MAKING THE ASK
FUNDRAISING DURING A PANDEMIC
April 23, 2020
ABOUT US

Growth for Good provides strategic planning, fundraising, government relations, marketing, and communications expertise so that organizations can focus on what they do best: good work.

Our goal is to strengthen our clients’ abilities to effectively and efficiently serve their missions.
AGENDA

I. Making Your Case for Support Post-COVID-19
II. Fundraising Action Planning
III. Asking Matters Styles and Pairs
IV. Securing Resources
WEBINAR PARTICIPATION

Zoom Participant ID: 30  Meeting ID: 100-678-041

1. How are you enjoying Zoom
   - It's great
   - It's good
   - It's okay

2. Which of the following do you use?
   - Zoom
   - iTunes
   - Internet Explorer
WEBINAR POLL

How many of you have already developed a case for support post-COVID-19?

☐ YES

☐ NO

Would You Rather

Eat a box of cookies or Eat a bag of chips

www.GrowthforGood.com
ADVANCE YOUR MISSION

- Case for Support
- Segment Donors
- Significant Funding Opportunities
- Stewardship Plans
CASE FOR SUPPORT

Outstanding Costs:
Delayed Government Funding

Immediate Shortfalls:
Lease/Mortgage, Salaries, Benefits

Unforeseen Expenses:
Cleaning Supplies, Hazard Pay, Tech/Security, Capital Expenses

Significant Funding Opportunities:
Leadership Retention, Human Resources, Tele-Social Work, Digital Programming
WEBINAR POLL

What percent of nationwide contributions come from individual donors?

- 80%
- 60%
- 40%
- 20%
GIVING AND REVENUE COMPARISON

Nationwide Private Contributions by Source

Total Private Contributions: 410,000,000,000

- Corporations: 5.0%
- Foundations: 16.0%
- Individuals: 79.0%
UNDERSTANDING FUNDING STREAMS

Remember the “Inside Out Top Down” strategy. Funding will come from within and from the top.

- Almost 80% comes from people, not corporations or foundations
- Board members and major donors can help make introductions, cultivate, and ask others to donate
ABCs OF GIVING:

ABILITY
BELIEF
CONNECTION
CIRCLE OF FRIENDS

Consider the concentric circles of support:

- Donors & Board (given twice)
- Prospects (given once, people or institutions)
- Suspects (or converts, you think they will give)

SOURCE: Tom Ahern
www.GrowthforGood.com
INCREASING CONTRIBUTIONS

1. Secure immediate incremental support from current “Donors”
2. Inform and energize past “Prospects” to give again
3. Engage “Suspects” and the “Public” to support your work
WEBINAR POLL

Have you made a virtual ask since the COVID-19 Crisis started?

☐ YES

☐ NO
ACTION PLANNING

Segment Your Audiences and Approach:

1) Investors: Identify top major “Donors” for direct asks
2) Retention: Identify the top high-potential “Prospects” for targeted “paired” appeals
3) Outreach: Target past donors and enews subscribers for mail or digital appeal
4) Acquisition: Target audiences for social media “Public” campaign
ACTION PLANNING

Cultivating Individual Prospects

Pairing Approach: Research your top prospects and carefully pair them with board/committee members; match demographics, psychographics, and/or interests.

Build Bonds: Initial calls and emails should make these connections and encourage an immediate virtual meeting (as face-to-face as possible).

Don’t Delay!
ACTION PLANNING

Cultivating Individuals Handout

BUILDING STRENGTH IN ORGANIZATIONS SO THEY CAN MAKE A BETTER WORLD

YOUTh INC - "MAKING THE ASK" WORKSHEET
WHAT TO CONSIDER BEFORE CALLING A DONOR

- DONOR NAME: ____________________________

WHAT IS YOUR ASKING MATTERS™ ASKING STYLE? www.askingmatters.com
- Go-Getter
- Mission Controller
- Visionary
- Entrepreneur
- Valor

WHO SHOULD ALSO BE ON THIS CALL? (could be someone who complements your asking style)

WHAT ARE YOUR CURRENT FUNDING PRIORITIES?

WHAT IS THIS DONOR'S MISSION CONNECTION?

WHAT PAST SUPPORT DO YOU WANT TO ACKNOWLEDGE? Donor Prospect Suspect

WHAT HAS THEIR INVESTMENT MADE POSSIBLE?

WHAT WILL YOU ASK FOR? (amount and specific program)

ASK: "WOULD YOU CONSIDER A GIFT OF $_________ for ___________________________?"

ARE YOU PREPARED TO BE DECLINED? YES

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www.GrowthforGood.com
ACTION PLANNING

Determine Your Cultivation Approach:

1) When?
2) How?
3) Who else should join?
4) What funding priority?
5) What amount?
WEBINAR POLL

What donor outreach or appeals have you executed in the past month?

- Digital Town Hall
- Digital Appeal
- Virtual Event
- Online Auction
- Other
ACTION PLANNING

Outreach Campaigns – ASK NOW!

- Zoom Town Hall/Fireside Chats/Salons
- Digital Enews
- Advocacy Outreach/Donation-for-a-Vote
- Online Donation Sites
- Social Media ‘Share’ Campaigns
- Spring Direct Mail
- Giving Tuesday Now/Giving Days
- Virtual Events/Peer-to-Peer Fundraising
- Online Auctions
- Limited-Time COVID-19-Specific Fund
- Monthly Sustainer Appeal
- Targeted Social Media Ad Placements
- Crowdfunding
- Planned Giving Direct Mail
Outreach Campaigns

Fiver Children's Foundation

March 23 at 6:15 AM

Twenty years of service to kids is just too important of a milestone to skip, so we are moving our 20th Anniversary Benefit to a virtual setting so you can participate from home! When you support All in for Fiver, you are helping to ensure that our work with youth and families in New York City and Central New York continues through these challenging times. And, we know that when this is all over, our kids will need summer camp more than ever. Visit www.fiver.org/benefit to learn how you can attend!

ALL in for FIVER
A Stay at Home Benefit to support Fiver Children's Foundation
Tuesday, April 28, 2020
visit the link in our bio

National Pajama Walk 2020

Stay in your pajamas and walk/run/ride to support Pajama Program from wherever you are! We're hosting a National Pajama Walk on May 2, 2020 to bring our community together in the face of the COVID-19 crisis for a safe, healthy activity to promote our mission of supporting comforting bedtime routines for all children. You're invited to participate from anywhere!

SUNDAY | MAY 2, 2020 | All Day, Wherever You Are!

unGala

you are cordially invited to The Workshop Theater’s 4th annual
Outreach Campaigns
Outreach Campaigns

COVID-19 Community Support & Fundraising

Support our artists.
Support our business.
Support each other.

COVID-19 Emergency Relief Campaign

$25,000 Challenge Match to be Unlocked

Match available until $12,500 raised
Triple your donation with a 2 to 1 match!

Thank you to:

Every Donation Matched Dollar-for-Dollar

Join Board Member Wendy and be a Spotlight Supporter!

BECOME A MONTHLY DONOR

Spotlight Supporters

www.GrowthforGood.com
Outreach Campaigns

MAKE A DONATION

Coronavirus Support Fund
by The Alliance for Positive Change

- $500: A month of meals for New Yorkers
- $200: A pantry bag with a week of meals for a family in need
- $100: A pantry bag with a week of meals for 1 New Yorker
- $50: 10 hot, nutritious meals for New Yorkers
- $25: 5 hot, nutritious meals for New Yorkers
- $: Help New Yorkers with nutritious meals during this trying time

DONATE today: https://link.clcfc.org/CD

#iwillsurvive #stayathome #instagramlive #iwillsurvivequarantine #donatetoday #community #support #firstresponders #livedanceparty #healthcareworkers #quarantinelife

This Friday: A Virtual Dance Party with DJ April Larken on Instagram Live 6:30-9:30. The event is free, but donations are welcome. Just follow @aprillarken on Instagram and tune in on Friday! Dance to your favorite music at home! Children's Learning Centers of Fairfield County is caring and educating the children of first responders and hospital workers so they can go to work in the front lines of fighting this pandemic.

PLEASE DONATE NOW www.clcfc.org
PLANNED CULTIVATION

Pairing Askers

- RM (Rainmaker)
- GG (Go-Getter)
- MC (Mission Controller)
- KS (Kindred Spirit)

Introverted vs. Extroverted
Analytical vs. Intuitive
PLANNED CULTIVATION

asking styles

fact based
goal oriented
strategic
competitive
driven

big picture
high energy
creative
quick
engaging

detailed
thorough
methodical
responsible
observant

feelings oriented
attentive
caring
thoughtful
selfless

EXTROVERT
ANALYTIC
INTROVERT
INTUITIVE

rainmaker
go-getter
mission controller
kindred spirit

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SECURING RESOURCES

The In-Person “Ask”

- Anticipate reluctance
- Build trust
- Lead by example
- Accept limitations
- Be prepared with questions
- Ask for an increase over last year
- “Seven touches” between asks
SECURING RESOURCES

The New Virtual “Ask”

Move from TRANSACTIONAL to TRANSFORMATIONAL

• Limit your call to 30-40 minutes
• Start call on time
• Ask about their COVID-19 experience
• Inspire quickly – 2 minutes!
• Share 2-3 real obstacles
• Make your case for support
• Ask for more now!
• Listen and let the donor talk

“WOULD YOU CONSIDER AN INCREMENTAL GIFT OF $_______ to help us get through this pandemic?”
SECURING RESOURCES

The New Virtual “Ask”

Be prepared for the easy “Yes.”

If you get a “maybe,” ask if you can follow-up with next steps. Ask questions?

If you get a rejection, find out why. Under what conditions could it change?

Ask them how they would like to be engaged in the future: email, mail, or phone.

Connect personally with your donor!
QUESTIONS

JOIN THE DISCUSSION

zoom
CONTACT US TO HELP WITH FUNDRAISING & MARKETING

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