

DONOR DEVELOPMENT IN THE DIGITAL AGE



**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)

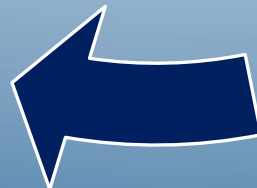
**Engage
Donor**



Mission



**Strong
Organization**



Investment



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

ANALYSIS

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

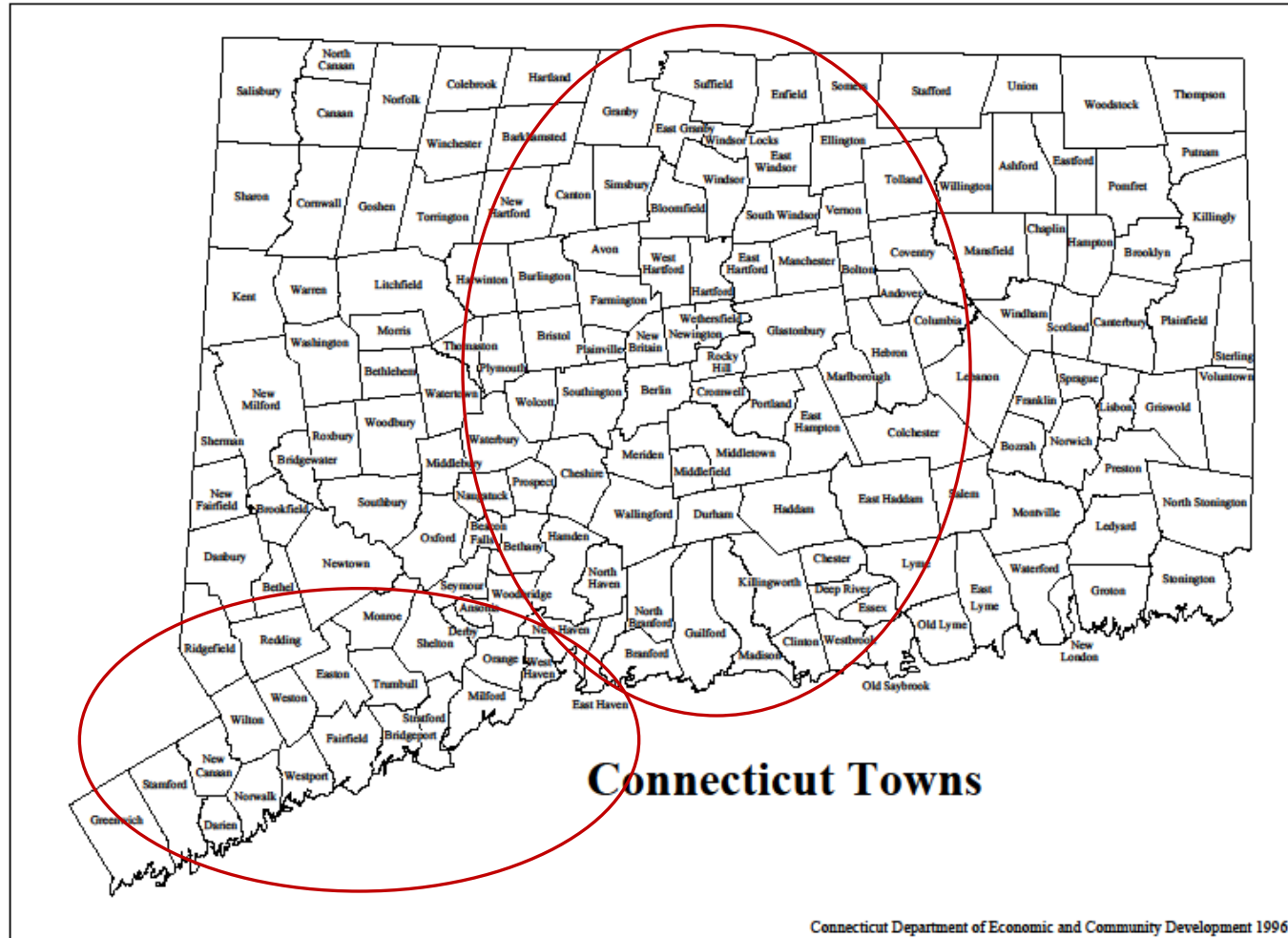
- **Total donor records in our database = 7,596**

- 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

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Operation Fuel, Inc.