



From Crisis to Growth: Achieve Fundraising Success in FY'22

RAISE
NONPROFIT ADVISORS

We've Come So Far: COVID's Influence on Fundraising



Current Trends



Increased Appreciation



Increased Online and
Lower Level Giving



Increased Transparency



Event Flexibility



Renewed Interest in
Special Campaigns



Increased Expectations

Plan and Project Hope, Not Crisis



Opportunities

for increased giving



Opportunities

for establishing
stronger relationships
with donors



Opportunities

to restructure the
way you do business

Strategy



Key Components to a Successful 2022

Start with a Plan

Utilize Campaign Tools

**Focus on Retention:
Cultivation/
Recognition/
Stewardship**

Get a Handle on the Data

Choose Compelling Messaging & Utilize Marketing Channels



“If you don't know where you are going, you'll end up someplace else.”

Yogi Berra

Create a Development Plan and Use It!



A Plan is Worth Its Salt!



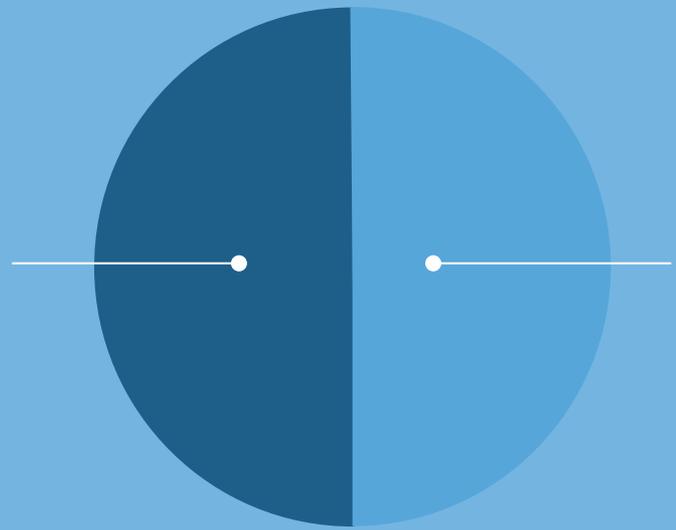


Data is the
antidote to
unrealistic
expectations!

“Now, keep in mind that these numbers are only as accurate as the fictitious data, ludicrous assumptions and wishful thinking they’re based upon!”

People support what they help to create

Share your plan with your team and set realistic goals together.



Involve lay leadership in the mid-year and year-end reviews.

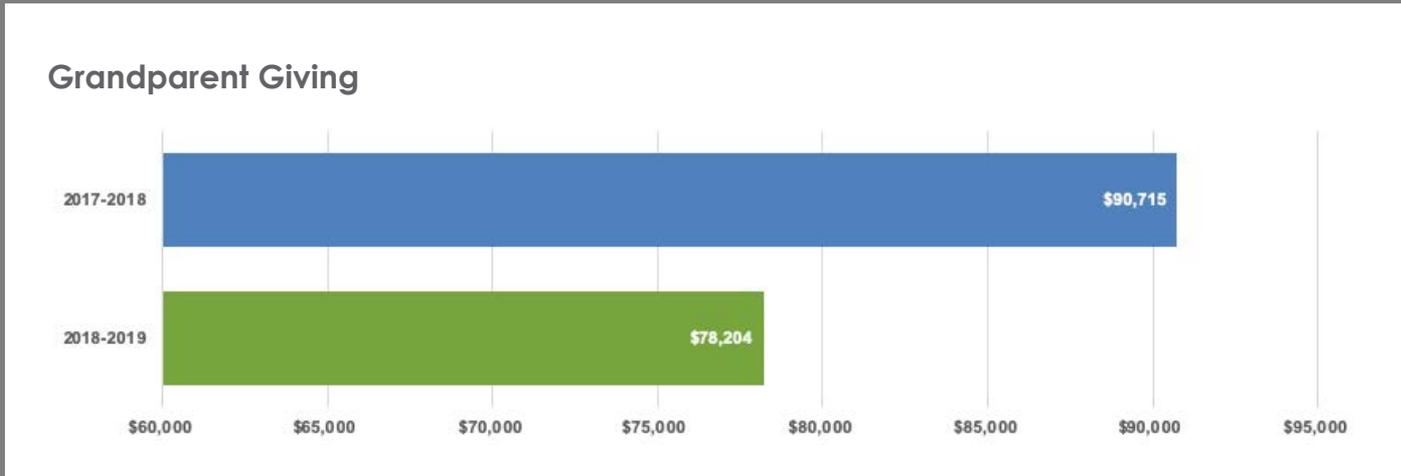
**Do this one
weird trick
and watch
your lower
level donors
grow!**



Get a Handle on the Data!

Who Are Your Donors?

Identify Your Constituents and Track their Performance



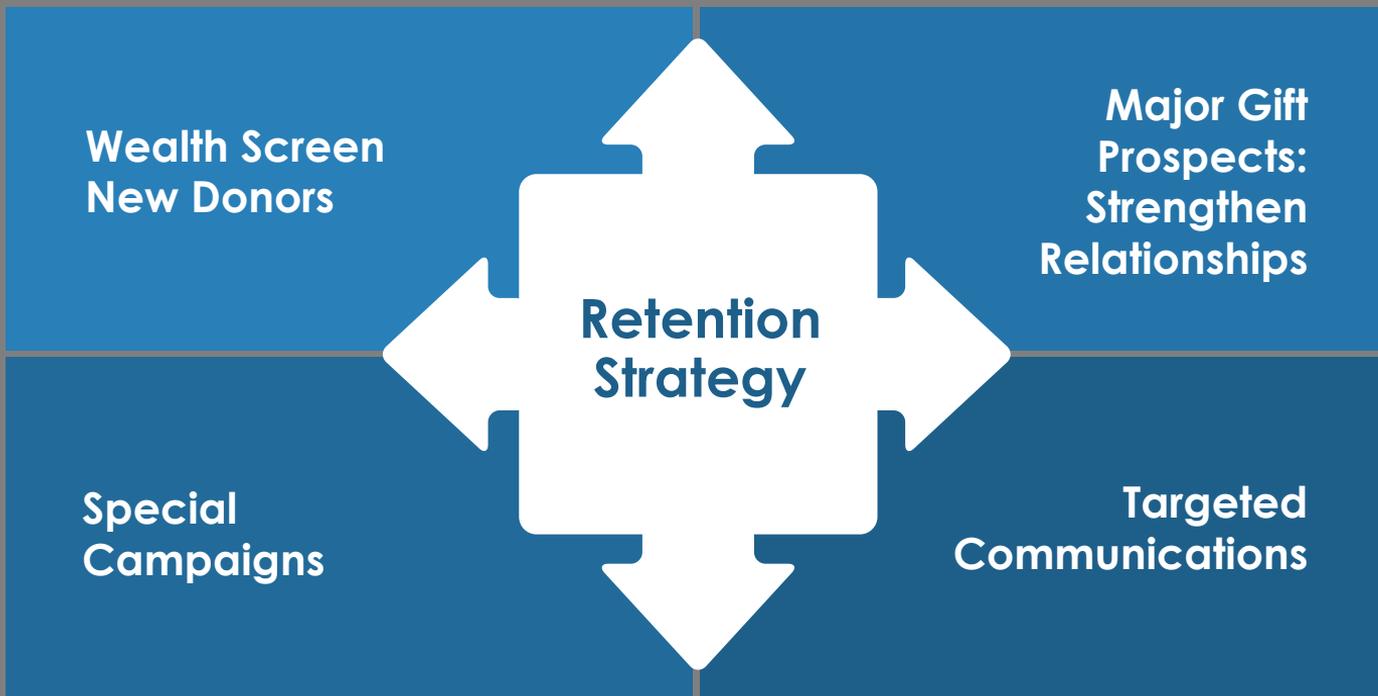
Lower Level Donors

pipeline for
matriculating to
higher levels

Campaign Pace

LYBUNTS
skips
partials

Retaining Donors from a Bumper Year



Retention = Cultivation & Stewardship

Meaningful touchpoints

In-person meetings
and phone calls
NOT texts and
emails

Don't go it alone

Utilize your lay
leadership

Work Zoom

Meet even if
not in person

Thank donors

You can never
say thank you
too many times

Exercise

Scenario 1:

A donor who increased their gift because of appreciation and a successful financial year but has told you that they don't plan on maintaining the increased gift for the future.

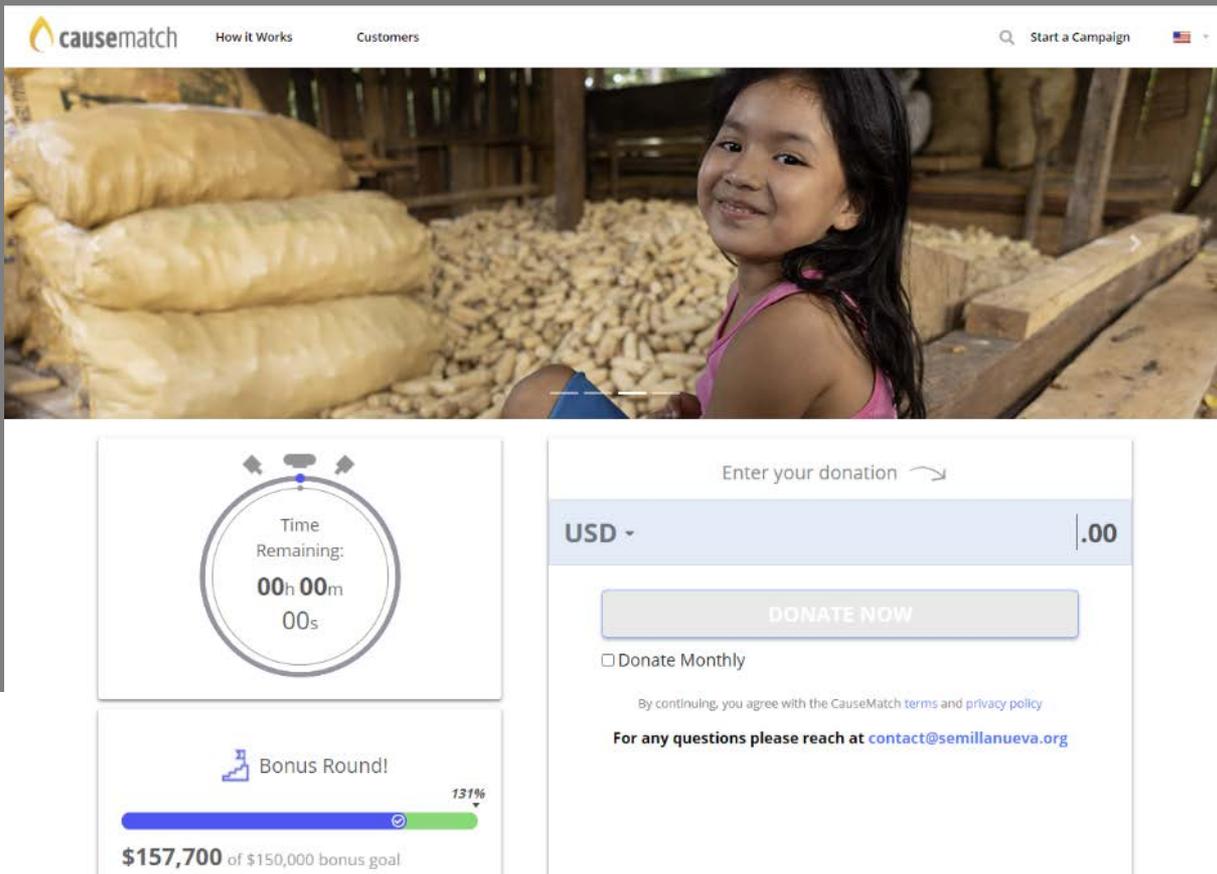
Scenario 2:

A parent who stopped giving because of COVID-related circumstances - either financial or because of school's approach to COVID.

Campaign Tools



Crowdfunding



The screenshot shows the CauseMatch website interface. At the top, the CauseMatch logo is on the left, with navigation links for "How It Works" and "Customers". On the right, there is a search icon, a "Start a Campaign" link, and a US flag. The main header image features a young girl smiling in a rural setting with large sacks of goods in the background.

Below the header, the page is divided into two main sections:

- Left Section:** A circular timer labeled "Time Remaining:" showing "00h 00m 00s". Below it, a "Bonus Round!" section features a progress bar that is 131% complete, with the text "\$157,700 of \$150,000 bonus goal".
- Right Section:** A donation form titled "Enter your donation" with a dropdown menu set to "USD" and a value of ".00". A prominent "DONATE NOW" button is present, along with an unchecked "Donate Monthly" option. Below the form, a disclaimer states: "By continuing, you agree with the CauseMatch terms and privacy policy". At the bottom of this section, contact information is provided: "For any questions please reach at contact@semillanueva.org".

Virtual Events

matan 

*Virtually anything
is possible...*

SPECIAL THANKS TO OUR
EVENT SPONSORS:

The Plevan Family
Joan and Jesse Kupferberg
Family Foundation



20 Years
of Matan

\$ 152,526

GOAL: \$150,000
101%

DONATE
NOW



Honoring:



Andrew
Solomon



Rachel
Kest



Dori
Kirshner

View the Matan 20 Years

Tribute Journal

[CLICK HERE](#)

Our Supporters

CELEBRATING 20 YEARS OF MATAN!

The Aisenberg Family

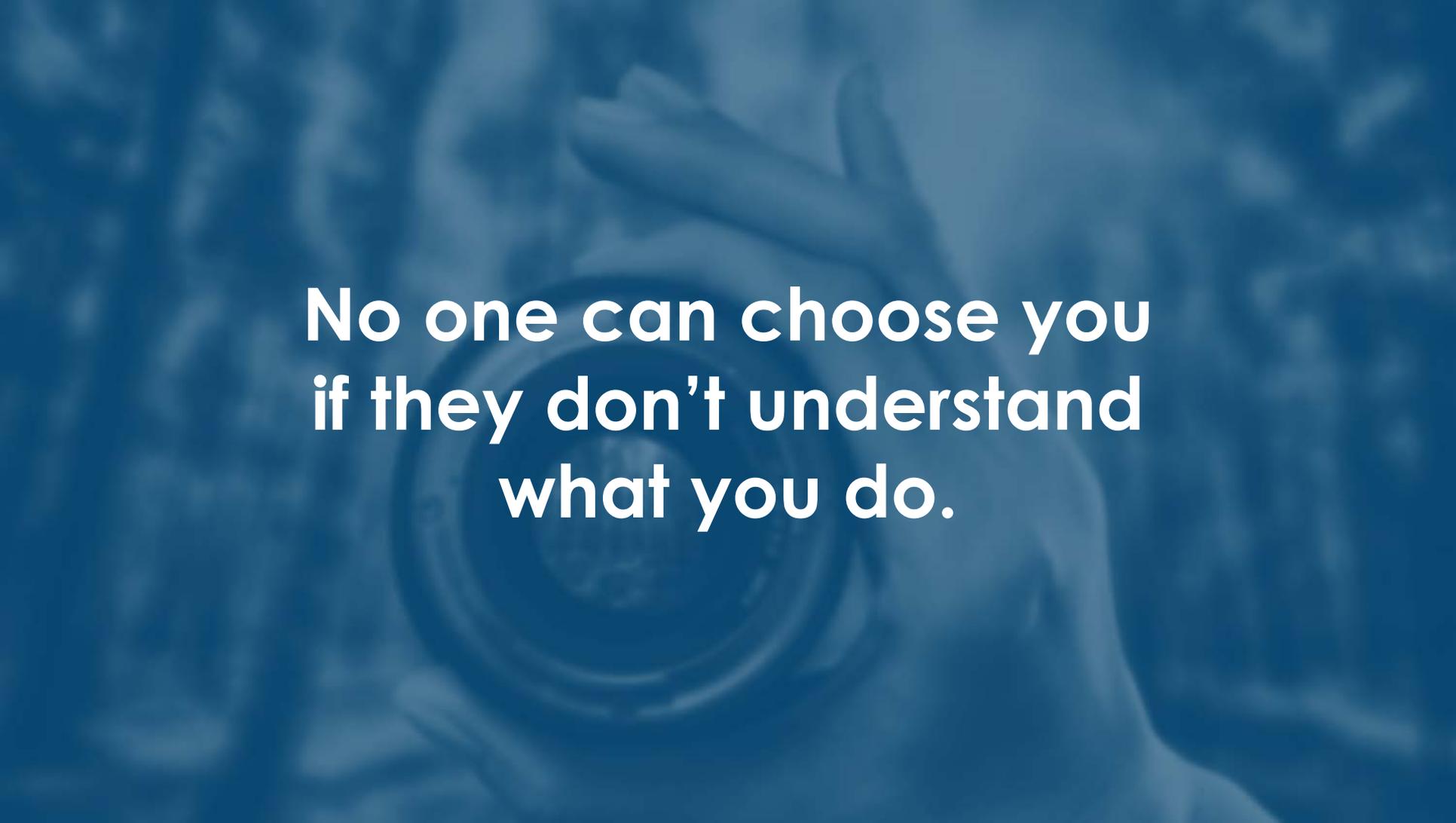
More Handy Tools

Monthly or Multi-Year Giving

Donor Listings



1. **Appeal to the mind**
2. **Appeal to the heart**
3. **Keep it personal**

A hand holding a camera lens against a blue background. The lens is the central focus, with the hand's fingers visible around it. The background is a solid blue color with a subtle, out-of-focus pattern of light and dark spots, possibly representing a field of flowers or a similar natural scene. The overall mood is artistic and contemplative.

**No one can choose you
if they don't understand
what you do.**

Appeal to the Mind

People used to participate out of a sense of responsibility. Now they give out of a desire to create impact.

How can you demonstrate that they are furthering their ideological or philanthropic goals by giving to your cause?

Give your donors a reason to read your communications and engage with your organization.

What will they learn that they didn't know before?

What do they get out of their participation?

Appeal to the Heart

Delight
and
inspire
your
donors.



Include opportunities for
direct experiences.

Let them hear about your
life-changing work from
those whose lives were
changed.

Move them to give and
make them feel awesome
for giving.

A green-tinted photograph of several hands holding small potted plants, symbolizing care and support. The hands are arranged in a circular pattern, each holding a small plant with soil. The background is dark, making the hands and plants stand out.

Supporters want more than just a financial transaction.

People crave meaning and relationships.

The image features two coffee cups on saucers, one containing a dark liquid and the other a lighter, frothy liquid. They are set against a dark green, textured background. The text is overlaid in the center in a white, bold, sans-serif font.

**#1 tip for standing out in
the digital age:
do something non-digital.**

Utilize
marketing
channels:
where should
you connect
with donors?



Face to Face,



Direct Mail,



Social Media,

...Oh My!

**WHAT are
the right
channels
for you?**

Assess your ROI



1

Assess
Response/Engagement

2

Work Smarter, Not Harder

Key Takeaways

Start with a Plan

Utilize Campaign Tools

**Focus on Retention:
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Exercise

Identify one item you want to focus on from this presentation that you will use to impact your development strategy for the year.



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