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**How to Raise Funds in Tough Economic Times**

**Lisa M. Dietlin**  
**President and CEO**  
**Lisa M. Dietlin and Associates, Inc.**  
**November 12 – 13, 2009**

[www.lmdietlin.com](http://www.lmdietlin.com)

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**Overview of Philanthropic World**

- More and more nonprofit organizations are being created every day
- Competition for resources is intense
- Most nonprofit organizations focus on what corporate America and private foundations can contribute
- However, Americans are the most generous individuals in the world

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## Why Americans Support Nonprofit Organizations

- Long history of philanthropic support in this country
- People don't give to people; people give to people with causes

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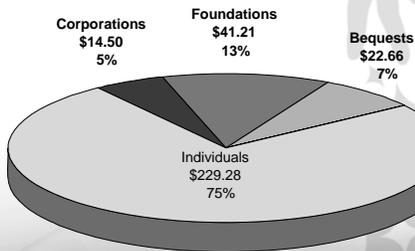
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## 2008 charitable giving Total = \$307.65 billion



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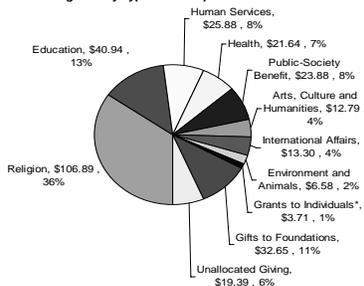
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2008 Giving USA by Types of Recipients of Contributions



■ Religion	■ Education
■ Human Services	■ Health
■ Public-Society Benefit	■ Arts, Culture and Humanities
■ International Affairs	■ Environment and Animals
■ Grants to Individuals*	■ Gifts to Foundations
■ Unallocated Giving	

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**Fundraising Programs**

- Three ways for nonprofits to raise money beyond government funding:
  - Memberships
  - Products and Services
  - Fundraising
    - Annual Fund
      - Direct Mail
      - Memberships
      - Special Events
    - Major Gifts
    - Planned Giving

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**Moves Management**

- Identification
- Qualification
- Cultivation
- Solicitation
- Stewardship

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 November 1, 2001



THE CHARACTERS OF PAUL LITZLER © MARK LITZLER

"There are four stages to the donor-cultivation cycle: Ask. Place. Cultivate. Beg."

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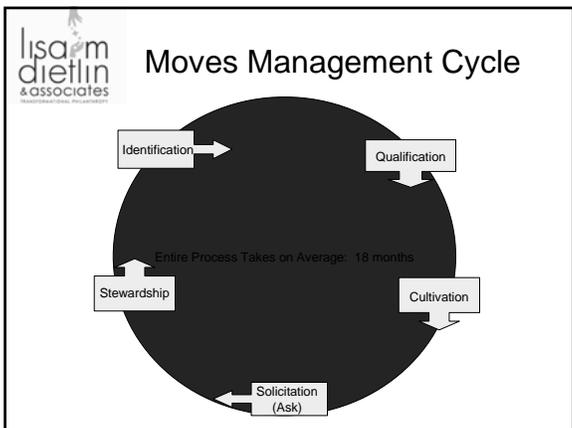
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**What is a Major Gift?**

- A contribution viewed as significant by either the donor or the organization
- Five times the average of the donor's gifts for the past three years
- What is your organization's definition of a major gift?

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**Knowing What "No" Means**

- No, it's not the right time to ask me for a gift
- No, it's not the right project; I am not interested in that program
- No, the amount you have asked for is not right
- No, you are not the right person to ask me for money

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## Finding Donors

- Where are the donors in tough economic times?
- How do I find them – then meet them?
- What if the nonprofit has a limited budget?

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## Groups to Consider

- Entrepreneurs as Donors
- Women as Donors
- Gay Individuals as Donors
- Diverse Communities as Donors

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## Skills of a Good Fundraiser

- Must be a good listener
- Must be a quick study
- Must be multi-faceted and able to multi-task
- Must know who is leading and who is following?

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## Timing the Ask

- Both internal and external issues have an impact on timing the major gift ask
  - Internal issues include the organization, leadership, mission, transition, conflict, staffing, volunteers, financial health of the organization, etc.
  - External issues include the donor, the economy, the organization's recent publicity, national and local tragedies, etc.

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## How to Ask

*First ask permission to ask for a donation!*

- Praise
- Pride
- Ask

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## Keeping Your Board Involved

- Board involvement is critical to success
- Ways to keep your Board Members involved
  - ❖ Committee Work
    - Regular; Special; Ad Hoc; Blue Ribbon; Task Force
  - ❖ Guest Speaking
  - ❖ Mentoring
  - ❖ Special Projects
  - ❖ Featured in organization's publications
  - ❖ Other
- LMDA's Golden Rule

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## Communicate

Ways to stay in touch with Board Members, donors and volunteers

- 1:1 conversations
- Many connections with the organization
- Electronic newsletters/bulletins
- Regular newsletters
- Special projects

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And finally, there are many fundraising methods that can be used to secure a gift...some are simple, some are complicated, some take a long time to complete, some are very quick, but in the end **it is donations from individuals that transform both the organization and the donor.**

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## Questions?

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