Fundraising for Animal Welfare Organizations

With Kim Klein

Sponsored by: Humane Network

In this workshop you will learn:

How to:
- Manage an effective fundraising program
- Build a broad base of donors
- Help board and other volunteers to raise money
- Identify prospects
- Ask for money in person

Getting Started
Focus on People

Philanthropic Giving: 2017
TOTAL GIVING: $410.05 billion

- Individuals: $286.65 70%
- Bequests: 35.70 9%
- Foundations: 66.90 16%
- Corporations: 20.77 5%

Source: Giving USA

Focus on People Who Give:
- Most people: 70% of adults give away $$
- Give to 5-10 organizations each year
- Equal numbers of men and women.
- #1 reason people make a donation: someone asked them.
- 56% of households have a pet, and the vast majority of those give away money

Source: Giving USA
Talk about Money

People Give to People...with Causes
Focus on building loyalty to the cause

Get into an “EXCHANGE” Frame
Go from this: “Please, please, please...”
To this: “I think you would be interested...”
Focus on Building Relationships

Invite everyone to join your list.

Invite the first gift from your list.

Invite the donor to give thoughtfully.
Always thank your donors.

Invite the donor to engage:
donations, petitions, protests,
helping with fundraising.

Comparing Strategies

<table>
<thead>
<tr>
<th>Strategy</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>In person asking</td>
<td>50%</td>
</tr>
<tr>
<td>Personal Phone Call</td>
<td>25%</td>
</tr>
<tr>
<td>Personal Letter or email</td>
<td>10-15%</td>
</tr>
<tr>
<td>Phone bank</td>
<td>3-5%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>.5-1%</td>
</tr>
<tr>
<td>Email</td>
<td>.08%</td>
</tr>
<tr>
<td>Special Events</td>
<td>Varies</td>
</tr>
</tbody>
</table>

What do you need and by when?

SET GOALS
A Simple Chart

Goal: $50,000

<table>
<thead>
<tr>
<th># of gifts</th>
<th>size</th>
<th># of prospects*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>$5000</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>$2500</td>
<td>16</td>
</tr>
<tr>
<td>10</td>
<td>$1000</td>
<td>30</td>
</tr>
<tr>
<td>20</td>
<td>$500</td>
<td>40</td>
</tr>
<tr>
<td>40</td>
<td>$250</td>
<td>80</td>
</tr>
</tbody>
</table>

76 gifts \times 2 = 152 prospects

* You will need 2 times the number of prospects as the number of gifts

Make Sure Every Entry Point Invites a Donation

If I found out about your organization from
-- your website,
-- your e-newsletter
-- a friend
-- a special event
-- dropping by your office

Would I know that you raise money from people like me?

Build a Team of Askers

Some people must be willing to ask in person, do follow up e-mails and make phone calls!
Every Fundraising Team Needs:

A way for everyone to participate. Some:
- will ask for money and some won’t
- love events, and some don’t
- enjoy working alone, others in teams
- prefer approaching strangers
- prefer working with institutions

Who are you?
Is your team balanced amongst all the styles?

Every Team Member Should be Able To:
- State a one sentence, easy to remember mission or vision statement
- Name three important accomplishments
- Name three goals for the current year
- Talk about the total budget
- Talk about how the organization raises $.

Every Team Member Has A Plan

I, Betty Lou Board Member, will:
- Give $100 before November 1.
- Help raise $1000 by hosting a house party at my house in May.
  * GOAL: 20 new donors @ $25-100 each
  * Create a Giving Page (goal $500)

I prefer not to:
- Participate in the phone-a-thon
- I will not: Come to the auction—sick of those!

www.kleinandroth.com
Donors are on a Trajectory

“This is one of the organizations I support”

“I like this organization a lot”

“This is one of my top three giving priorities”

Segmentation:
Divides donors and prospects into categories to meet donors where they are.

Focuses your appeals and maximizes your fundraising efforts.

Segment:
Donor feels:

- First time donors: Welcomed
- Second time: Engaged
- Habitual: A sense of identity
- Thoughtful: Org is a priority
- Legacy: Org should exist forever
Lapsed Donors
Donor hasn’t given in over 24 months:

Goal:
Re-engage or let go. Track when the lapse occurs.
Work harder for donors who lapse after several gifts.

Methods:
Series of three: e-mail, text and/or a phone call:
1. “Is it all over between us?”
2. “In the interest of good stewardship…”
   A few months later,
3. “Did you miss us?”

Look for Patterns
Some donors give several times a year
and respond well to being asked often

Some donors give once a year and
prefer not to be asked frequently.

Keep these two categories straight is
important!

Size of Gift
Donors who give big gifts get more personal
attention
- Thank you call
- Personal note* saying where the gift is going
- Invitation to be in touch
- Occasional note with no ask

*note* means any written personal contact. Text, e-mail, pm, card
More Elaborate Segments
You may want to analyze your donor base and segment donors who only:
- Come to events, or a particular event
- Give to one particular program
- Give episodically in response to an immediate need
- Give in response to the newsletter
Appeal to them the way they give

Keep in Mind:
Some donors give:
- a small amount every year. You will never be their favorite cause.
- a small amount for years and leave you $ in their will
- large amounts for years and then stop.
The majority of first time donors do not give again.
Don’t take anything personally.

What Are Your Challenges?
We do these things very well:
We do these things adequately:
We need to improve:
This is what we will focus on:
Access: Prospect knows you or someone who knows you.

Ability: Gives away money

Affinity: Cares about this cause or something similar

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Identify Triple A Prospects

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Gather Information That Helps

Less Helpful
- Loves animals
- Active in local politics
- Very low key about giving

More Helpful
- Flew to DC to join protests about pig farming
- Ran for City Council twice and lost by a small margin
- Has five rescue dogs and supports a feral cat colony
- Does not believe donors should get anything for their giving. Turned down being honored at Gala

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What do you need to know? How will you find out?
Focus on personal asking

Affinity for the Cause is Critical

Sounds great. I think it is fantastic.
I want to be part of this.
Here is my gift.

I wish you well
I will give money

Keep in Mind
1. Success is asking
2. Be OK with no

3. Focus on what you believe, not what you fear.

4. You don’t have to ask everyone
Preparation

Have ready:
- Stories
- Statistics, including comparisons
- Philosophical points
- Responses to common objections and questions
- Budget and fundraising success so far

The Phone Call

Have ready:
- Opening sentence
- Message for VM
- Most exciting thing about the project
- Where are you toward the goal?
- How much do you want?
- What happens now?

Prepare Questions To Ask

How did you first hear about us?
How long have you lived here?
How is that donut shop that just opened?
What is most compelling about this issue to you?
Tell Your Own Story

I got involved in this because....

The most surprising thing to me about this issue is....

I loved meeting people who have been giving for a long time because....

Ask yourself, “Why Am I Talking?”

The CLOSE
Create an Action Plan

- Do we need to re-think any of our strategies? If yes, which one(s) and how?
- What are next steps with our board and volunteers? Be specific.
- How can personal solicitation become a priority? When? Goal?

What Are You Going to do Now?

About the Presenter

Kim Klein is the author of five books, including the classic text, Fundraising for Social Change, recently released in a SEVENTH edition. She also wrote Reliable Fundraising in Unreliable Times, which won the McAdam Book Award in 2010. She has provided training and consultation in all 50 United States, five Canadian provinces and 21 other countries. She is a lecturer at the School of Social Welfare at the University of California, Berkeley, and has served as guest faculty at the Haas School of Business at UC Berkeley and Concordia University in Montreal.