worth \$\$\$\$\$
- Cost is not the only factor
- Ways to save money in DM
- Intelligent mail bar code (IMB)

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## Example



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## Focus?

### General Return of Investment for Fundraising Strategies

- Direct Mail Acquisition costs \$1.15 per \$1 raised
- Special Events costs 50¢ per \$1 raised
- Planned Giving costs 25¢ per \$1 raised
- Direct Mail (Prior Donors) costs 20¢ per \$1 raised
- Foundations / Corporations costs 20¢ per \$1 raised
- Major Gifts costs 5-10¢ per \$1 raised
- Monthly Donors costs 2 – 5¢ per \$1 raised

(James Greenfield, Fund Raising: Evaluating and Managing the Fund Development Process with addition by Erica Waasdorp, based upon actual figures provided by organizations)



## Say Thank You with an ask!

- With or without an envelope...
- Giving level of donor is key!
- You decide!
- If you don't ask, you're not going to receive!



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***“Many a small thing  
has been made large  
by the right kind of advertising”***

**- Mark Twain**

Boston Fundraising Summit  
September 2009



## Resources

- Add yourself as donor to other organizations
- Direct Marketing Fundraisers Association
- DMA Nonprofit Federation
- Nonprofit Times
- Fundraising Success Magazine
- Target Analytics
- Conferences, peers and consultants ...

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## Contact

**Erica Waasdorp**  
**President**  
**A Direct Solution**  
**info@adirectsolution.com**  
**tel.: (508) 776-1224**  
**[www.adirectsolution.com](http://www.adirectsolution.com)**

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