

# Welcome!

## Fundraising 101

Terri Shoemaker  
Director of Development and Marketing  
Association of Arizona Food Banks  
[terri@azfoodbanks.org](mailto:terri@azfoodbanks.org)

Accidental fundraiser seeking truth  
through science

**Why do donors give to your organization, or any other charity?**

# Why donors give (a partial list):

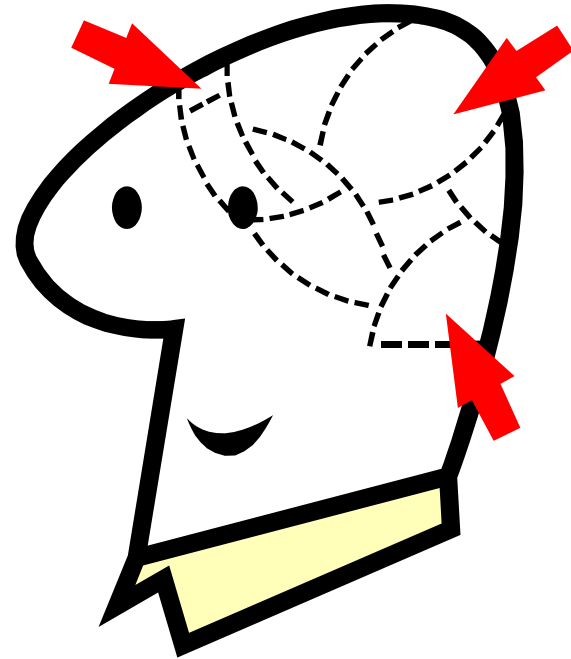


- Philanthropic purposes
- Involvement with nonprofit
- Solicitation from staff members or volunteers
- Gifts in honor or in memory
- Repayment of a debt
- Nonprofit as a family substitute
- Tax/financial benefits

# How People Make Giving Decisions



- Our Brains Are Wired to Be....



- Think about it; What's missing from this list?

<http://sofii-foundation.blogspot.com/2011/08/checklist-to-help-supercharge-your.html> from the book *Neuromarketing* (Thomas Nelson, Inc, USA, 2007).

# Self-Centered

Beaker is so self centered...

Everything the guy says is...  
"MeMeMeMeMeMeMeMe"



# Sensitive to Contrast

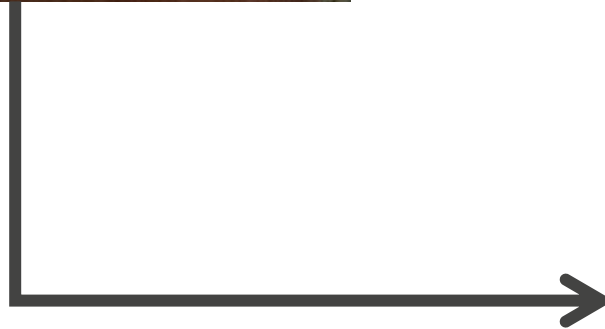


# Tangible

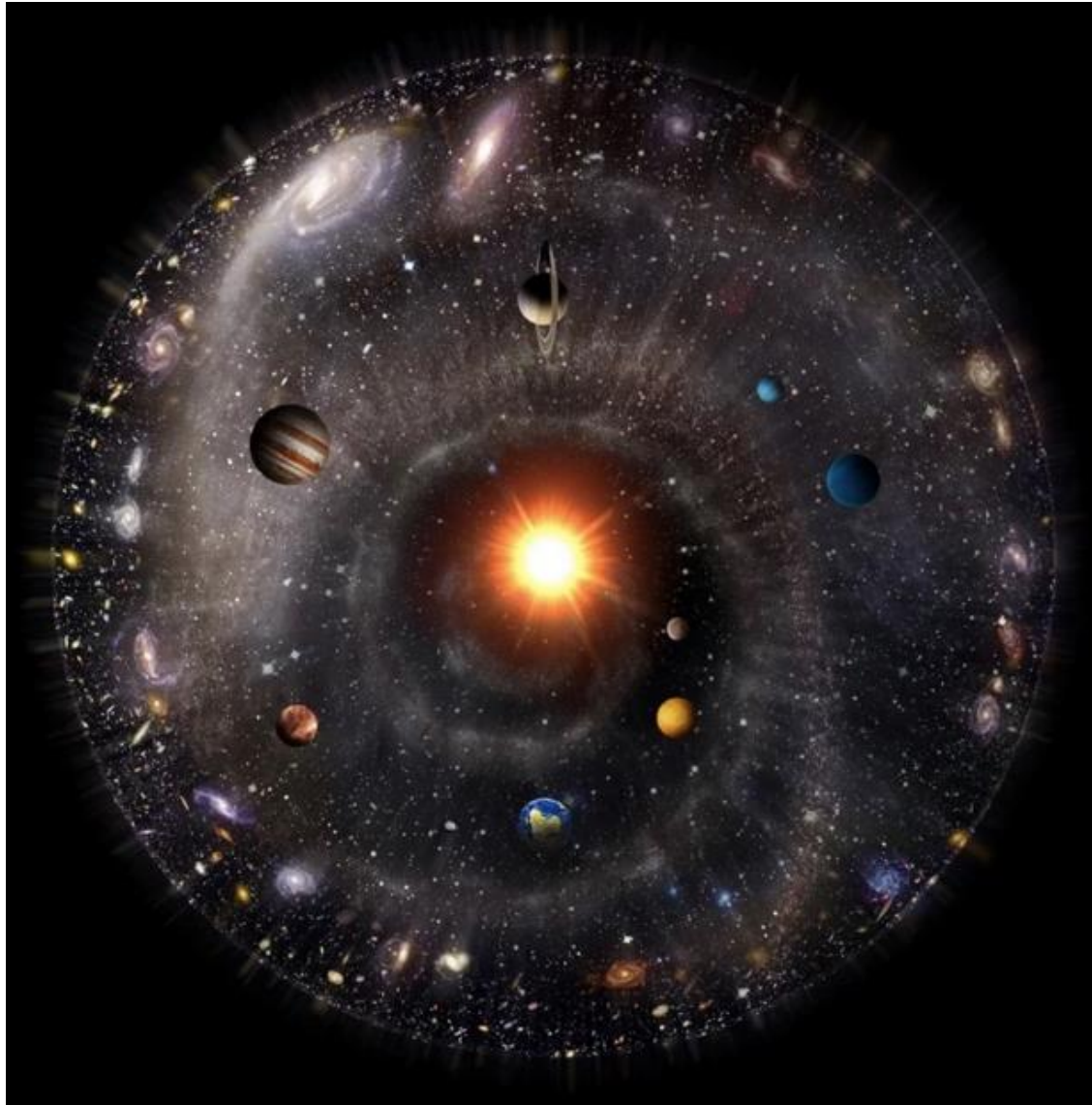




# Beginning to End Focused



# Visual Stimuli Responsive



From Awe...

<http://www.discovery.com/dscovrd/space/heres-the-entire-observable-universe-in-one-image/>

# Visual Stimuli Responsive



To Awwww...

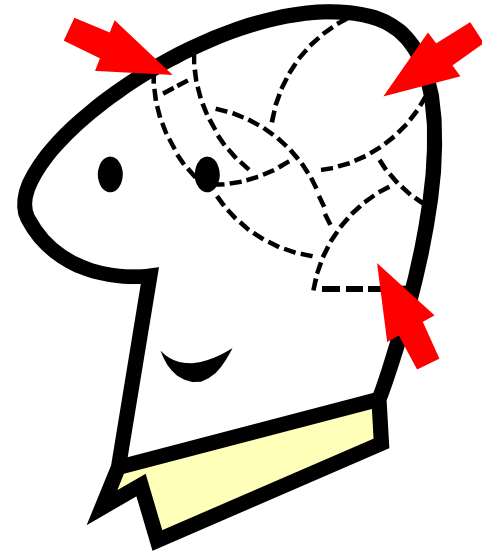
# Emotional



# How People Make Giving Decisions



- Our Brains Are Wired to Be
  1. Self-centered
  2. Sensitive to Contrast
  3. Tangible
  4. Beginning and end focused
  5. Visual stimuli responsive
  6. Emotional



• What's missing from this list?

<http://sofii-foundation.blogspot.com/2011/08/checklist-to-help-supercharge-your.html> from the book *Neuromarketing* (Thomas Nelson, Inc, USA, 2007).







As a child, what did you want to be when you grew up?





# Professional Fundraiser?



# About Fundraising as a Profession



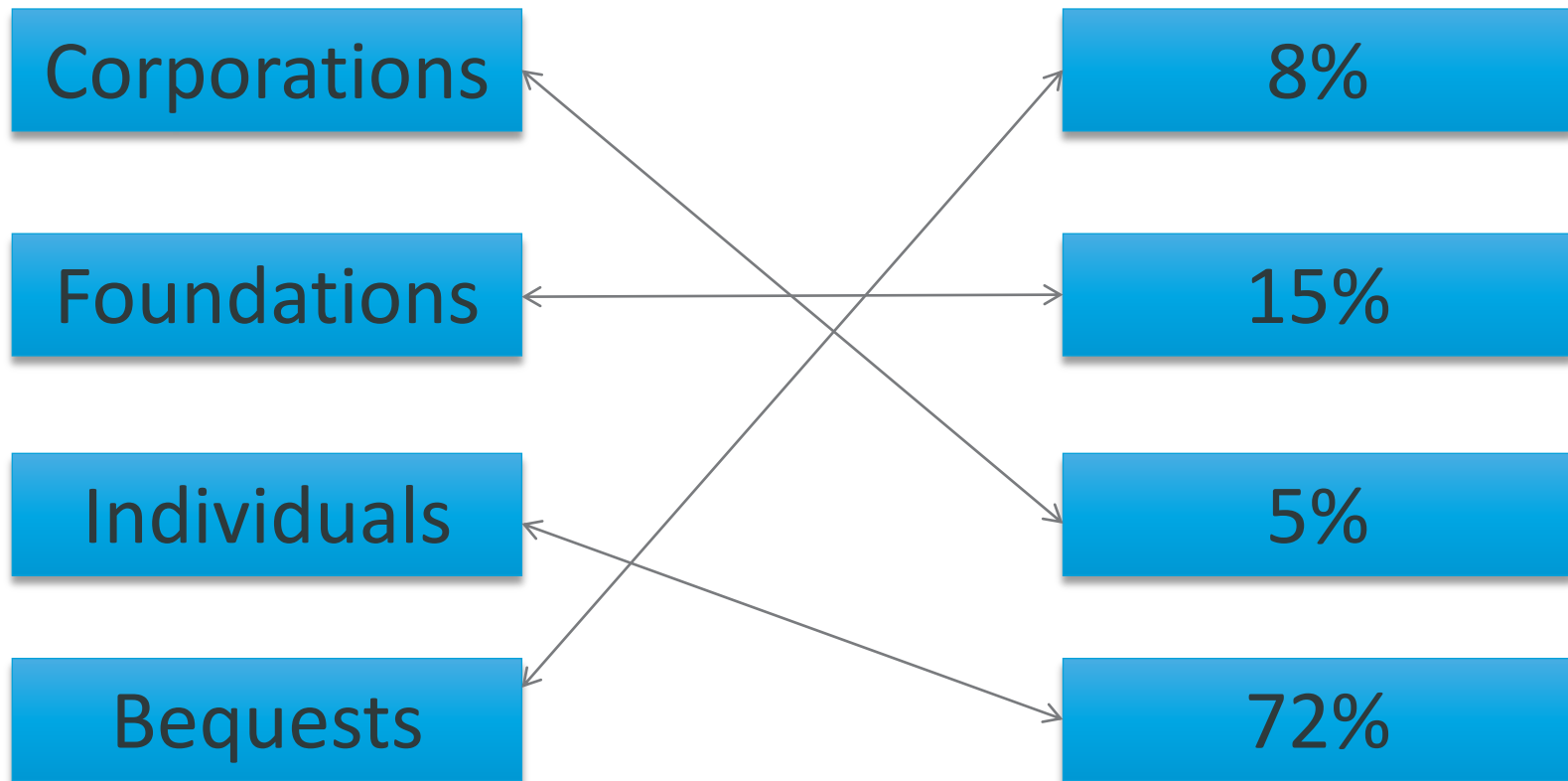
- Why do fundraisers matter?
- Terms: Development vs. Fundraising vs. Advancement
- Association of Fundraising Professionals
  - Certification
  - Ethics rules
    - <http://www.afpnet.org/Ethics/EnforcementDetail.cfm?ItemNumber=3261>

# Data Management!



- All forms of giving start here
- Data tells you who to solicit and when
- Data shows what's most effective (and with whom)
- It's important for:
  - Fundraising Accountability
  - IRS Form 990
  - Fundraising Ratio
  - External Evaluators
    - Guidestar
    - Charity Navigator
    - Better Business Bureau
  - State Registration where required (not AZ)  
<http://charitylawyerblog.com/2013/06/20/arizona-abolishes-solicitation-registration/>

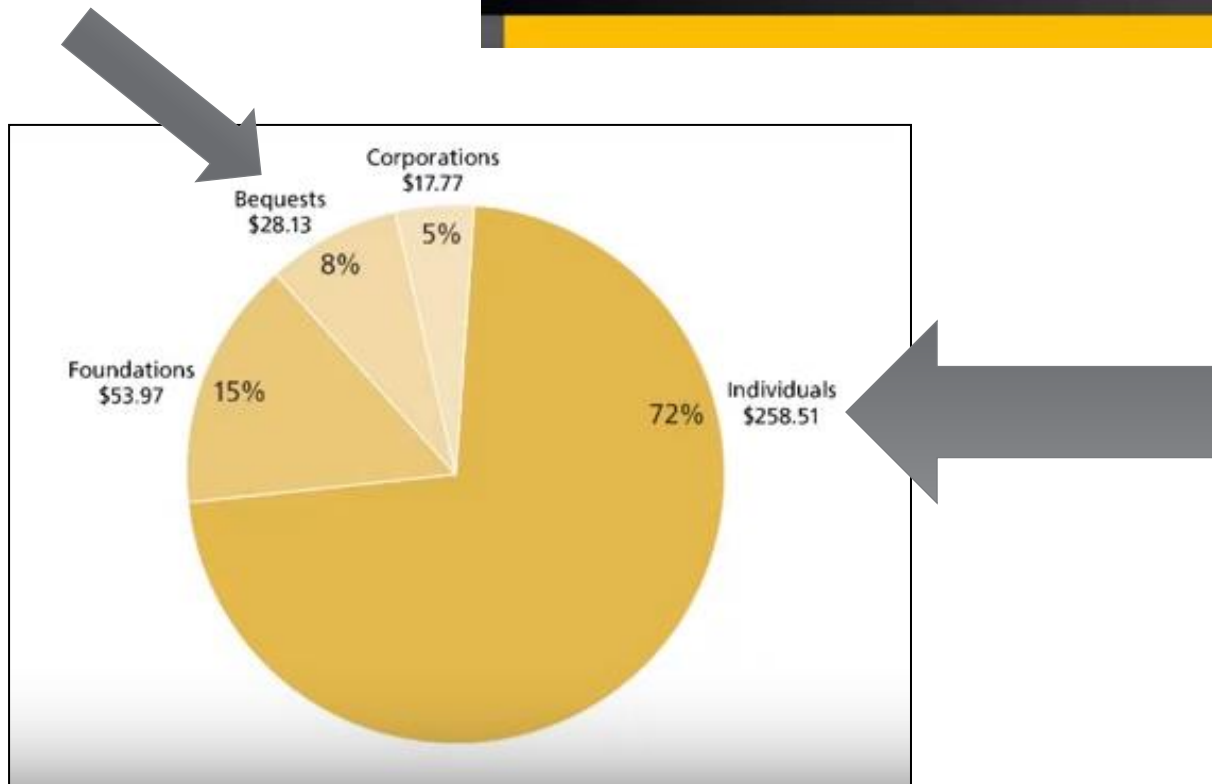
# Pop Quiz – Who gives what?



# Who is giving, and how much?



2014 contributions: \$358.38 billion by source  
(in billions of dollars – all figures are rounded)



Source: Giving USA Foundation

# Individual Giving



- Direct Mail
- Special Events
- Monthly Gifts/Giving Clubs
- Workplace Campaigns
- Text to Give
- Social Media
- Telemarketing
- Stock Gifts/Gifts of Securities
- Matching Gifts
- Web Gifts

POP QUIZ: Which one of the above brings in the most \$ for charities nationwide?

10 YEARS AGO



NOW



- Electronic Funds Transfer/Automatic Credit Card
  - One time set up
  - Annual Acknowledgment
  - Checking, Savings and Credit Card technology available
  - Cost effective
  - Great for Budgeting



# All Direct Mail Appeals Should Have These Elements

- Outer Envelope
- Return Envelope
- Letter/card
- Pre-personalized response slip:

**My Gift to  
Make Arizona  
Hunger-Free!**

**ASSOCIATION  
OF ARIZONA  
FOOD BANKS**

2100 N. Central Avenue, Suite 230  
Phoenix, AZ 85004-1400


**Yes, Angie!** I want to help hungry families and children across Arizona. I have enclosed my tax credit eligible gift of:

☐ \$25 can provide **2,500 lbs. of food**      ☐ \$75 can provide **7,500 lbs. of food**  
☐ \$50 can provide **5,000 lbs. of food**      ☐ My best gift of: \$ \_\_\_\_\_

Please provide your email: \_\_\_\_\_

416CARE

Terri Shoemaker  
123 Main Street  
Phoenix AZ 85000



Please see other side for giving and credit card information. Your gift is tax-deductible to the full extent provided by law. Thank you for your generous contribution to help hungry children and families in your area!

- Facts about web donors
  - Average gift is 5 times that of direct mail
  - Responsive in direct mail as well
  - Many times new to an organization

# Individuals - Planned and Major Giving

---

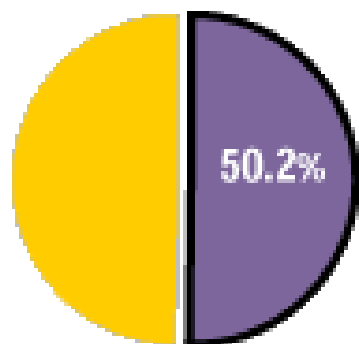


- Benefits of Charitable Giving
- Philosophy of Major Gifts
- Types of Planned Gifts
- Life Income Gifts

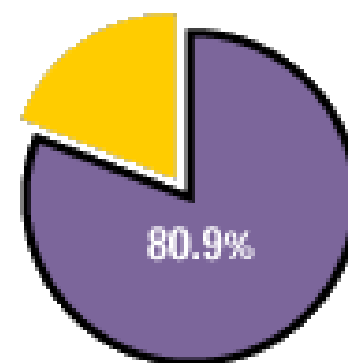
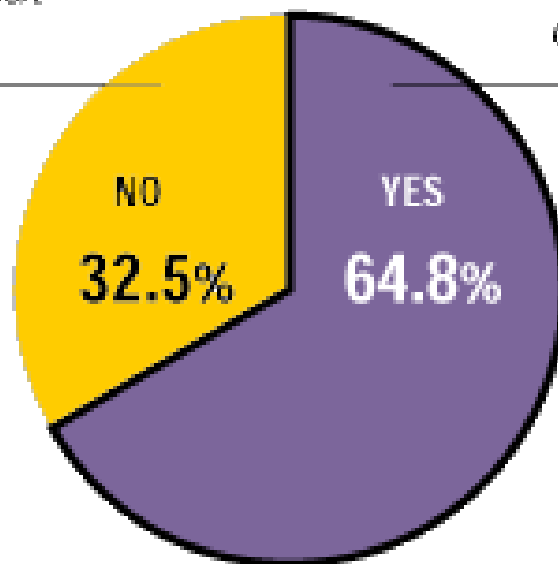
# Importance of the Ask

**Have you and the members of your family or household been asked to give money or property to charitable organizations, including religious organizations in the past year?**

*Percentage of households that report contributions when no one asked*



*Percentage of households that report contributions when someone asked*



[http://www.independentsector.org/GandV/s\\_impo.htm](http://www.independentsector.org/GandV/s_impo.htm)

# Importance of the Ask

## Asking for Contributions

**Eighty-one percent (81%) of households contributed when asked.**

In each of the six surveys, respondents who were asked to give by someone they knew well were twice as likely to contribute if they were asked than if they were not.

[http://www.independentsector.org/GandV/s\\_impo.htm](http://www.independentsector.org/GandV/s_impo.htm)

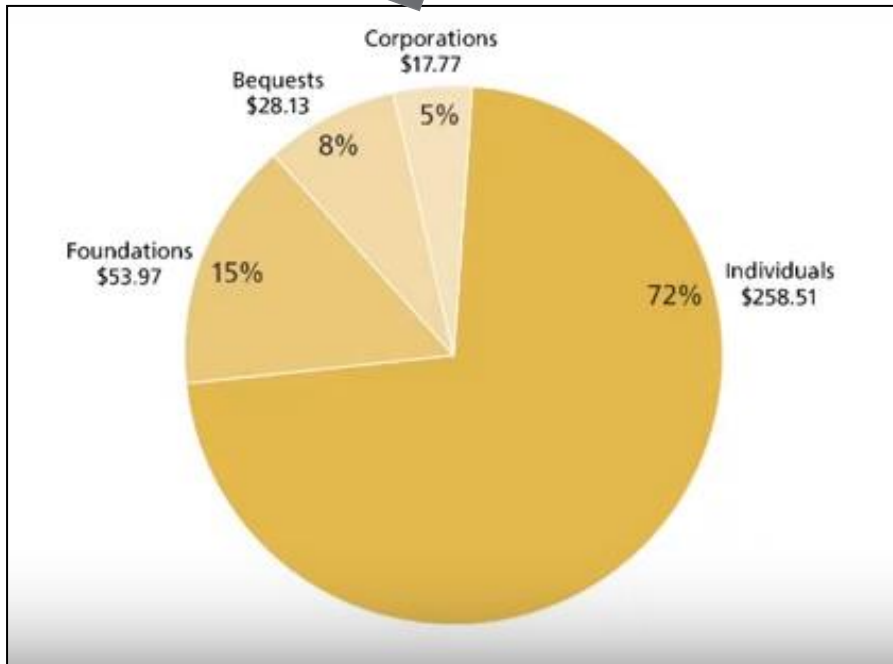
# Individual Giving – Helpful links and resources



- <http://www.gailperry.com/2013/06/18-tips-to-create-a-wildly-successful-monthly-giving-program/>
- <http://www.nten.org/article/how-to-have-a-killer-online-donation-page-0/>
- <http://malwarwick.com/8-steps-to-writing-successful-fundraising-letters/>
- <http://npengage.com/nonprofit-fundraising/8-steps-writing-successful-fundraising-appeals/>
- <https://bloomerang.co/blog/15-odd-things-that-make-direct-mail-fundraising-appeals-successful/>
- <https://www.psychologytoday.com/blog/vitality/201404/the-neuroscience-giving>
- <http://getfullyfunded.com/blog/>

# Who's Giving? - Corporations

2014 contributions: \$358.38 billion by source  
(in billions of dollars – all figures are rounded)



Source: Giving USA Foundation

# Corporate Giving

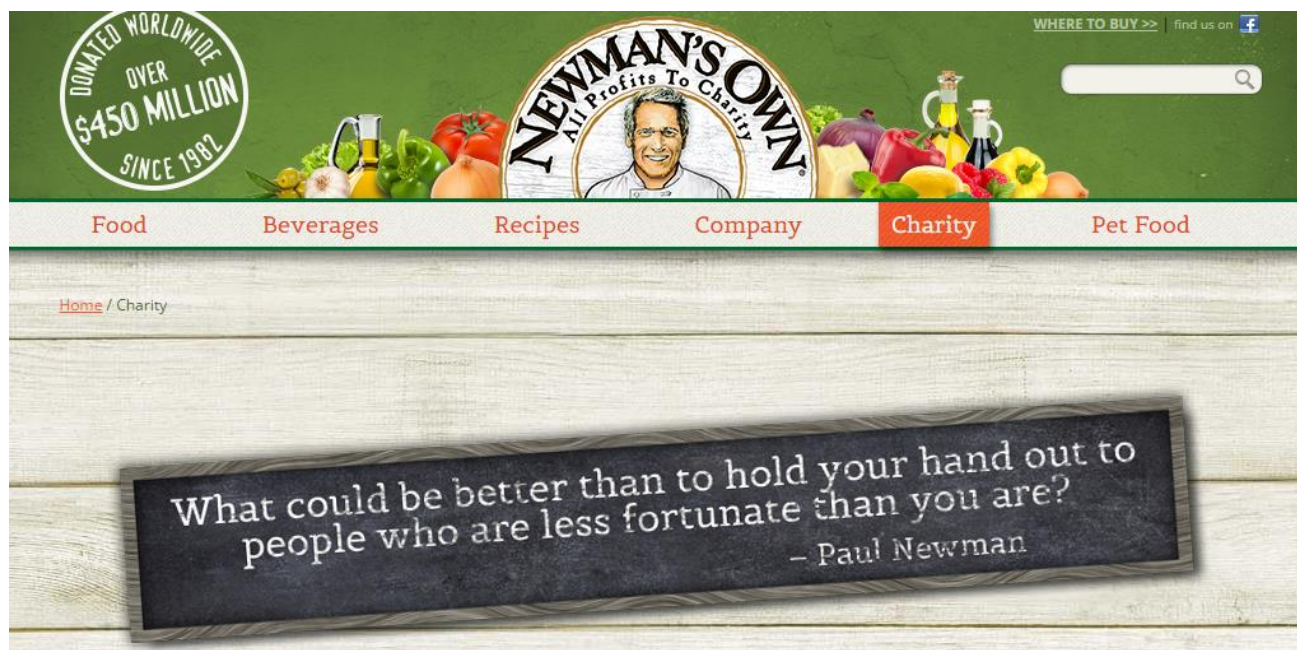
---

- Outright cash (corporate budget)
- In-kind donations
- Marketing co-ventures
- Company foundations



# Corporate Giving...One Example

AAFB



<http://www.causemarketingforum.com>

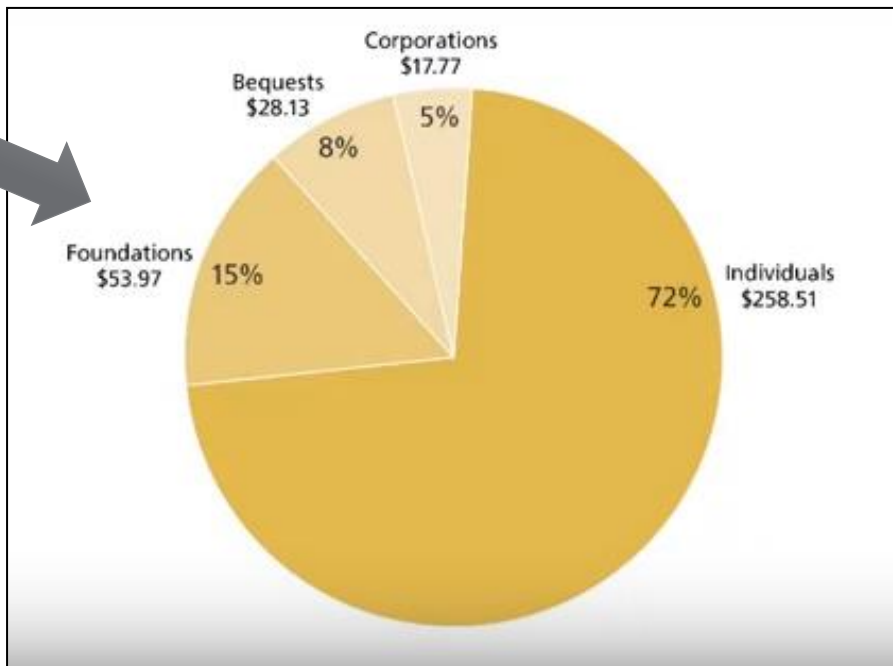
<http://www.sponsorship.com>

<http://npengage.com/nonprofit-fundraising/four-easy-ways-land-corporate-donations>

# Who's Giving? - Foundations

- Foundations

2014 contributions: \$358.38 billion by source  
(in billions of dollars – all figures are rounded)



Source: Giving USA Foundation

# Who's Giving? - Foundations

- Minimum Payout Requirement Qualifying Distributions:
  - Grants
  - Direct expenditures to accomplish charitable purposes, such as technical assistance to grantees
  - Charitable administrative expenses
  - Amounts paid to acquire assets used for tax exempt purposes, such as purchasing office furniture or computers
  - Program-related investments
  - Certain amounts set aside for future charitable projects

Can you guess what percentage of their assets foundations are required to distribute each year?

- A. 5%
- B. 15%
- C. 20%

# Great Grants

## Sesame Street

Although *Sesame Street* is self-supporting today, this was not always the case. During the early 1960s, the National Education Association endorsed the idea of making preschool education available to all children, but funds available within school budgets were not sufficient for such programs.

In 1966 the Carnegie Corporation of New York underwrote a feasibility study on the use of television for preschool education; the same foundation then gave the Children's Television Workshop a two-year grant to launch *Sesame Street*.

Grants from the John R. and Mary Markle Foundation and others followed.

## **White Lines on Highways**

In the early 1950s, engineer-inventor Dr. John V. N. Dorr had "revolutionary highway theory." He postulated that at night and when rain, snow or fog impaired vision, drivers hugged the white lines painted in the middle of highways.

Dorr believed this led to numerous accidents and that painting a white line along the outside shoulders of the highways would save lives. Dorr convinced highway engineers in Westchester County, New York, to test his theory along a stretch of highway with curves and gradients. The decrease in accidents was dramatic, and a follow-up test in Connecticut had similar results.

Dorr then used his own foundation, the Dorr Foundation of New York, to publicize the demonstration's results.

Although state funds are now used to paint white lines on the shoulders of this nation's highways, every person who travels in a motor vehicle is indebted to Dorr and his foundation the implementation of this life-saving discovery.

# Helpful links and resources - foundations

AAFB



Facebook Twitter Subscribe Donate

MISSION: TO UNITE, STRENGTHEN, AND ADVANCE ARIZONA'S NONPROFIT SECTOR

Home About Us Civic Engagement Programs Resources for Good Join Us

## Arizona Guide to Grants Online

Mon, 04/20/2015 - 1:51pm -- carlj



arizona guide to grants online

The Alliance of Arizona Nonprofits is proud to offer The Arizona Guide to Grants Online, one of the oldest and most respected state-specific foundation databases in the country. Since 2000, the Guide Online has been Arizona's premier resource for information about corporations and foundations that give in Arizona. Each year the Guide Online has grown, in both scope and depth of information contained in our funder profiles. Our online searchable database offers detailed, current profiles of nearly 2,000 corporations and foundations with a history of making grants in Arizona - right at your fingertips, 24 hours a day, 365 days a year!

<http://www.azgrants.com/guide/memaccess.cfm>

## Go from search results to real results at FOUNDATION DIRECTORY ONLINE.

- ◆ Accurate, up-to-date grantmaker data
- ◆ New prospect assessment and management tools
- ◆ New plan options with more data

[Learn More](#)

[FDO Subscriber Login >>](#)

<http://foundationcenter.org/>

And Finally...

Fundraising is not about money; it is  
about giving people the chance to  
change the world.

AJ Leon @ajleon





Thanks for coming to the conference!



Questions?