



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!



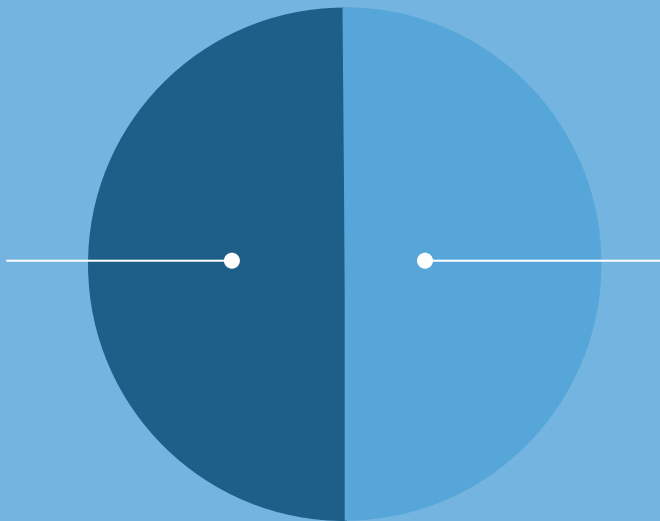


Data is the
antidote to
unrealistic
expectations!

"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.

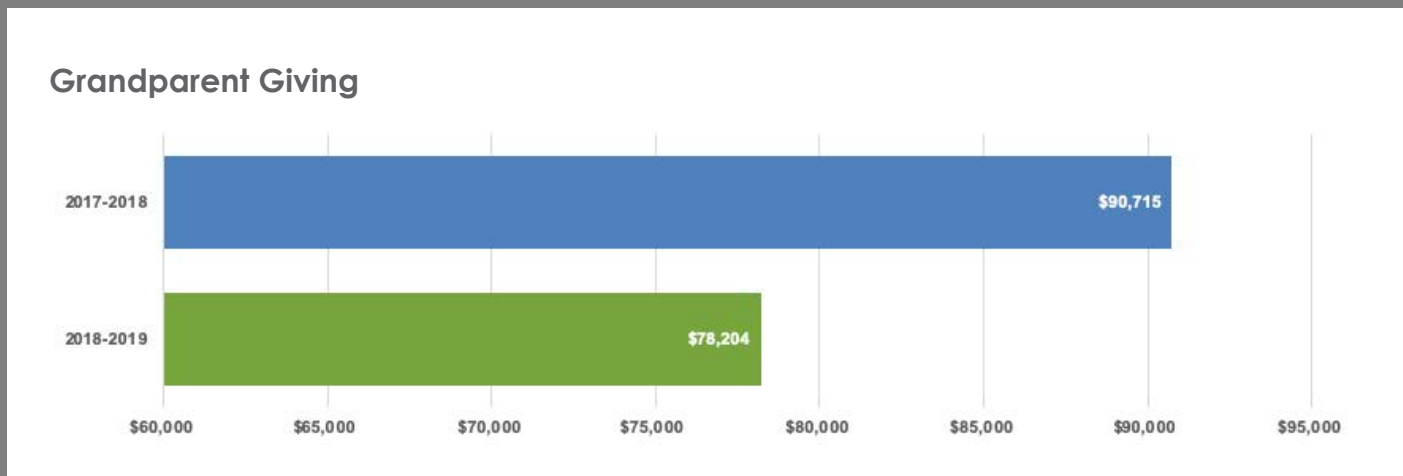
**Do this one
weird trick
and watch
your lower
level donors
grow!**



Get a Handle on the Data!

Who Are Your Donors?

Identify Your Constituents and Track their Performance



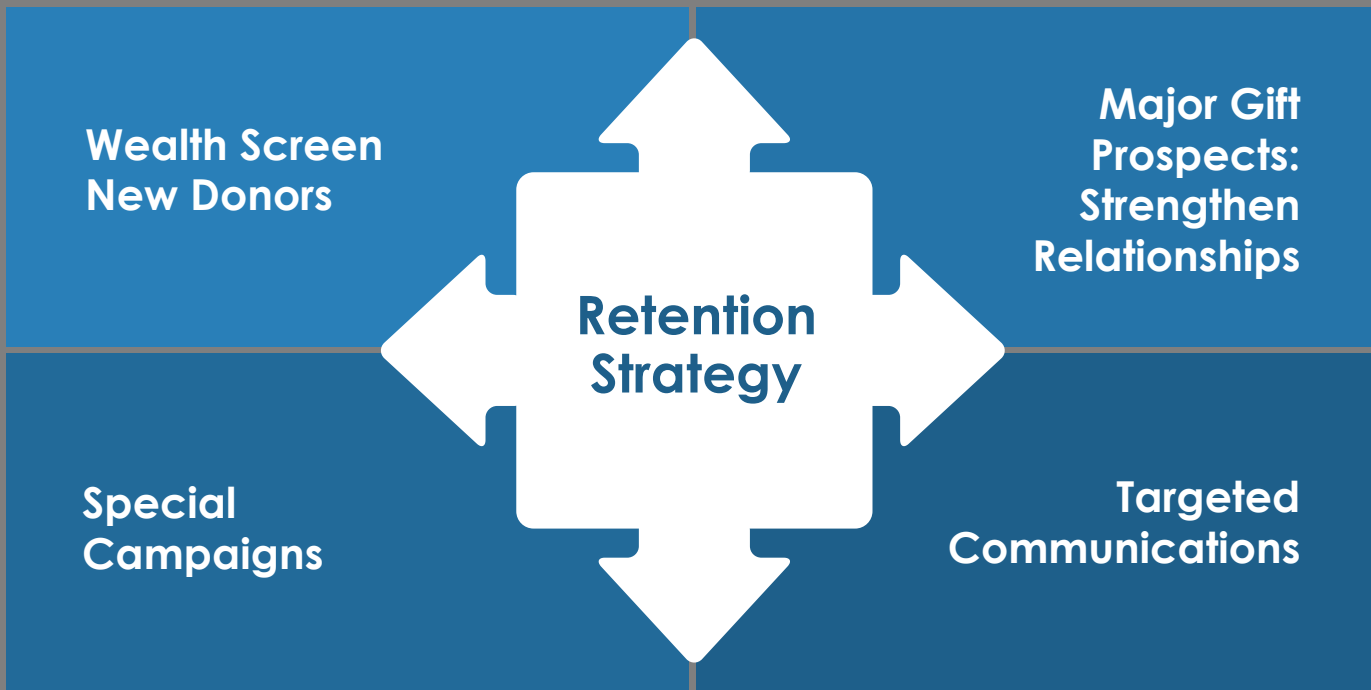
Lower Level Donors

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

[How It Works](#)[Customers](#)[Start a Campaign](#)





Time Remaining:
00h 00m 00s



Bonus Round!

131%

\$157,700 of \$150,000 bonus goal

Enter your donation ↗

USD ▾ | .00

DONATE NOW

☐ Donate Monthly

By continuing, you agree with the CauseMatch [terms](#) and [privacy policy](#)

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

Join the Virtual Event:
Wed, June 2, 2021
7:30-8:30pm EDT
matan20years.org

20 Years of Matan

\$ 152,526

GOAL: \$150,000
101%

DONATE NOW

View the Matan 20 Years
Tribute Journal
[CLICK HERE](#)

Our Supporters

[a](#)

The Aisenberg Family

CELEBRATING 20 YEARS OF MATAN!

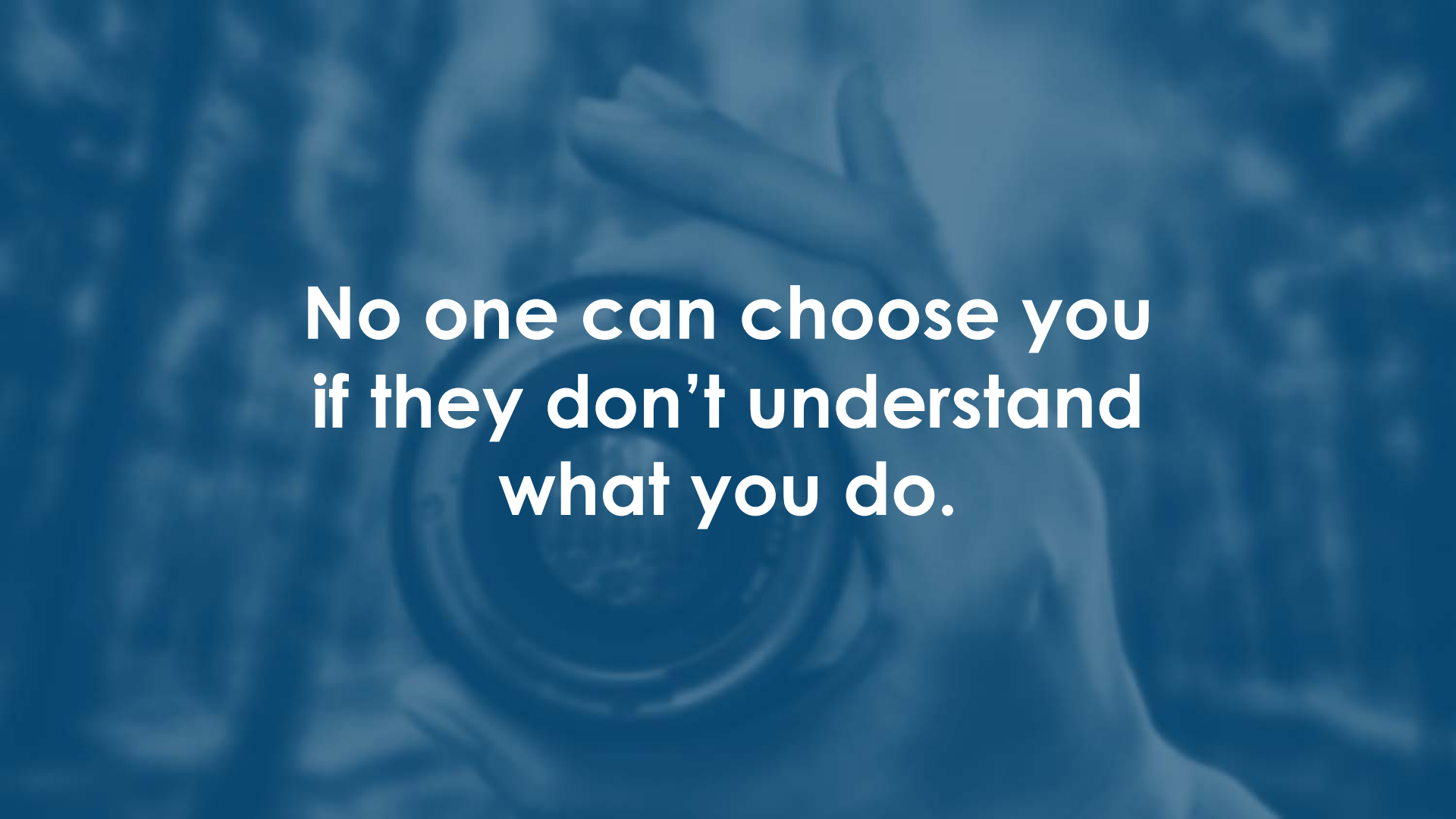
More Handy Tools

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, with the lens cap removed, set against a blue-tinted background of foliage. The text is overlaid in white, bold, sans-serif font.

**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.



**Supporters want more than just a
financial transaction.**

**People crave meaning and
relationships.**

A top-down view of two white ceramic coffee cups on matching saucers, set against a dark, textured green background. The cup on the right is filled with dark coffee, while the one on the left is empty. The text is overlaid in the center in a bold, white, 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:
Cultivation/
Recognition/
Stewardship**

Get a Handle on the Data

Choose Compelling Messaging & Utilize Marketing Channels

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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