

# CLF Sharing 2019: Best Practices for Fund Raising

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FEBRUARY 28

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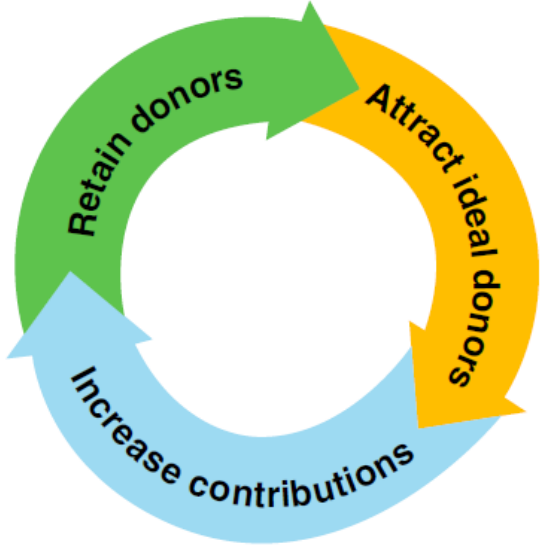
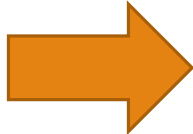
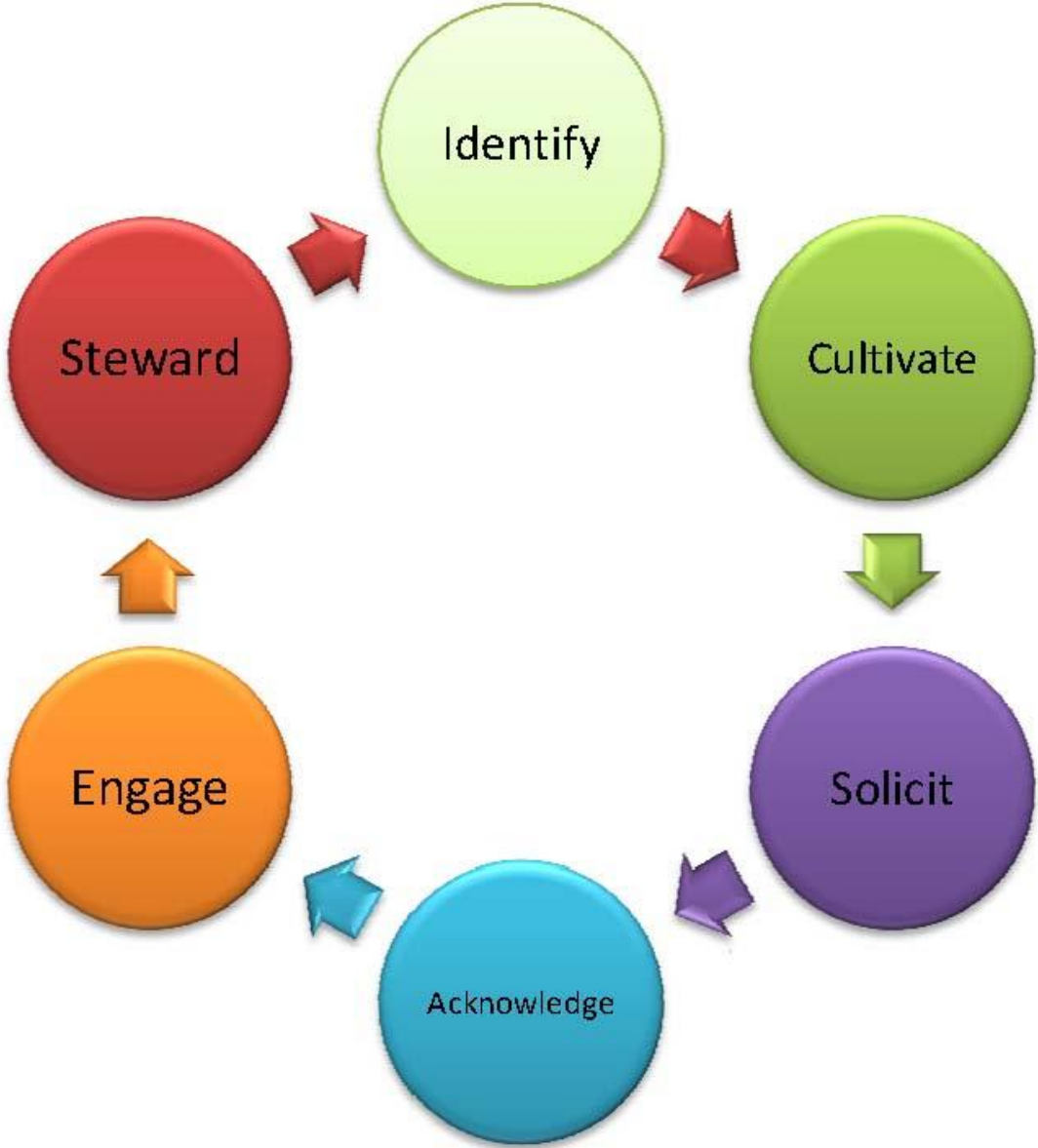
# First - Let's shift the mindset

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- ❑ Fundraiser/ Development Officer is **NOT** a Professional Beggar.
- ❑ Fundraising is not a 100m dash, it is not even a marathon. It is longer than that!
- ❑ Fundraising is about building relationship. That is why it is also called “development”.
- ❑ Think for your organization, no personal agenda.
- ❑ A rejection is not personal.
- ❑ Trust is the ultimate “donation” you can ever receive

# Fundraising Cycle

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**360° Donor Experience**

# Identify

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- Look within! Who are your supporters, volunteers, donors, board members, staff, recipients?
  - Don't discount the power of word-of-mouth.
  - Don't ignore the annual givers.
  - Research, research, research – inclination, capacity, connections.

# Cultivate

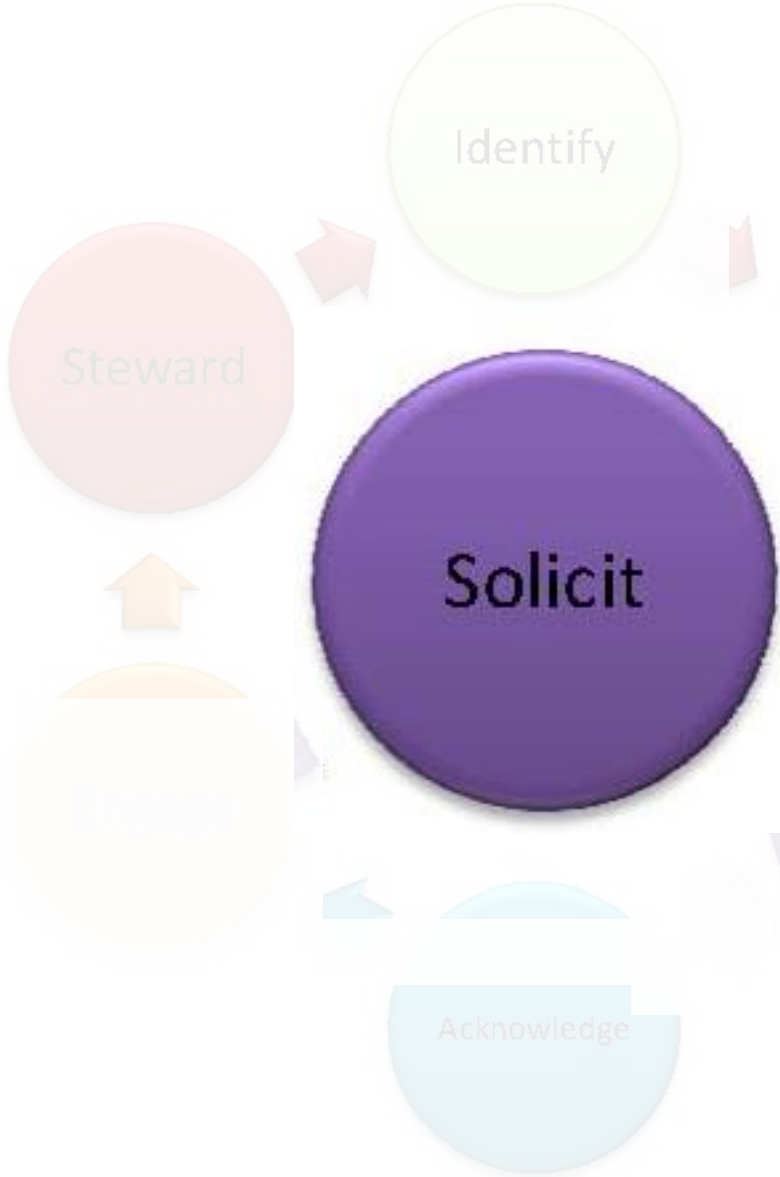
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- Set up a proper donor database, to capture all donations, likes & dislikes, connections, participations, etc.
- Get them involved in your organization, eg sit on Board, committee or as volunteers
- Look for connectors to these prospects.
- **ULTIMATE AIM - Make them like you!**

# Solicit

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- If you don't ask, you don't get.
  - A “no” is not personal.
  - Who is the best person to ask?
  - Listen, listen, listen. No long boring sales pitch. It's not about you, it's about THEM!
  - Don't be negative. Donors like to be associated with success.
  - Ask for specific amount for specific programme.



# Acknowledge

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- Rule - Thank the donors 7 times.
- Make them feel special.
- Acknowledge that they have made a difference.

# Engage & Steward

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Identify

Cultivate

Solicit

Knowledge

- Invite them to events, meet the beneficiaries.
- Annual and stewardship report.
- Email updates.
- Public appreciation – website, annual report, events, etc.
- Come out with stewardship matrix, if needed.

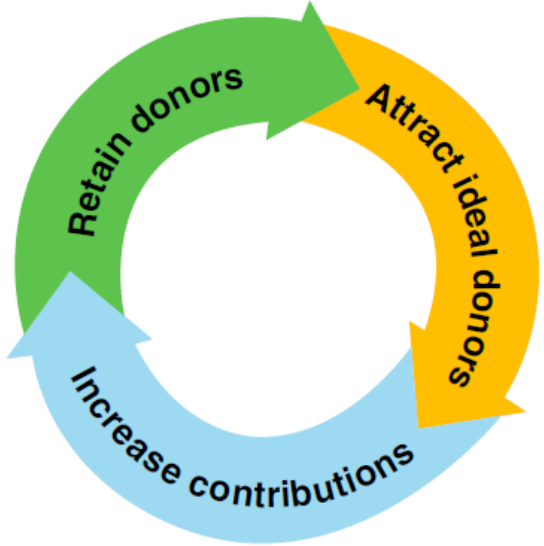
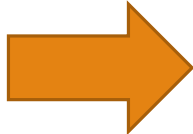
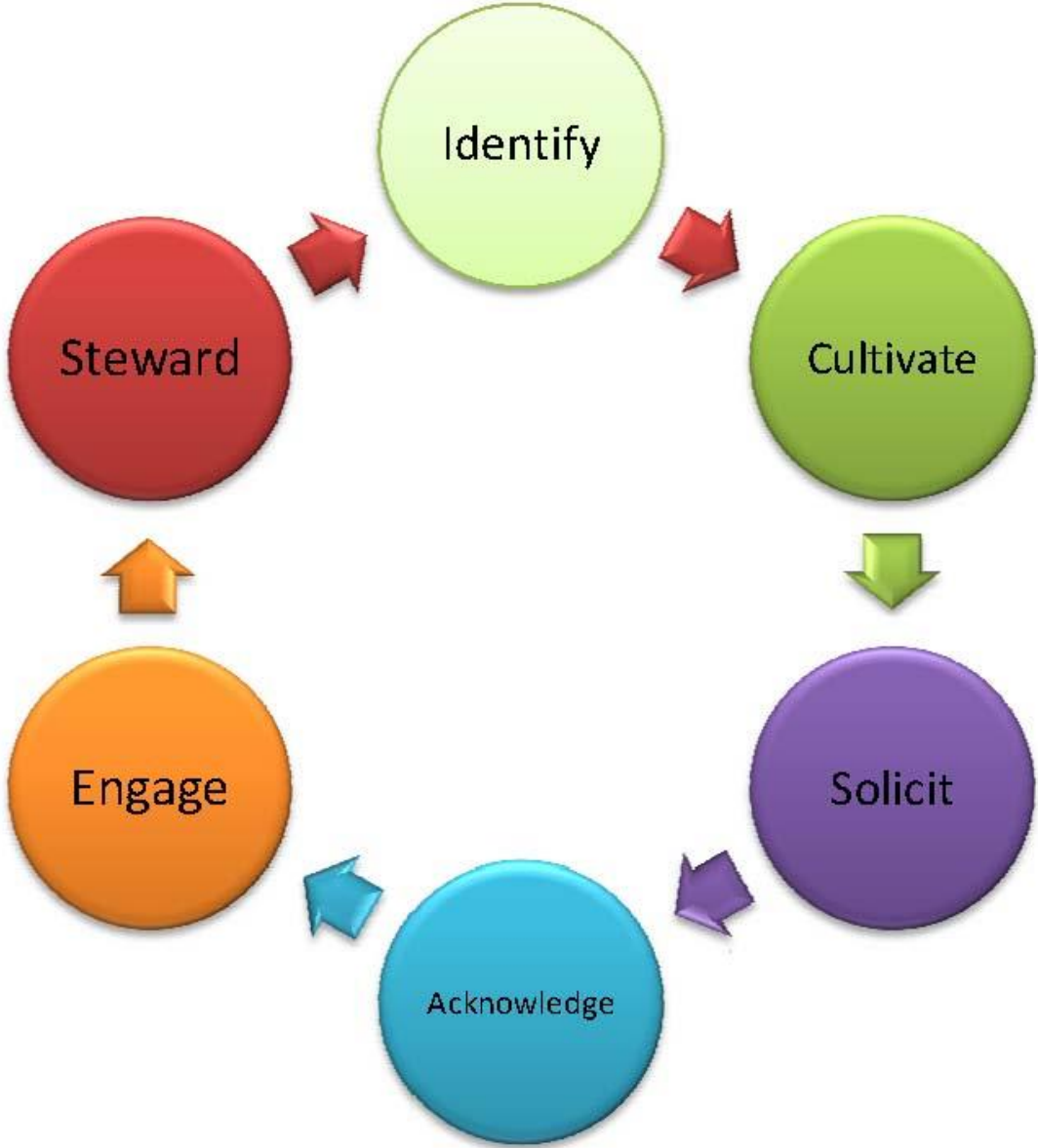


# Example of Stewardship Matrix

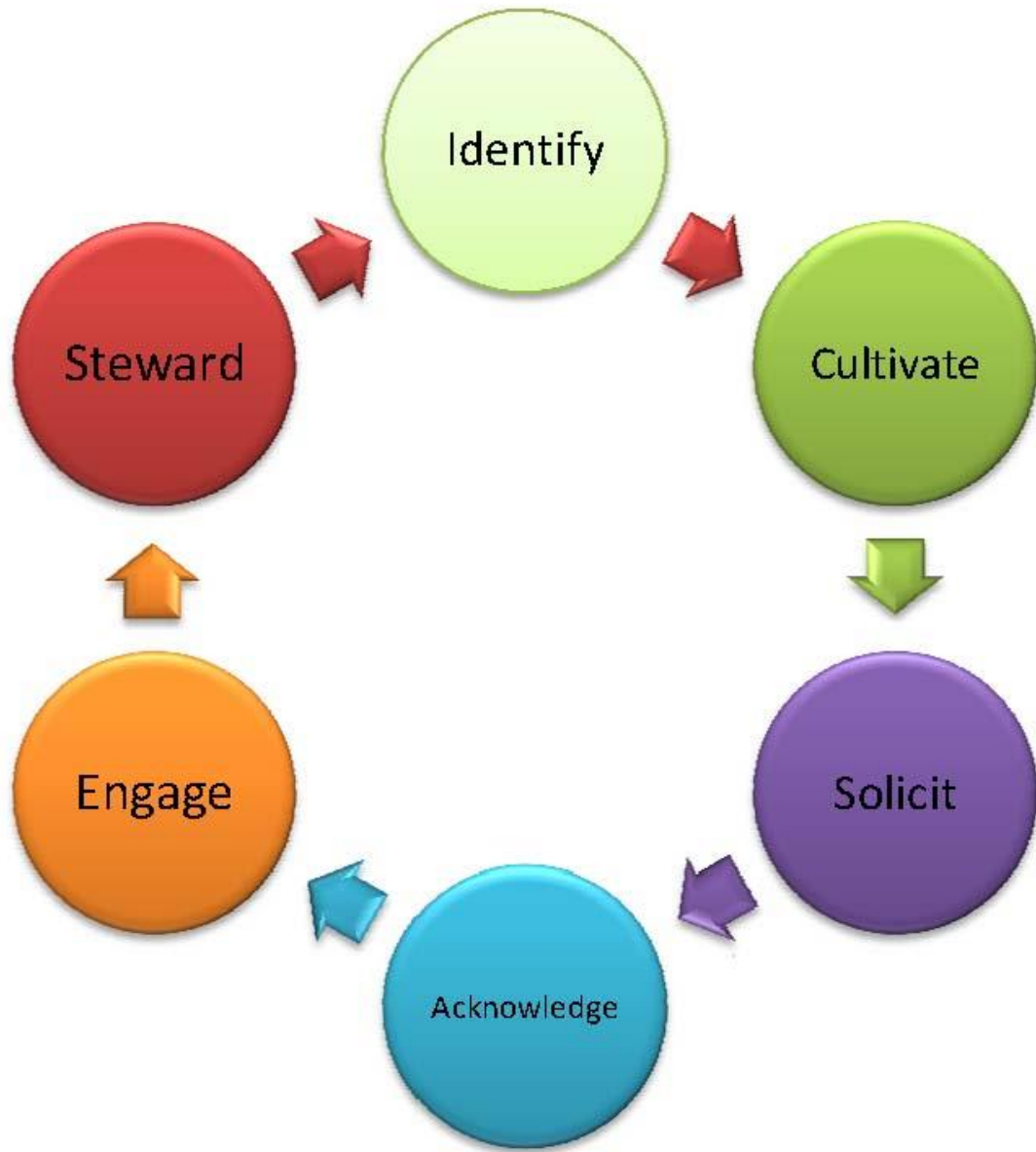
Gift Amount	Actions	Owners	Timeline
\$1 - \$499	Tax-deductible receipt Thank you email. Thank you letter from Director	Finance Executive Director	Within 2 weeks Within 2 days Within 2 weeks
\$500 - \$1999	Tax-deductible receipt Thank you email. Thank you letter from Director Thank you letter from CEO	Finance Executive Director CEO (Exec)	Within 2 weeks Within 2 days Within 2 weeks Within 4 weeks
More than \$2000	Tax-deductible receipt Thank you email. Thank you letter from Director Thank you letter from CEO Thank you lunch with CEO & Director	Finance Executive Director CEO (Exec) CEO (Exec)	Within 2 weeks Within 2 days Within 2 weeks Within 4 weeks Within 3 months

# Fundraising Cycle

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**360° Donor Experience**



Thank you.