



# Raise More Money With Less Time Information and the Art of Making the Ask

TEXAS EDUCATION FOUNDATION NETWORK  
CONFERENCE

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# Key to Effective Fundraising

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Nonprofit leadership and  
board member participation



# Philanthropy Data

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1.5 Million nonprofit organizations

Wealth transfer from baby boomer population will be \$68 million dollars over the next 30 years

Millennials will be five times richer

Project based giving – solving problems

Artificial Intelligence – donor prospect and information

Corporations feel stronger sense of social responsibility

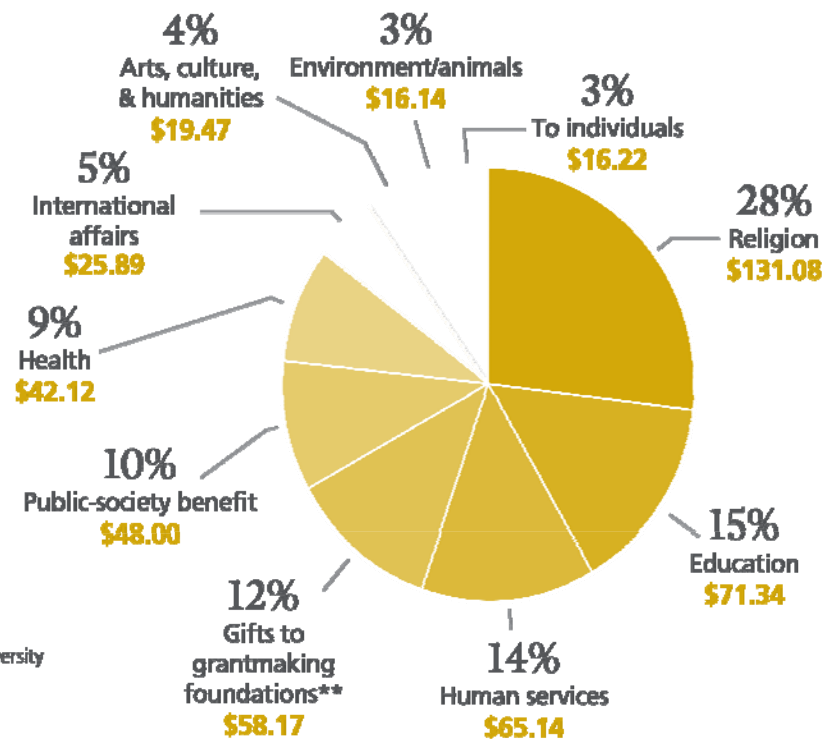
45% of worldwide donors give on a monthly basis

41% of worldwide donors gave to a disaster or crisis



# 2020 contributions: \$471.44 billion by type of recipient organization\*

(in billions of dollars - all figures are rounded)



- \* Total includes unallocated giving, which totaled -\$22.13 billion in 2020.
- \*\* Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.



Researched and written by

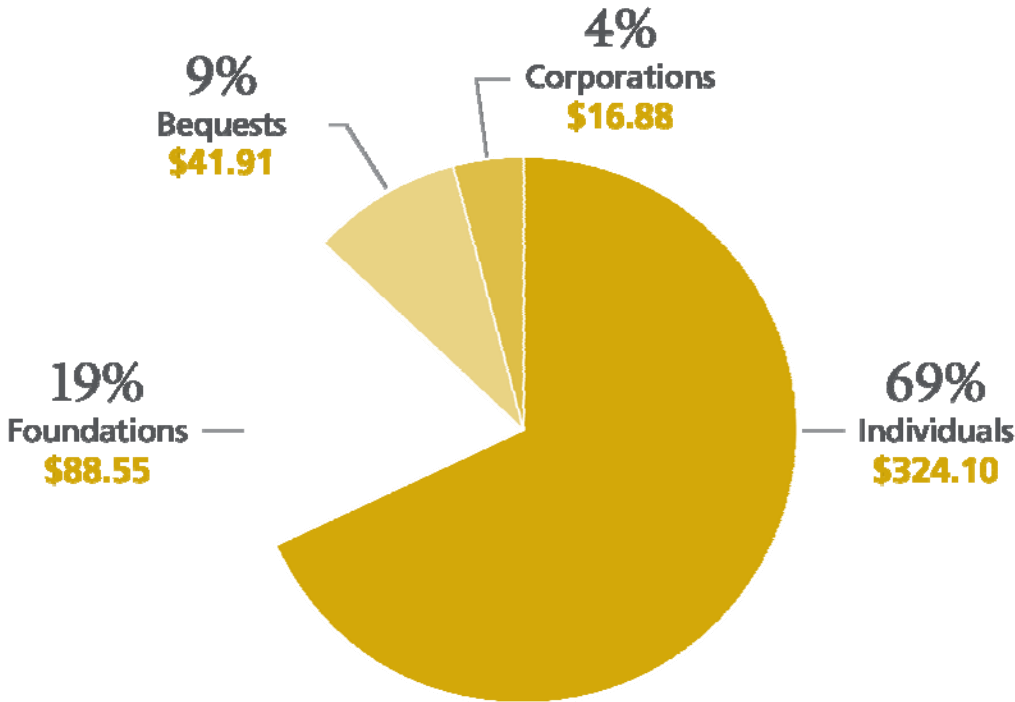


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# Why people give...

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Tax considerations

Friendship or respect for those who solicit them

Recognition

They believe in the mission



# Generational Giving

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Matures – born before 1945

Baby Boomers (1946-1964)

Gen X (1965-1976)

Millennials (1977-1995)

Gen Z (1996 to present)

# What is *Moves Management*?

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**David Dunlop**, the Cornell University senior development officer developed the concept of moves management.

Increase Engagement

Long-term Loyalty

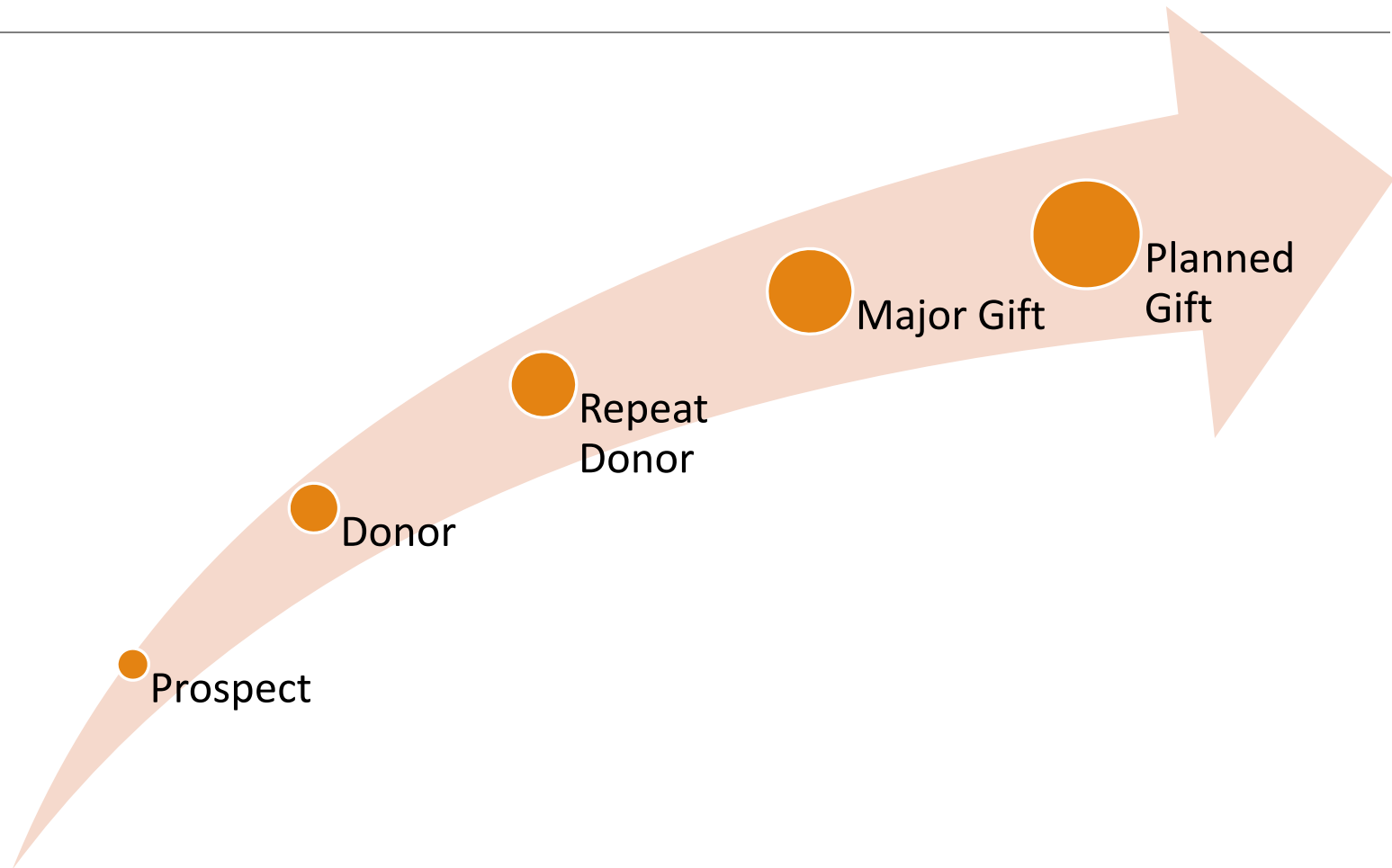
Increased Giving





# Building Relationships

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# Basic Steps

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Identification

Assessment

Cultivation

Solicitation

Thank you

Recognition

Stewardship



# Making the Ask

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Be sincere and personal.

Treat every prospect uniquely.

**STOP TALKING.**

Listen to the donor.

Thank the donor.



# Let's practice

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## Answers to Objections:

Why does the district need a foundation?

My taxes are so high, why is more money needed?

Do you give?

How much do you want me to invest?

What are you going to do with the money?

