

Create Meaningful Fundraising Solutions

*Amy Lane, Consultant
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Fundraising Solutions for People Who Don't Want to Fundraise

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NONPROFIT EXECUTIVE DIRECTOR



WHAT MY FRIENDS THINK I DO



WHAT MY BOARD THINKS I DO



WHAT SOCIETY THINKS I DO



WHAT MY TEAM THINKS I DO



WHAT I THINK I DO



WHAT I REALLY DO

Fundraising



What my mom
thinks I do



What my friends
think i do



What my donors
think I do



What my board
thinks I do



What my executive
director thinks I do



What I really do.



A little about me...

- Never participated in a single school fundraiser growing up
- Next door neighbor is referred to as the “assassin”
- Focus on long-term relationships versus short-term gains
- I became a highly effective fundraiser




**It makes people feel good to give to
causes they care
about.**

- Joan Garry



Donor Cultivation Cycle



Strategy is choice.

Strategy means saying no

to certain kinds of things.

Michael Porter

The essence of strategy is choosing
what
NOT to do.

- Michael Porter

**Without data, you're just another person
with an opinion.**

-W. Edwards Deming

The Cost of Fundraising

Direct mail to non donors	Spend \$1.15 to raise \$1
Special events	Spend \$0.50 to raise \$1
Planned giving	Spend \$0.25 to raise \$1
Direct mail to current donors	Spend \$0.20 to raise \$1
Grants	Spend \$0.20 to raise \$1
Major gifts	Spend \$0.05 to raise \$1

(James Greenfield, Fund Raising: Evaluating and Managing the Fund Development Process)

Walk Run Event Audit

Walk/Run FY 2021 - Projected income: \$20,000 - Projected total of event expenses: \$7,026

Paid runners	\$4,080
Paid Sponsorship	\$2,500
Total Received	\$6,580
Total Expenses	\$7,445.44
Net Income (?)	-\$865.44

Total budget	No budget found
Total # runners	188
Total # of hours spent planning, execution, volunteers	53 volunteers
Total # of donors affected/engaged	2 sponsors – HEB; Christus Children’s Hospital



EVENT OVERVIEW

Dining in the Dark simulates an experience of visual impairment during an array of activities. Attendees will have the opportunity to engage in sensory experiences such as blind wine and bourbon tastings, as well as blind aromatherapy. At the conclusion of all sensory experiences, guests will enter a dimly lit dining room, where the gourmet chef and representatives from the Lighthouse will share insights into the challenges of dining while blind or with a visual impairment. Guests will then blindfold themselves and enjoy a sumptuous three-course meal. After each course, guests will remove their blindfolds while hosts discuss the food and the dining experience in tandem.

RETURN TO 
Enchilada
WEDNESDAY

THE TASTE IS BACK
WHEN YOU
GIVE BACK!



Family Dinner \$20

8 CHEESE ENCHILADAS WITH OR WITHOUT CHILI
1 PINT OF SEASONED PINTO BEANS
1 PINT OF SPANISH RICE
SIDE OF SALSA



All these items are made from scratch in our kitchens.



Add

6 PORK & MONTERREY
CHEESE TAMALES

\$6



Proceeds from today's Famous Enchilada Family Meal will benefit the North East Educational Foundation (NEEF) and School Nutrition Services employees. We hope you enjoy this special offering!





Total Amount Sold: \$14,654 plus \$1,500 in extra donations

Cost: close to zero

Total Meals: 629

Coverage in San Antonio Living TV Show

New Donors: 330 new donors/exposures to NEEF
37 first time donors gave an extra donation

ARE YOU SMARTER
THAN AN
WEIRD STUDENT?



<https://neisdstore.net/reaganinc/>

An opportunity to support student: [Become a Sponsor!](#)



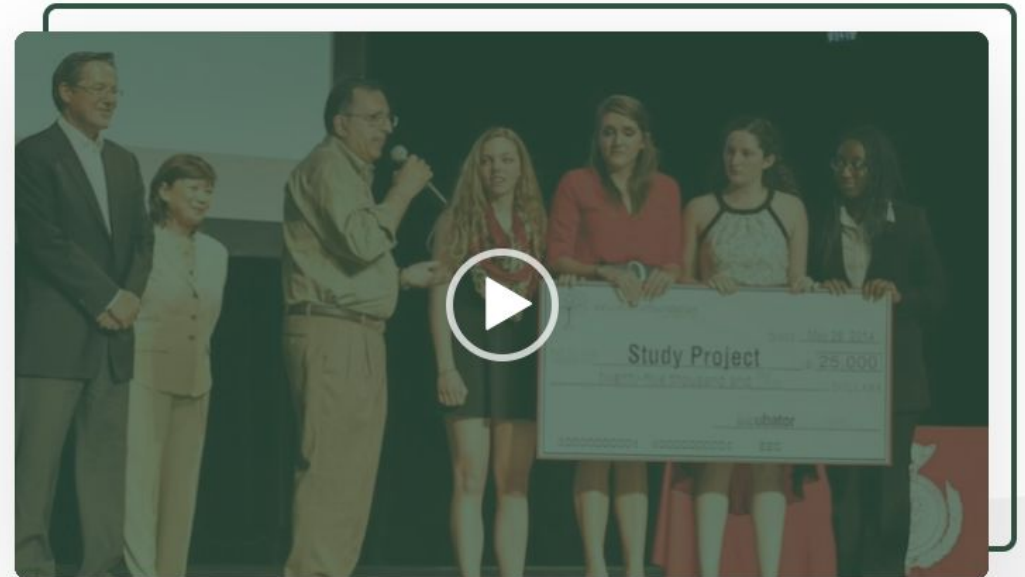
[ABOUT](#) [BECOME A SPONSOR](#) [VOLUNTEER](#) [CONTACT](#)

Create a product and pitch to investors to start your own business before graduating!

The Reagan Business INCubator program transforms your traditional high school classroom into a place of collaboration and authentic, project-based learning. Teams of students work to create their own business designed to tackle real challenges and bring their ideas into the real world with personal mentorship from a local business leader.

[GET MORE INFO](#)

[BECOME A SPONSOR](#)



Using strategy to get off the hamster wheel

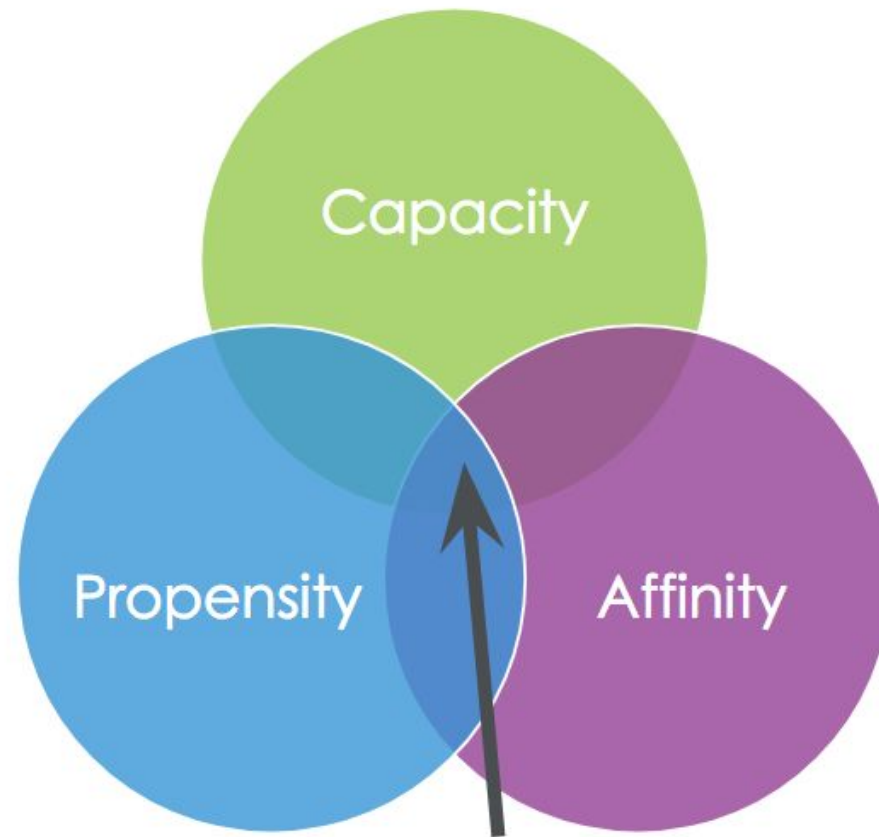
- Donations follow connection
- Use donor-focused messaging that makes the donor the star
 - “Because of YOU...” vs. “support us”
- Show appreciation and follow up with impact
- Set a goal and plan for each donor



Types of Donations

Upward paths to grow (some) donors

- Regular monthly giving
- Legacy or planned giving
- Mid-value and major gifts



The Sweet Spot:
A 360° understanding of
your prospective donor

Focus on Individual

Diversification Opportunities

- Seek family foundation and federal grant opportunities
- Identify potential donors for individual giving:
 - annual campaign, peer-to-peer giving and monthly giving promotions
 - Events should transition attendees into advocates
 - Engage and convert volunteers and businesses to donors and/or advocates
- Positive trend - Largest transfer of generational wealth

Free Resources

Nonprofit Happy Hour (Facebook)

ED Happy Hour (Facebook)

Nonprofit Leadership Lab (Instagram)

Donor Database Blogs (Salesforce, Classy, Bloomerang)

To sum it up

- Identify what makes you unique
- Lead with your mission...when you divert from your mission, re-focus
- Minimize events and focus any events you maintain on your mission
- Diversify revenue streams
- Set priorities and ruthlessly eliminate anything that distracts from those priorities



Questions?