DONOR DEVELOPMENT IN THE DIGITAL AGE

Operation Fuel, Inc.

SESSION 4E
WEDNESDAY JUNE 27, 2018
10:30-11:45
OPERATION FUEL ENSURES EQUITABLE ACCESS TO ENERGY FOR ALL BY PROVIDING YEAR-ROUND ENERGY ASSISTANCE, PROMOTING ENERGY INDEPENDENCE, AND ADVOCATING FOR AFFORDABLE ENERGY.

- 9 full-time staff
- We provide year-round residential energy assistance for all energy sources, including water utilities
- Grants up to $500 for electric and gas utilities, all deliverable fuels and water utilities
  - We partner with 109 intake sites in the state
  - We reimburse intake sites for each approved application ($25 for energy and water grants and $10 for utility arrearage forgiveness program enrollment and or activity)
- Home system repair or replacement grants up to $5,000 (furnaces and hot water systems)
Engage Donor
Mission
Investment
Strong Organization
MISSION – STRONG ORGANIZATION

• Mission Statement
  • Easily articulate to the community and donors
  • Board and Staff are ambassadors of the mission and organization
  • Universal need in the message, the impact

• Governance
  • Board and Staff Leadership
  • Financial position

• Key Partnerships
  • Intake sites/Fuel Banks
  • Deliverable fuel vendors and utility companies
  • Religious community
  • Community Foundations
  • School partnerships/fundraisers
INVESTMENT

• Experienced Staff
• Donor Database
• Cultivation and Stewardship
  • Touchpoints
• Know Your Donors
  • Define major gift
  • Leadership gift
ENGAGE DONOR

• Communication
  • Finding the right balance, touchpoints through out the year
  • Media sponsor – iHeartMedia
  • Social Media

• Visibility is Key
  • Name/Brand recognition and agency reputation
  • Say Yes to the Event

• Don’t Forget Your Roots
  • Religious
  • Government
Year End Review

• Giving Level
• Board and Past Board Giving
• Amount by Month
• Amount by Appeal Code
• Gift vs Target
• Overview
  • Total Individual and Organization Donors
  • Average gift
  • New Donors
  • Renewal Donors (78%)
ANALYSIS

• Total donor records in our database = 7,596
  • Total active donor records = 7,055 (excludes inactive, no valid address, do not solicit, deceased)
  • Total donors with a leadership target of $500 or more = 150
  • Total donors who gave a leadership gift of $500 or more in FY17 = 134
  • We had 8 donors that give a gift of $5,000 or more in FY17; the largest individual donor was $15,000 (they went down from $20,000 as they get closer to retirement; they will still support Op Fuel but unfortunately their gifts will be less)
  • We had 48 additional donors who gave a gift between $1,000 and $4,999
  • 36% of our donors give in the range of $1-$49
  • Newsletters which are a “soft ask” brought in $56,165 last fiscal year (518 individual gifts)

• Total raised from all sources (individuals, faith community, energy industry, corporations, and foundations) = $722,842

• Total amount raised from Add-A-Dollar = $600,000
GEOGRAPHIC ANALYSIS
WHAT’S NEXT FOR OPERATION FUEL?

• ICE House 2019
  • Engage new donors, partners, sponsors

• Media and Marketing
  • Brand marketing, name change and/or update logo, tagline
  • Hire digital media consultant

• Television and Online Commercial Spots
  • Public Access Television Spots
  • iHeart Media Radio Spots
THANK YOU!
OPERATION FUEL, INC

BRENDA WATSON, EXECUTIVE DIRECTOR
75 CHARTER OAK AVENUE
HARTFORD, CT 06106
BRENDA@OPERATIONFUEL.ORG