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NATIONAL ENERGY & UTILITY AFFORDABILITY COALITION

60+ GREAT FUNDRAISING
IDEAS IN 60 MINUTES

Jean Block, Jean Block Consulting, Inc.

About Jean Block

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- ∅ 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

Question

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Why Do People Give?

Answer

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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*

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Ideas for Asking

Diversity Is The Key to Success

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- Mail appeals
- Donor campaigns, direct asks
- Events
- Grants
- Earned Income
- Planned Giving
- Major Gifts

Get the Envelope Opened (2)

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- 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)

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- 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

Variety is the Key (5)

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- 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)

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- .. 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)

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- 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)

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- 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)

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- 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)

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- Allow for pledges and payments
- Encourage 'memorial/honor' gifts
- Ask for non-cash (in-kind) donations

Be Legal (1)

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

Priority (4)

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- 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)

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You = donor

Me = you

Homework: red and green pens and circles

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Special Events

Events Gotta be *SPECIAL!*

Revitalize Events (5)

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- 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)

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- 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

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Connect With Sponsors

Sponsors (5)

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- 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

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Get Board Members Involved

Board Ideas (4)

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- 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)

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- 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

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Some FUNdraising Ideas

Details at jblockinc.com/resources

“Celebrity” Waiters Event

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- 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 for more details

Feel Like a Millionaire Raffle

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- 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

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- 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

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- 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

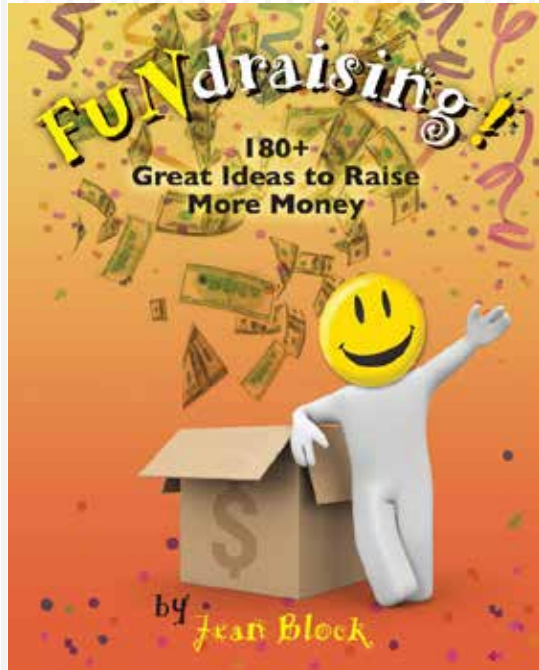
More Ideas (19)

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- 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

Door Prize/Resources

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Available: Amazon



Available:
jblockinc.com

Thank You!

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How Can I Help You?

Visit my website for ideas, resources, free
e-newsletter

www.jblockinc.com

Email me:

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