

GETTING TO YES!

Five Steps to Success

FIVE STEPS TO SUCCESS



STEP ONE - PLAN

Development Plan

Case Statement

List of Prospects

STEP ONE - PLAN

1. Develop a budget
2. Identify Sources of Revenue
 - Municipalities
 - Sponsorships
 - Memberships
 - Annual Fund
 - Special Events
 - Foundation, corporate or government grants
 - Product sales

STEP ONE - PLAN

3. Prepare the Case for Support

- Focus on solutions - not needs.
 - Individuals have needs
 - Society has needs
- Nonprofit role: provide solutions to individual and societal needs.
- Gift support: addresses the needs of others - providing solutions to problems.
- **IMPORTANT** to understand the needs of others and our ability to address those needs.

STEP ONE - PLAN

4. Determine amount to be raised from different constituencies. Example:
 - 33% municipalities
 - 33% merchants
 - 33% individuals, and events

STEP ONE - PLAN

5. List of Prospects. Analyze current donor list to answer the following questions.
 - How many donors do you have with an interest in each category?
 - What is your retention rate?
 - What are your organization's strengths in working with donors?
 - Has the number of donors to your organization grown, decreased or stayed the same in the last three years?

STEP ONE - PLAN

6. Gift Chart - Standards of Giving Chart

- Create a gift chart to coincide with the gifts that you need to succeed.
- Add prospect names to amounts needed.
- If prospects are tried and true you may not need 3-5 prospects for each gift required.
- Match the donors to the different constituencies.

7. Fund raising/promotional materials

STEP ONE - PLAN

| No. of Gifts | # Prospects | In the Range of | Total | Cumul. Total | Percentage |
|---|-------------|-----------------|-----------|--------------|------------|
| 1 | 3 | \$ 50,000 | \$ 50,000 | \$ 50,000 | 20.0% |
| 1 | 3 | \$ 25,000 | \$ 25,000 | \$ 75,000 | |
| 5 | 15 | \$ 10,000 | \$ 50,000 | \$ 125,000 | |
| 5 | 15 | \$ 5,000 | \$ 25,000 | \$ 150,000 | 60.0% |
| (12) | 36 | | | | |
| 10 | 30 | \$ 2,500 | \$ 25,000 | \$ 175,000 | |
| 20 | 60 | \$ 500 | \$ 10,000 | \$ 185,000 | |
| 25 | 75 | \$ 250 | \$ 6,250 | \$ 191,250 | |
| 40 | 120 | \$ 100 | \$ 4,000 | \$ 195,250 | 78% |
| (95) | 285 | | | | |
| (107) | (321) | | | | |
| Numerous | | | | | |
| up to | | \$ 100 | \$ 54,750 | \$ 250,000 | 100% |
| You need a total of 107 gifts and 321 prospects. | | | | | |

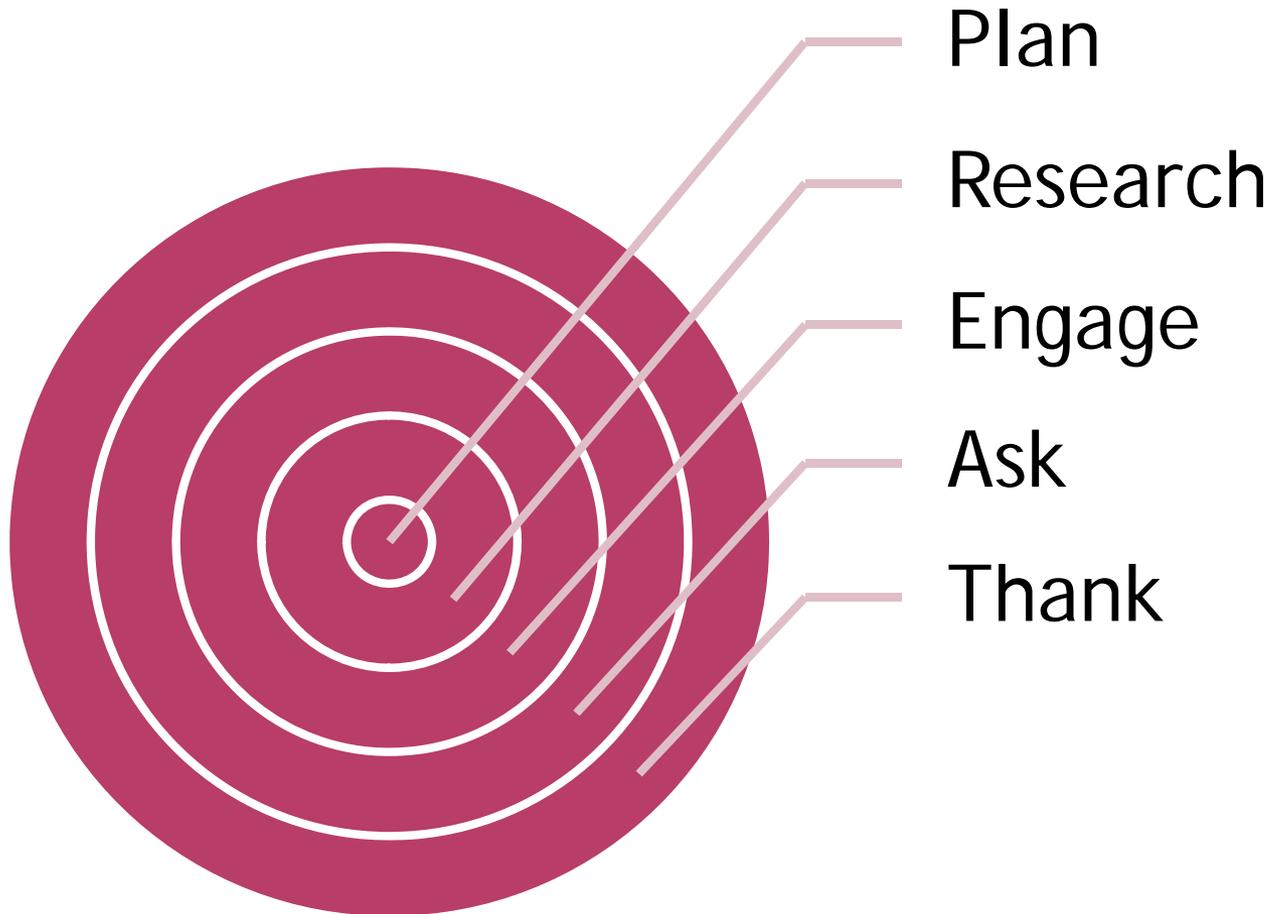
STEP ONE - PLAN

| No. of Gifts | # Prospects | In the Range of | Total | Cumul. Total | Percentage |
|--------------|-------------|-----------------|-----------|--------------|------------|
| 1 | 3 | \$ 10,000 | \$ 10,000 | \$ 10,000 | 10.0% |
| 1 | 3 | \$ 7,500 | \$ 7,500 | \$ 17,500 | |
| 4 | 9 | \$ 5,000 | \$ 20,000 | \$ 37,500 | |
| 5 | 15 | \$ 2,500 | \$ 12,500 | \$ 50,000 | 50.0% |
| (11) | 30 | | | | |
| 10 | 30 | \$ 1,000 | \$ 10,000 | \$ 60,000 | |
| 20 | 60 | \$ 500 | \$ 10,000 | \$ 70,000 | |
| 25 | 75 | \$ 250 | \$ 6,250 | \$ 76,250 | |
| 40 | 120 | \$ 100 | \$ 4,000 | \$ 80,250 | 80% |
| (95) | 285 | | | | |
| (106) | (315) | | | | |
| Numerous | | | | | |
| up to | | \$ 100 | \$ 19,750 | \$ 100,000 | 100% |

STEP ONE - PLAN

| Months/programs | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. |
|--|---|------|---------------|-------|-------------------|---|------|-------------------|------------|-------------|------|----------------------|
| Municipal Sponsorships Annual Fund | Proposal Due | | Town Meeting | | | | | | | | | |
| mailings | | | Spring Appeal | | | | | Summer Appeal | | Fall Appeal | | |
| solicitations | Personal Solicitation of Identified Prospects | | | | | Personal Solicitation of Identified Prospects | | | | | | |
| Special Events | | | | | Harbor Festival | Gala | | Road Race | | | | Christmas by the Sea |
| Foundations Corporations Government | Research and Contact Potential Funders | | | | Proposal Deadline | | | Proposal Deadline | | | | Grant reporting |
| Direct Mail | | | Newsletter | | | Newsletter | | | Newsletter | | | Newsletter |

FIVE STEPS TO SUCCESS



STEP TWO - RESEARCH

Action precedes funding

Planning precedes action.

Unknown

STEP TWO - RESEARCH

Wrong Idea

“To raise \$250,000 we just need to get \$250 from 1,000 people!”

STEP TWO - RESEARCH

Right Idea

Top gift should represent 10%-20% of the goal.

Top 20-50 gifts should represent over 50% of the goal.

GIFT TABLE

| No. of Gifts | # Prospects | In the Range of | Total | Cumul. Total | Percentage |
|---|-------------|-----------------|-----------|--------------|------------|
| 1 | 3 | \$ 50,000 | \$ 50,000 | \$ 50,000 | 20.0% |
| 1 | 3 | \$ 25,000 | \$ 25,000 | \$ 75,000 | |
| 5 | 15 | \$ 10,000 | \$ 50,000 | \$ 125,000 | |
| 5 | 15 | \$ 5,000 | \$ 25,000 | \$ 150,000 | 60.0% |
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| Numerous | | | | | |
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| You need a total of 107 gifts and 321 prospects. | | | | | |

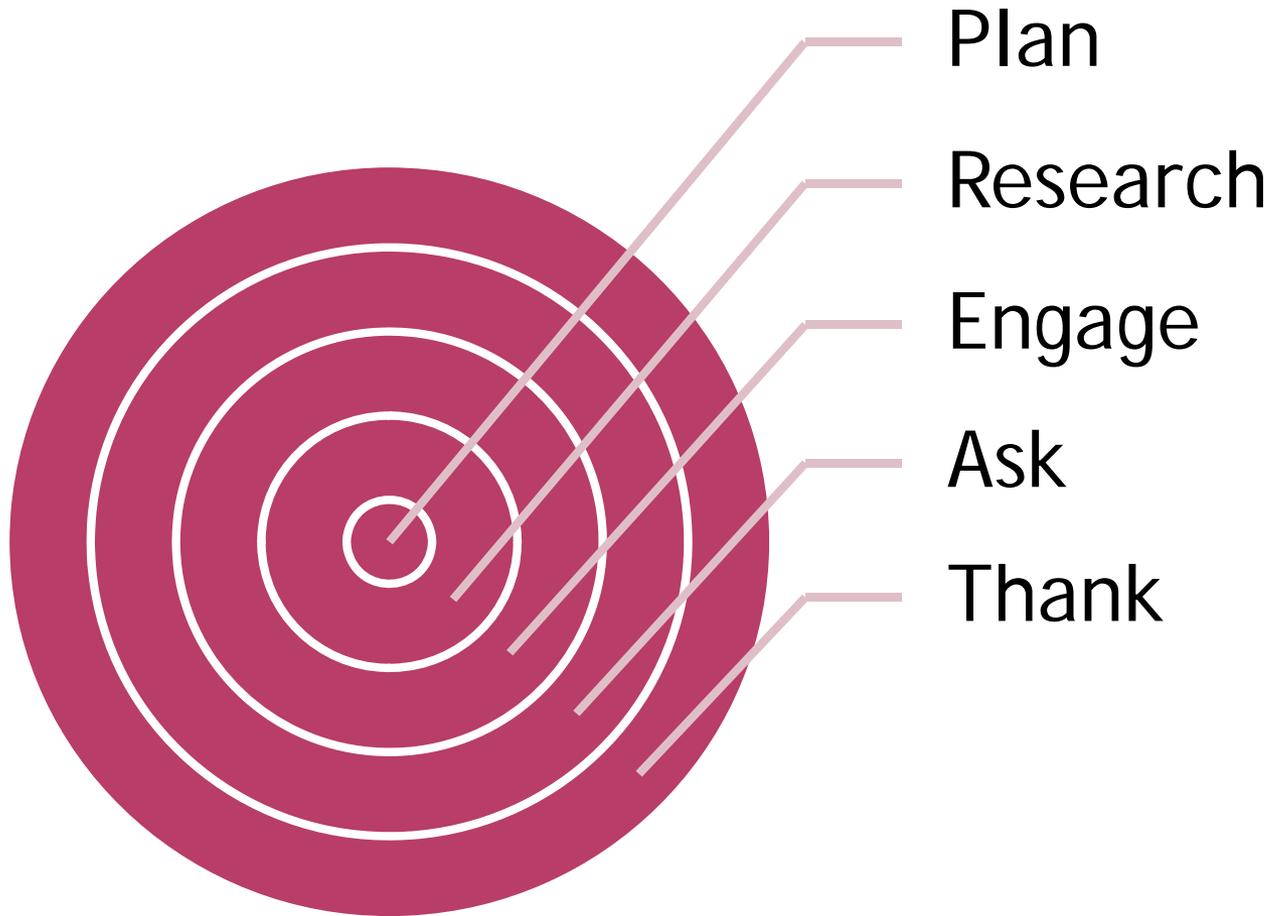
STEP TWO - RESEARCH

1. You have your list of prospects.
2. You have your Gift Table showing the number and size of gifts needed.
3. You have matched your prospects to your gift table.
4. It is time for serious research!

STEP TWO - RESEARCH

1. Google
2. Internet directories
3. Donor files - hard and electronic
4. Data mining - Blackbaud, Tedesco and Affiliates, WealthEngine
5. Peer review
 - CPI - capacity to give; philanthropic nature, interest in your organization
6. Strategy - solicitation plan

STEP THREE - ENGAGE



STEP THREE - ENGAGE

1. You've created your plan.
2. You've written your case.
3. You've identified your prospects.
4. You've done excellent research.
5. Now what?

STEP THREE - ENGAGE

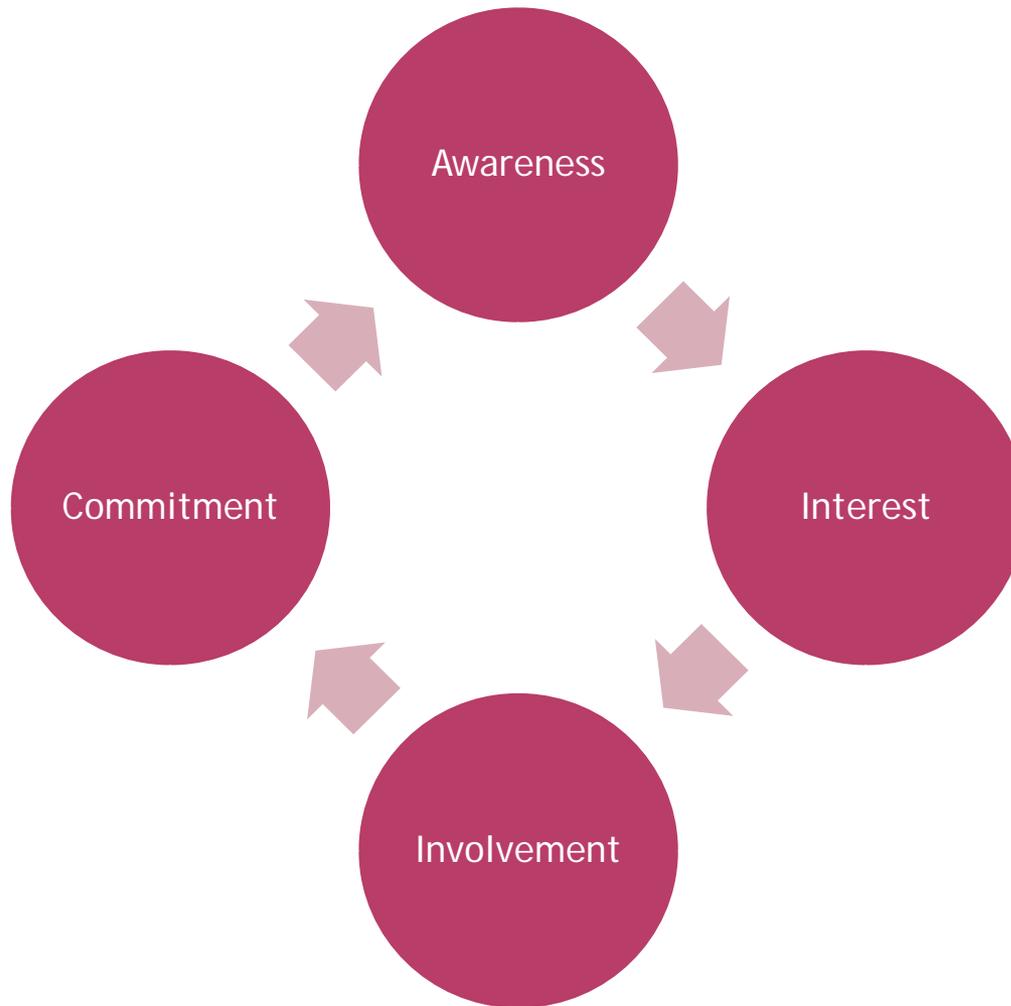
You need to engage the prospect in the process.

People give to winning causes and solutions - not needs.

“You can’t milk a cow with a letter.”

Si Seymour

MOVES/ENGAGEMENT CHART



STEP THREE - ENGAGE

*Here is where your Board
can play a starring role!*

STEP THREE - ENGAGE

Make Special Prospects Feel Special

- Spend one-on-one time with the prospect. Get to know his story. What connects him to your organization?
- Host informal gatherings such as cocktail parties or lunches - not to solicit - to educate.
- Give behind-the-scene tours.
- Plan a special dinner with the CEO

STEP THREE - ENGAGE

- Once you know what connects the prospect to your organization, then ask his advice.
- Read obituaries and wedding announcements for family information and memorial possibilities.
- Consider an award from your organization

STEP THREE - ENGAGE

- Personally invite the prospect to special events your organization is sponsoring.
- Ask a mutual friend to write a positive letter to the prospect supporting your organization's efforts.

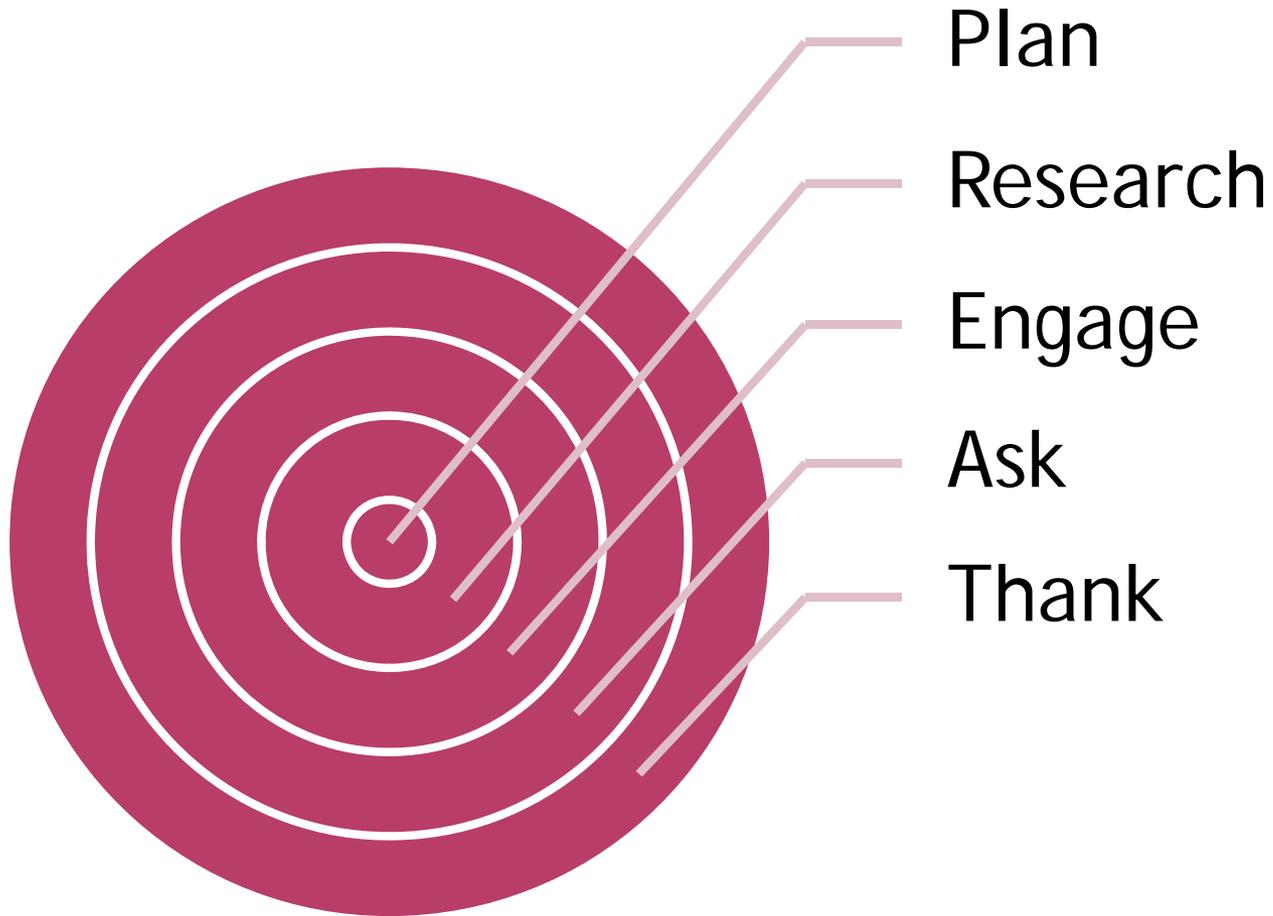
STEP THREE - ENGAGE

Know your Customer

What Motivates a Donor to Give?

- Ego - self importance, status or prestige.
- Economic - what the pay-back is or might be to the community.
- Responsibility - based on a sense of duty or moral obligation.
- Altruism - genuine desire to “make a difference” at improving the lives of others.

STEP FOUR - ASK



STEP FOUR - ASK

What is the number one reason people give to not-for-profits?

They are asked!

- You've made your plan.
- You've identified your donor prospects.
- You've engaged those prospects.
- It's time to make the ask!

STEP FOUR - ASK

The Phone Call

1. Start with your best prospects.
2. Be yourself. Be honest.
 - I would love 15 minutes of your time to bring you up to date on Maine Street Bath's plans this year.
 - I know Downtown Saco is of great interest to you and we would value your advice on ways to structure this summer's gala and historic tour.
 - You've been a tried and true friend to the Heart of Biddeford and I'd appreciate the opportunity to bring you up to speed on our new strategic plan which we're about to dive into.

STEP FOUR - ASK

3. Once the appointment is made - confirm by letter - not telephone or email.
4. Best to solicit in teams - preferably with someone such as a board member or another donor who knows the prospect and has given at that level.
5. Work with the Manager or Organization Committee to develop a solicitation strategy.

STEP FOUR - ASK

6. Know your organization's case - thoroughly.
7. Memorize a few facts about your organization that demonstrate its important role and financial stability.
8. Asking is story-telling. Tell yours. Give the prospect the opportunity to tell his.
9. Listen carefully.

STEP FOUR - ASK

10. Pick up on points of intersection with the organization.

11. Ask if they would consider investing in one of those points. Offer the donor the opportunity to contribute a gift that meets his/her interests. Ask for a specific gift. Use your gift chart!
 - I'd like to ask you to consider a gift of \$5,000.
 - I'd like to invite you ...
 - Picture yourself among this group of donors...

STEP FOUR - ASK

12. Stop talking! After you have made the ask remain silent. Let the prospect speak next.
13. Be prepared for objections. "I've got two kids in college..." "This has been a hard year."
14. Be positive and try to find a way for the prospect to give at the level you suggested.

STEP FIVE - THANK

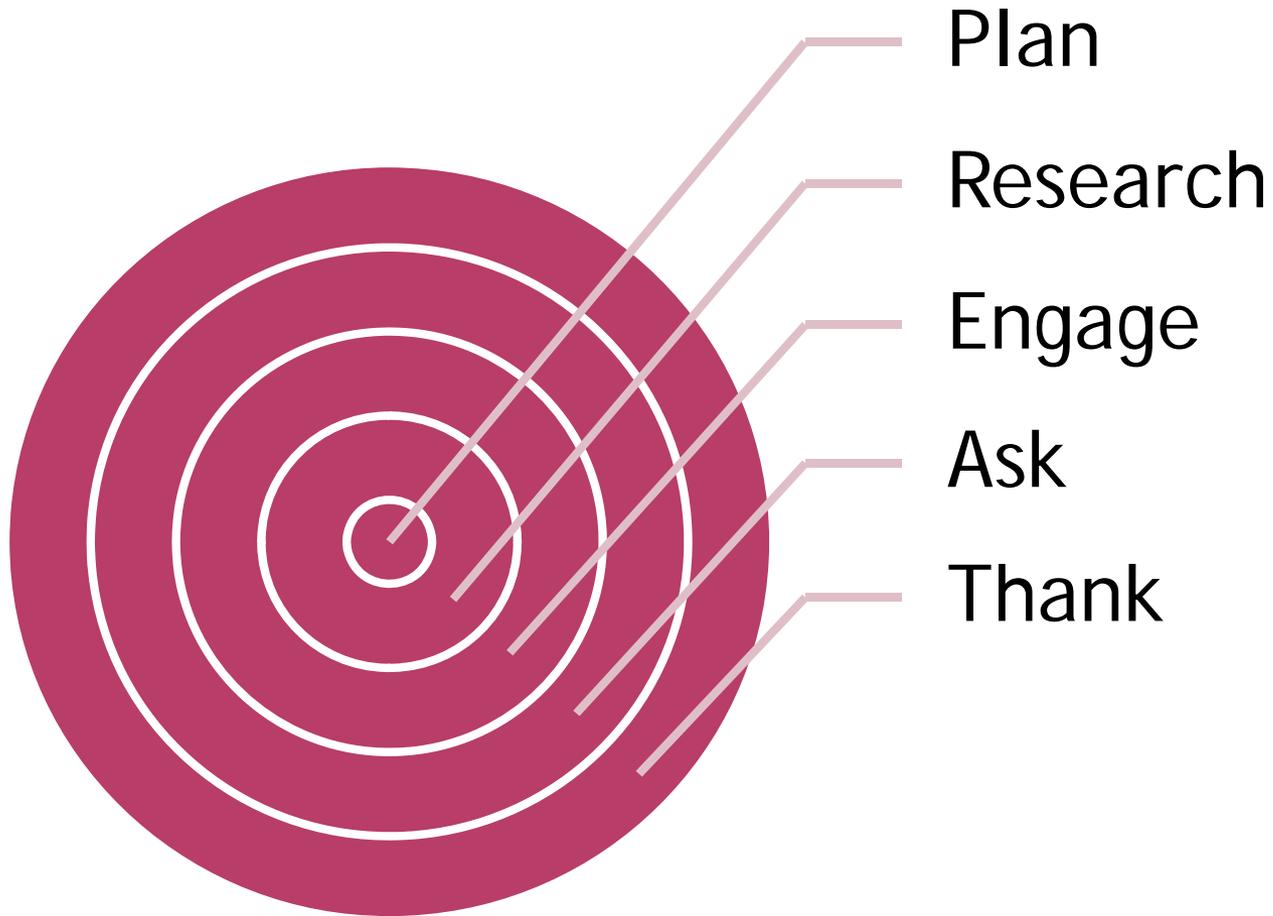
You've made the ask. What happens next?

1. If the ask has been closed, do not leave the prospect's home or office without knowing how and under what terms the gift will happen.
2. If the donor has to think about the request, set up an appointment to follow up before you leave.

STEP FIVE - THANK

3. Once back at the office, debrief with the Organization Committee or Development Chair.
4. If the solicitation remains open write a thank you letter within 36 hours to the prospect reiterating the request and the date of the next meeting.
5. If the solicitation was completed within 36 hours write a letter of appreciation, stating the importance of the gift in meeting the needs of the community.

STEP FIVE - THANK



STEP FIVE - THANK

CONGRATULATIONS!!!!

RESOURCES

- ◉ *Ask Without Fear*, Mark A. Pitman
- ◉ *Solicitation Skills Builder*, Stevenson, Inc.
- ◉ *How to Develop a Fundraising Plan*, Western Organization of Resource Councils
- ◉ *Fundraising Basics*, Second Edition, Barbara L. Ciconte and Jeanne G. Jacob

RESOURCES

- ◉ *Asking*, Jerry Panas
- ◉ Foundation Center, www.foundationcenter.org
- ◉ University of Vermont's Research Tools Page, www.uvm.edu/~prospect/index.html
- ◉ Blackbaud Analytics, www.blackbaud.com
- ◉ Maine Philanthropy Center, www.mainephilanthropy.org

RESOURCES

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