



# ***AVOIDING DEATH BY EVENT:***

## ***How to Become a Fundraising Board***



**Suzi Pagel, CFRE  
Foundation Innovation**

# ***THE PROBLEM WITH EVENTS***

- Manpower and burnout
- Attendees not necessarily buying into the mission
- Staff time - opportunity costs
- Subject to outside forces (weather, economic downturns, worldwide pandemic)



# ***THE HIGHER EDUCATION MODEL OF SUPPORT***



*You make a living by what you  
get. You make a life by what you  
give.*

*Winston Churchill*



# ***WHY PEOPLE GIVE....***

- Friendship or respect for those who solicit them
- Recognition
- They believe in the mission
- Tax considerations

# \$484.85 billion

In 2021, Americans gave \$484.85 billion to charity, a 4.0% increase over 2020. Adjusted for inflation, total giving remained relatively flat, with -0.7% growth.

But we don't have any industry in our community...

## Where did the generosity come from?

### Contributions by source

By percentage of the total

**67%** \$326.87 billion

### Giving by Individuals

↑ increased 4.9% over 2020

**19%** \$90.88 billion

### Giving by Foundations

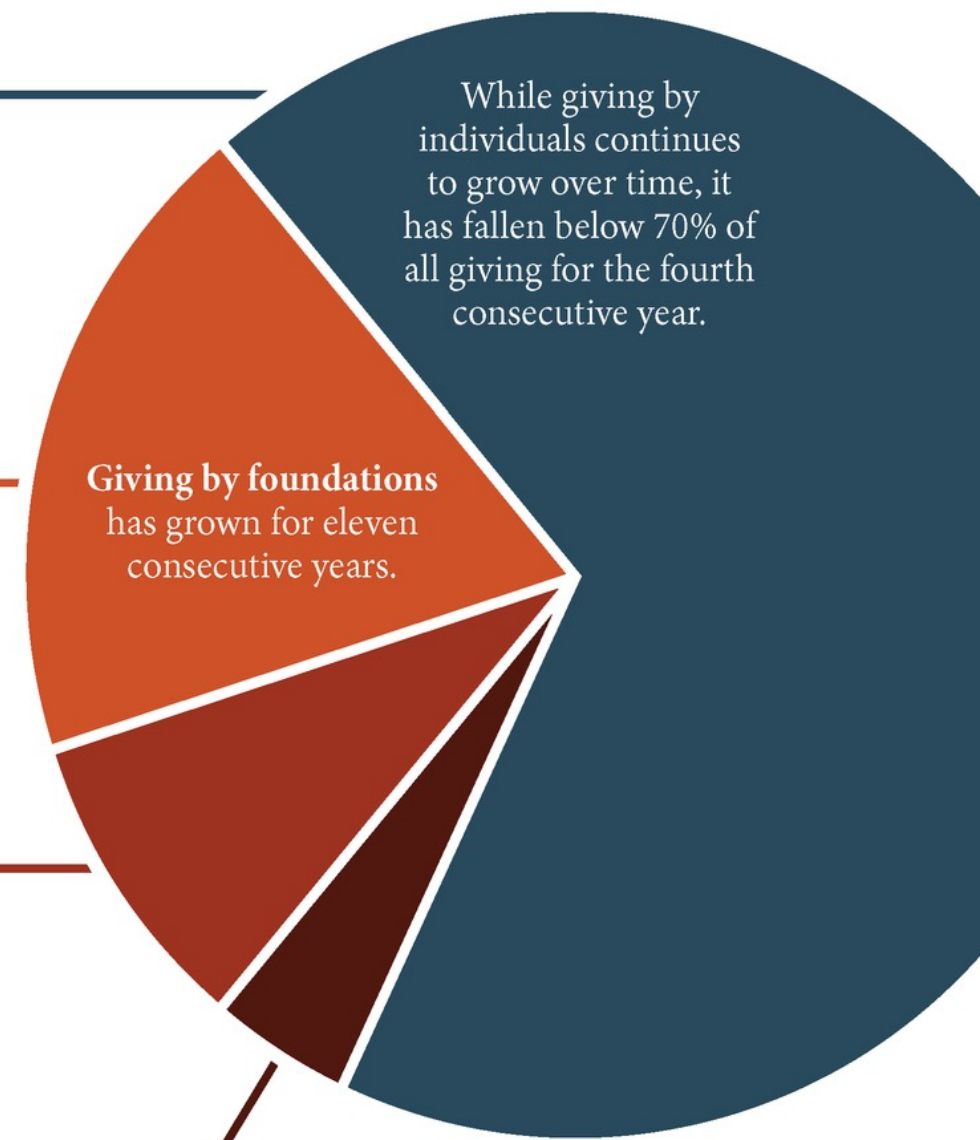
↑ increased 3.4% over 2020

**9%** \$46.01 billion

### Giving by Bequest

↓ decreased 7.3% over 2020

**4%** \$21.08 billion



While giving by individuals continues to grow over time, it has fallen below 70% of all giving for the fourth consecutive year.

Giving by foundations has grown for eleven consecutive years.

\*All figures on this infographic are reported in current dollars unless otherwise noted.

# ***PREPARATION AND ORGANIZATION***



*Before anything else, preparation  
is the key to success.*

*Alexander Graham Bell*

# ***GET YOUR BOARD ON BOARD***

Have a frank  
discussion with your  
Executive Committee

Talk with your Board  
about what  
fundraising means

Recruit volunteers who  
are willing to participate  
in fundraising

Fundraising obligation is  
included in Board Member  
Agreement

May need to consider  
increasing size of  
Board



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# ORGANIZING THE CAMPAIGN

- **Every Director is on the Development Committee**
- **VP Development is clearinghouse for all contacts**
- **Contact Lists**
- **“Orphan List”**







# ***TRAINING, TRAINING, TRAINING***

- Provide workshops for new directors (and any other director who wants to attend)
- Create a comfortable environment for them to ask questions. Assure them they won't make "cold calls."
- Practice common questions and possible objections.





# MARKETING MATERIALS



## 2,000,000 Reasons to Celebrate

Since 2001 the Foundation has provided over \$2 million in classroom grants! This achievement was made possible by the generosity of you, our supporters.

Our community depends on a vibrant education system. You can make a profound difference through your financial support. We thank you for your investment in moving education forward.

Your contribution to the Midway ISD Education Foundation will be used to provide opportunities for the students in our district. We thank you for helping this Foundation in the effort of moving education forward.

Please fill out and return the donor card with your tax-deductible contribution.



- PARTNER** \$1,000+
- BENEFACTOR** \$500-\$999
- INVESTOR** \$250-\$499
- FRIEND** \$10-249

Please fill out and return the donor card with your tax-deductible contribution.

- Renew your support of the Midway ISD Education Foundation. Our gift to the Foundation will be \$\_\_\_\_\_.
- Our tax-deductible gift is enclosed in the amount of \$\_\_\_\_\_.
- We wish to pay our pledge in \_\_\_\_\_ installments of \$\_\_\_\_\_.
- I would like to join the Visionary Club by making a pledge to donate this amount for each of the next three consecutive years. Donors at this level receive recognition for their cumulative pledge (minimum \$1000 pledge over 3 years).
- Scan QR code to give online



Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Company: \_\_\_\_\_ Email Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name as it should appear in publications: \_\_\_\_\_  
 Do not release publicly  MEF is included in my planned giving  I'm a MISD alumnus

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Mastercard / Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Yes! We accept your invitation to become a supporter of the Midway ISD Education Foundation.  
 Our gift to the Foundation will be \$\_\_\_\_\_.  
 Visa  MasterCard  Account # \_\_\_\_\_  
 Our tax-deductible gift is enclosed in the amount of \$\_\_\_\_\_.  
 We wish to pay our pledge in \_\_\_\_\_ installments of \$\_\_\_\_\_.  
 I would like to join the Visionary Club by making a pledge to donate this amount for each of the next three consecutive years. Donors at this level receive recognition for their cumulative pledge (minimum \$1000 pledge over 3 years).  
 Expiration Date: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

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# ***TEAM UP!***



- Pick a theme
- Forming the teams
- Appoint captains
- Teams choose their names
- Monthly Contests





*Just please don't make me sell ads for  
the Charity Ball program.  
I hate asking people for money.*

*Suzi Pagel,  
1990*

*(before the Junior League of Waco converted her)*

# ***FUNDRAISING SUPPORT***

Meet with teams  
during each monthly  
board meeting

Zoom meetings for  
captains in between

Accountability &  
assistance

Weekly Reports

Monthly Prizes

# ***EXECUTIVE DIRECTOR SUPPORT***

- Completes all corporate grant applications
- Submits most underwriting proposals (doesn't count toward goal)
- Participates as own "team" in campaign
- Signs any remaining "orphan list" solicitations
- Picks up slack from others





*Feeling gratitude and not expressing it is like wrapping a gift and not giving it.*

*Unknown*

# CELEBRATE







# STEWARDSHIP



# More Stewardship Ideas

- Summer Student Phone Calls
- Director Thank You Notes
- Onsite Visits
- Handwritten Notes from Student
- Student-Generated Videos
- Social Media Thank You Posts
- Website donor list
- Donor Wall/ Donor Recognition

