60+ GREAT FUNDRAISING IDEAS IN 60 MINUTES

Jean Block, Jean Block Consulting, Inc.
About Jean Block

- National trainer and consultant on nonprofit management, FUNdraising, board development and social enterprise
- Jean Block Consulting since 1996
- Social Enterprise Ventures since 2006
- Albuquerque NM

Author:
- FUNdraising! 180+ Great Ideas to Raise More Money
- Fast FUNdraising Facts for Fame & Fortune
- The Nonprofit Guide to Social Enterprise: Show Me The (Unrestricted) Money!
- The ABCs of Building Better Boards
- The Invisible Yellow Line: Clarifying Board & Staff Roles

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Question

Why Do People Give?
They Give Because They Were Asked...

Given the opportunity to invest in something that creates a difference, matters, has results
People give again because they were thanked, know how their investment mattered and were given the opportunity to invest again.
Ideas for Asking
Diversity Is The Key to Success

- Mail appeals
- Donor campaigns, direct asks
- Events
- Grants
- Earned Income
- Planned Giving
- Major Gifts
Get the Envelope Opened (2)

1. Size and shape matters
   - #10 business size? Maybe not …
   - Window envelope? Definitely not!
   - Monarch size? Maybe?
   - Label versus imprint …

2. Slant something on the envelope
   - Call to action to open …
   - Photo?
Ask by Mail  (6)

- Change to quarterly appeals
- Don’t get lost in the clutter of traditional year-end appeals. Change the timing
- Vary the format (letter, card, email, etc.)
- Use stamps, rather than metered mail
- First class postage for higher donors
- Include a mission-related enclosure
Start a fundraising blog to promote what you need, what you do, etc.

Do you accept contributions on your web page?

Start a Giving Club – let it get ‘viral’

Set a goal to double the size of your database by year-end

Share your database with another nonprofit
Content Matters  (6)

- Powerful messaging – Mission and Purpose
- Donors need to see results and outcomes
- Focus on the positives
- Build enthusiasm
- Make it personal – connect with donors
- People give to people – use the best ‘asker’
Keep it Simple (7)

- Short and sweet – one page
- Easy to read – wide margins, bullets
- Personalize – No “Dear Friend”
- Segment the donor list. Thank for previous gift, and …
- Ask for a specific amount or increase
- Make it easy – pledge and payments
- Aim for Tuesday delivery
Make Connections  (5)

- Connect the donor with the result of his gift: $25/ month will ....
- Give specific examples and uses for the donation
- Include testimonials from clients in the appeal
- Tell a story
- Thank you calls to top % of donor list before appeal is sent
Messaging (3)

- Check and recheck spelling and punctuation!
- Give donors a reason to give... but be careful about ‘urgent’...
- Sell what’s working – no begging and whining!
Get Creative (3)

- Allow for pledges and payments
- Encourage ‘memorial/honor’ gifts
- Ask for non-cash (in-kind) donations
Be Legal (1)

- Be legal! Check IRS Publications 598 and 1771 (www.irs.gov) for rules and regulations.
Priority  (4)

- Make thanking a PRIORITY!
- Strive for 48 hour turn around
- Include a memento that connects donor to your mission
- Phone calls and visits to major donors
Homework (1)

You = donor
Me = you

Homework: red and green pens and circles
Events Gotta be SPECIAL!
Revitalize Events (5)

- Change the venue. Change the date.
- Change the theme. Add a theme.
- Resist the urge to speak...
- Spiff up the silent auction with a roving reporter
- Use a local ‘celebrity’ for the live auctioneer
Events (5)

- Consider theme baskets. Sell an arm's length of tickets. Raffle them and draw throughout the event.
- “Sell” the auction items in a handout or program.
- Add fun side events to generate interest and enthusiasm... bored guests leave early.
- Save the ticket stubs... build your database.
- Collaborate with another nonprofit.
Connect With Sponsors
Sponsors (5)

- Seek mission-matches with sponsors
- Brainstorm: Who wants/needs visibility/access to our products/events/attendees?
- Give sponsors benefits they really want!
- Over deliver what you promise
- Thank sponsors at least 3 times
  - When they say Yes, when you get the check, afterwards to report on results
Get Board Members Involved
Board Ideas (4)

- Hold a Board Thank You Campaign
- Sign and make notes on appeal letters
- Research and report on their company’s giving programs
- Make an Internet giving page
More Board Ideas (4)

- Host an event at their home or office
- Underwrite the cost of an appeal campaign
- Make a planned gift

- Download the Menu of FUNdraising Opportunities for Board Members at www.jblockinc.com
Some FUNdraising Ideas

Details at jblockinc.com/resources
“Celebrity” Waiters Event

- Recruit local “celebrities in their own minds”
- Waiters buy their table and give away the tickets
- Have a theme – decorations, costumes, invitations
- Waiters compete for tips
- Food is served family style by waiters (and can be messy)
- Add a silent and live auction (and raffle baskets)
- Communicate often with waiters to prep them on ways to raise money (decorations, prizes, removing table items, etc.)
- Give waiters aprons (with big pockets) and envelopes for tips
- Visit [www.jblockinc.com](http://www.jblockinc.com) for more details
Feel Like a Millionaire Raffle

- Winner gets box of gift certificates (limit value to $4,999)
- Yellow pages solicitation team
- Print flyers with prizes grouped by type for sellers
- Add a media sponsor for hype – draw winner on the air
- Very low overhead – only print tickets and flyers
Non-Event

- Invite people to an event that doesn’t happen
- Guests pay NOT to attend
- Have a fun theme and fun reasons not to attend
- Capture email address to hold a ‘virtual’ event
- Print invitations with blank envelopes for Board to send
  - Board personalizes envelopes, invitations
  - Board thanks
  - Organization thanks
Paper Airplane Toss

- Hold indoors for best results
- Sell sheets of paper
  - Print rules, name, address, email
- Win a car
  - Hole in one insurance
- Win prizes
  - Containers and volunteers
More Ideas (19)

- Arts & Crafts Sale
- A-thons
- Canisters
- Carnival
- Celebrity Car Wash
- Casino Night
- Chocolate Event
- Concert
- Costume Event
- Cow Plop
- Flea Market
- Food Sales at Events
- Giant Monopoly Game
- Golf, Tennis, Bowling Event
- Grand Opening
- Guessing Contest
- House or Garden Tours
- Legs Contest
- Live & Silent Auction

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Door Prize/ Resources

Available: Amazon

Available: jblockinc.com

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Thank You!

How Can I Help You?
Visit my website for ideas, resources, free e-newsletter
www.jblockinc.com

Email me:
jean@jblockinc.com

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