

EMANCIPET

LOW COST. BIG HEART.

Creating a Culture of Philanthropy

PRESENTED BY JILL BECKWITH - CPO, EMANCIPET

ASPCA CORNELL MADDIE'S SHELTER MEDICINE CONFERENCE

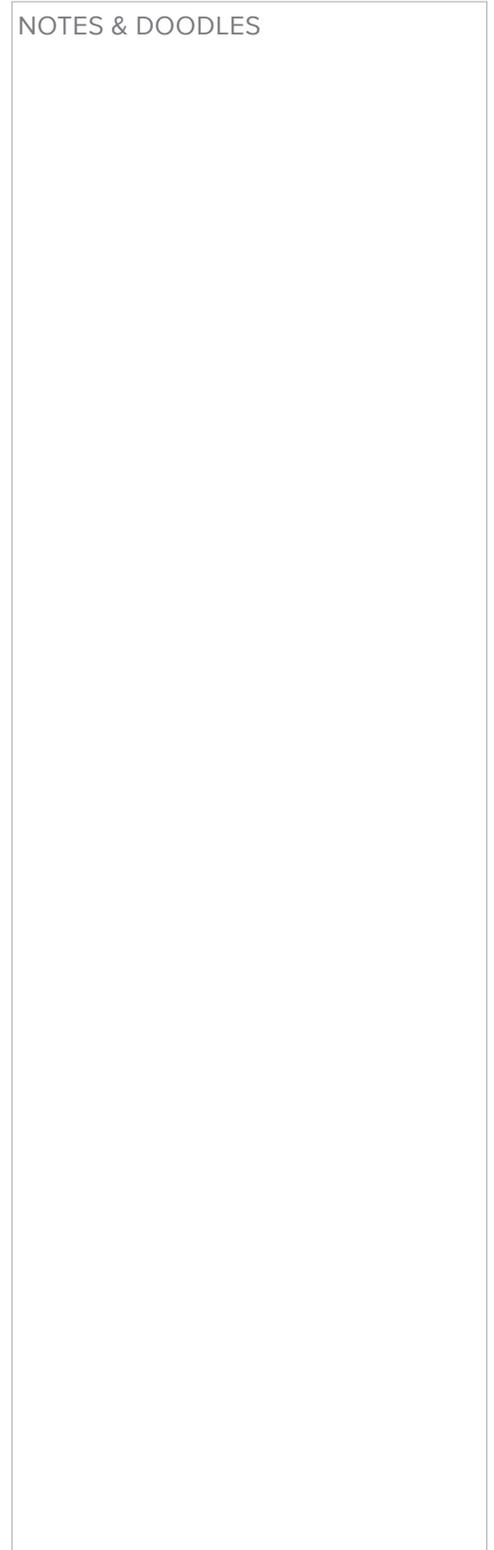


LEARNING OBJECTIVES

At the end of this seminar, you will be able to:

- Approach your fundraising with a defined set of 3 values
- Engage all levels of your organization in fundraising
- Understand the Giving Cycle

NOTES & DOODLES



DONOR BILL OF RIGHTS

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

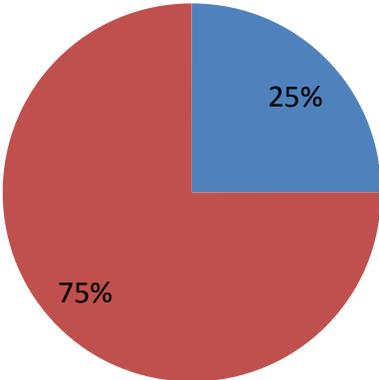
- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

WHY FUNDRAISING MATTERS

NOTES & DOODLES

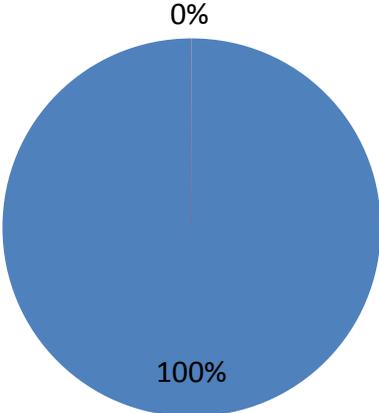
Emancipet

■ Contributed Revenue ■ Fees for Service



Other NPOs

■ Contributed Revenue ■ Fees for Service



WHY BOTHER?

Fundraising is not just about money in the door...

- It's about building an invested community of supporters for your organization.
- Giving makes people happy! (UC Berkeley Study)
- Giving empowers people. When thanked promptly and authentically, even donors giving small amounts report feeling:
 - Empowered! They are making a difference!
 - They are joining a community or movement.
 - They are "paying it forward".

NOTES & DOODLES

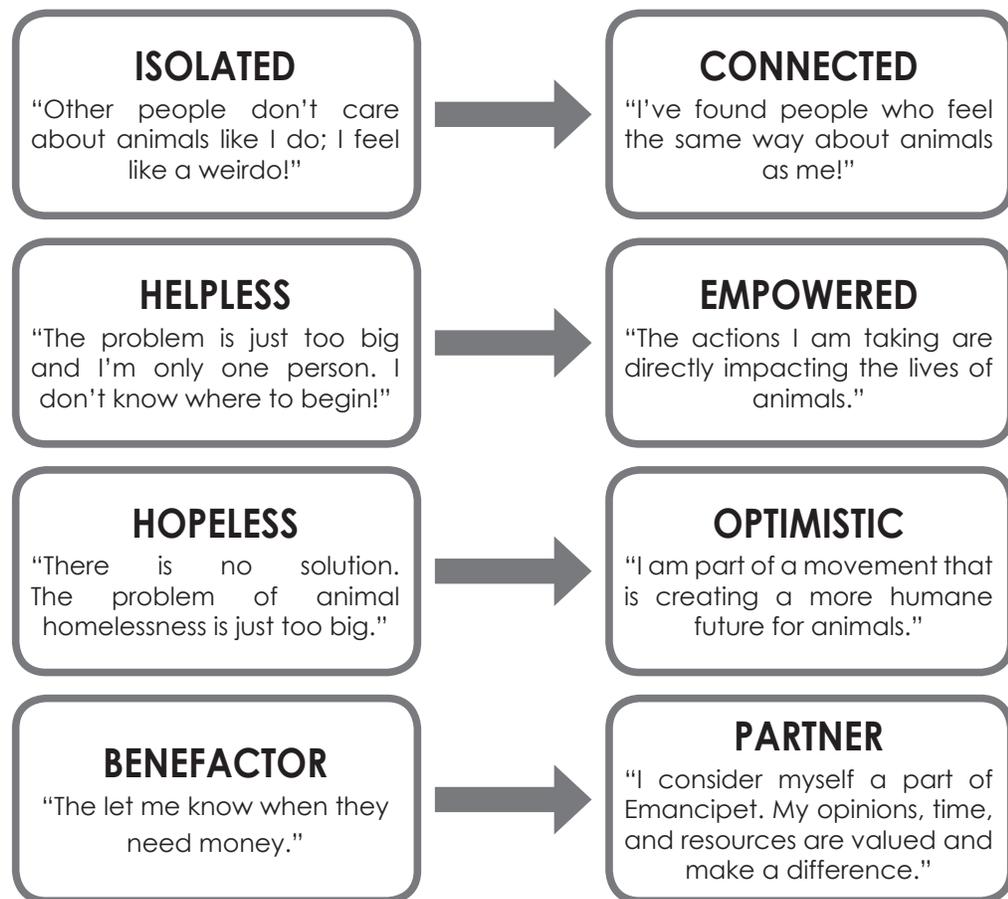
LESSONS WE'VE LEARNED

- Statistics, Schmatistics
 - You're not cramming for a test. You're building a relationship.
 - Focus on the human/animal bond. People already know S/N reduces shelter intake, adopt don't shop, etc.
- People give to People
 - People give because they trust that you care about animals as much as they do.
 - People give because they like you. (Stay interesting!)
- Establish a Culture of Philanthropy that is optimistic, donor-centered, and experiential.
- Select strategies that will build a broad base of support for your organization.
- Thank the S&*% out of people.
- Just start asking!

NOTES & DOODLES

TRANSFORMATIVE EXPERIENCES FOR DONORS

We seek to create giving experiences that fundamentally change both the donor and the donor/non-profit dynamic. Personal transformation for donors often looks like movement from one way of thinking or feeling to another.



NOTES & DOODLES



YOUR OWN GIVING EXPERIENCE

1. Think back on the biggest charitable gift you have ever made. What motivated you to give? If you have never donated to charity, think of the volunteer work you've done – that's a form of giving too!

2. Do you feel like the organization did a good job of thanking you? Did you feel like your gift/time made a difference?

3. What was the best part about that giving experience? What would have made it better?

Reminder:

Think back to the transformations we seek to make for our donors:

Isolated → Connected

Helpless → Empowered

Hopeless → Optimistic

Benefactor → Partner

OPTIMISTIC MESSAGING: DO'S AND DON'TS

Do:

- Focus on the solution
- Paint a picture of what could be and inspire hope and action
- Tell the stories of individuals whose lives have or will improve as a result of the services

Don't:

- Focus on the problem
- Tell a grim, depressing story that evokes hopelessness and apathy
- Tell the stories of millions of animals suffering

NOTES & DOODLES



STORY TELLING

Every fundraising appeal is a chance to tell a story to a potential supporter. Your organization is transforming lives daily with the service it offers – tell that story every time you have a chance!

Remember:

- People want to share their stories.
- Collecting stories is a great way to engage frontline staff.
- Story telling gives us a chance to reframe traditional animal welfare narratives.

Tips:

- ✓ Ask permission!
- ✓ Keep it positive.
- ✓ Don't rely on a good guy/bad guy narrative.
- ✓ Break the mold.

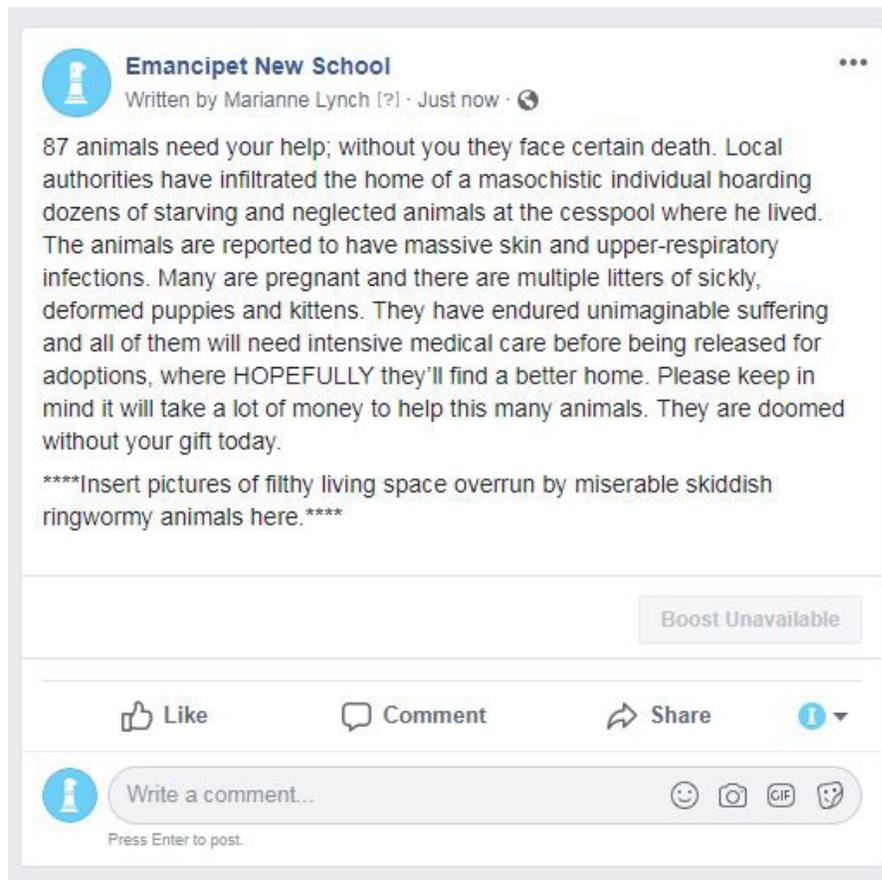
Write down a client success story:

CREATING OPTIMISTIC MESSAGING



Let's take the Do's and Don'ts of optimistic messaging and convert them into a fundraising message for social media.

Here's a Facebook post that breaks ALL the rules we just discussed:



Rewrite the post using the Do's of optimistic messaging:

DONOR-CENTERED PHILANTHROPY

- Learn about the donor's motivations for involvement and speak to what moves them.
- Explain the impact of their particular gift and maintain the relationship between gifts.
- Thank them without condition.
- Go beyond a tax receipt! Steward their gift in a way that feels personal.

NOTES & DOODLES

...we usually get a form thank you letter...(Your) letter arrived with a handwritten note of appreciation!

What a wonderful Thank You letter I received recently from your organization... well written, informative, enlightening and heartfelt!

We know that our donations are put to good use for the animals and that they are appreciated!

This was the first time I received a personal phone call from a non-profit I donated to...

EXPERIENTIAL GIVING

Try and move from transactional to relational; make what they "get in return" a feeling, not a thing.

Make the giving experience more personal and less automated whenever you have a chance.

Find opportunities for supporters to connect to your mission:

- Events
- Tours
- Personal update by phone
- Meeting with program staff
- Volunteer service days
- Communications highlighting a client story
- Engage them in fundraising

NOTES & DOODLES

INTEGRATING FUNDRAISING INTO THE WHOLE ORGANIZATION

Tips for avoiding an Us (fundraising team) vs. Them (operating, program, frontline staff) situation...

- Include some development responsibilities in all job descriptions
- Incorporate learning about development in all trainings
- Help all staff and board develop their own personal impact statement
- Engage staff in brainstorming how they can help
- Highlight successes
- Ensure all leadership (board and staff) understand the value and necessity of fundraising
- Create mission moments for non-frontline employees and volunteers
- **Focus messaging on the needs of the community, not the organization**

NOTES & DOODLES

FUNDRAISING FOR NON-DEVELOPMENT STAFF

Successful philanthropy programs are those where everyone sees themselves as a fundraiser and understands their role in creating transformative experiences for donors.

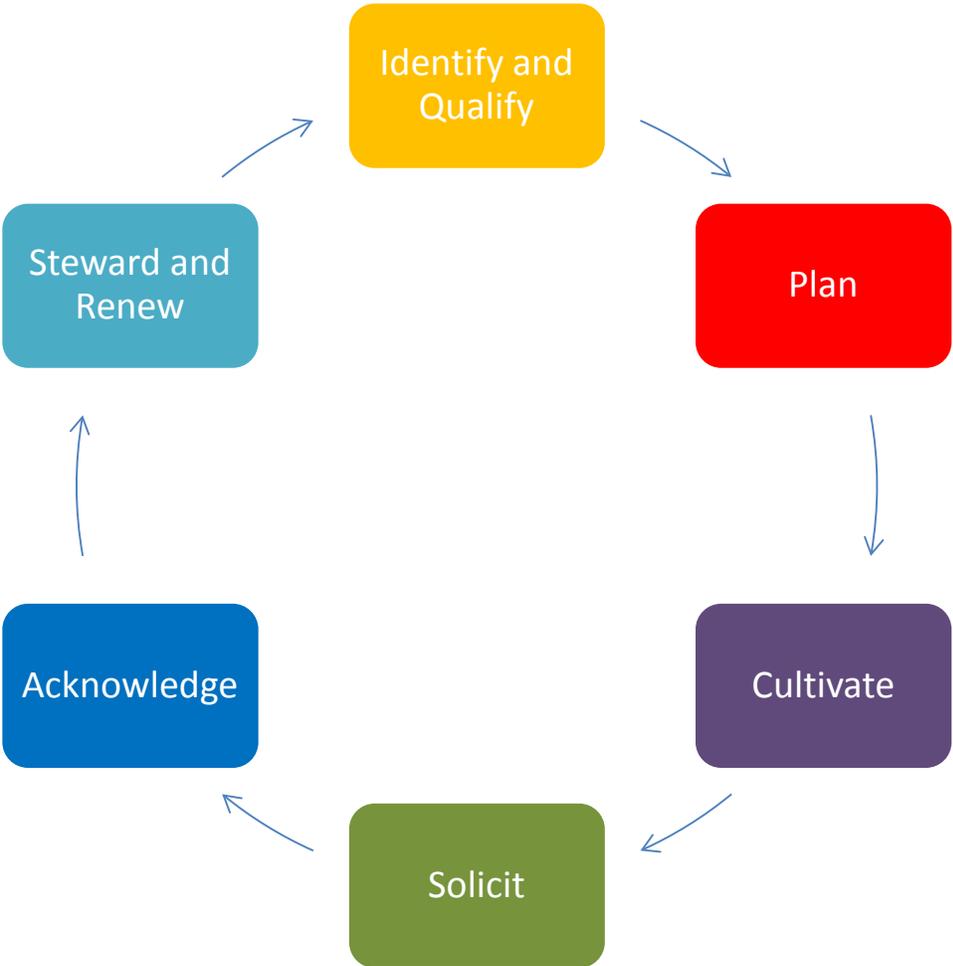
Aside from asking for donations, participating in “indirect fundraising” includes:

Staff can also influence community support outside of the clinics. Encourage staff to think of themselves as ambassadors who can drive support back to the clinic by:

And **not** by:

NOTES & DOODLES

THE FUNDRAISING CYCLE



NOTES & DOODLES



WHY?

Take a moment and think about why you do the work you do and why you work where you do.

Why your organization and not somewhere else?

PERSONAL IMPACT STATEMENT



Often, sharing why your work is meaningful to you is a very powerful way to inspire others to get more engaged.

Earlier, you shared your reason for doing the work you do.

To get your “personal impact statement”, it can be helpful to ask yourself “why” repeatedly to get to the root of what motivates you...

My personal impact statement:

OPEN FORUM Q&A ABOUT ANYTHING

Do you have questions or need clarification about any of the content that we've covered today?

Now's your chance to ask!

Wanna learn more? Check out Emancipet New School for more training opportunities at emancipetnewschool.org.

