

# FRIEND RAISING

FUNDRAISING FOR  
CAMPUS MINISTRY

# The Spirituality of Fund Raising

- “Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission.
- Fundraising is always a call to conversion. . . . We are inviting people into a new way of relating to their resources.
- It is a form of ministry as spiritual as giving a sermon, entering a time of prayer, visiting the sick, or feeding the hungry.”

Henri Nouwen, *The Spirituality of Fund Raising*

# WHAT IS DEVELOPMENT?

DEVELOPMENT IS THE WHOLE PROCESS OF  
**EARNING THE RIGHT** TO ASK SOMEONE FOR  
A GIFT.

FUNDRAISING IS ONE STAGE OF THIS  
PROCESS.

# WHAT IS FUND RAISING?

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“Fund raising is a person with a cause asking a person of concern to share in responding to a human or social need.”

Henry Russo

# WHAT IS FUND RAISING?

- A recognition that organizations do not have “needs,” they have visions and solutions, which people of interest and ability can be invited to share.
- An invitation to others to share in the mission and to help support it financially.
- An ongoing process of interpreting and extending the mission of the ministry.

# WHAT IS FUND RAISING?

- Remembering that stewardship is both taking care of the donor and taking care of the gift.
- Understanding that people generally do not give to causes but to **people** with causes.
- Knowing that the right time to ask for a gift is when the ministry needs the support to meet a **critical human need** that is **urgent, relevant, and important**.

# WHAT IS FUND RAISING?

- It is essential to tell the story of the ministry and how the ministry has been faithful to meeting human need and changing lives.
- Fund raising is not begging, nor it is manipulating.
- It is an invitation to persons to live out the desires of their hearts and make a difference in the lives of others.

# WHAT IS FUND RAISING?

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## “Rule of Rights”

The process of finding the right *person* to ask the right *donor* for the right *amount* at the right *time* for the right *reason*.



# WHAT IS FUND RAISING?

**“The one thing you know about the Salvation Army is that when you give your time and money, it’s going to make a difference in someone’s life.”**

Quoted in an article about the Salvation Army in the Northwest Airlines in-flight magazine, *World Traveler*, (November, 1996)

# WHAT IS FUND RAISING?

“Fundraisers will wake up to the fact that they are selling neither their organizations, nor their causes, nor their missions and certainly not all the nuts and bolts and insignificant minutiae of what they do.

Rather, they are promoting joy, the warm glow, the exhilaration, the sense of achievement and fulfillment, even the meaning of life.”

Ken Burnett

# REASONS TO GIVE

- Feeling of obligation to others with less.
- Sense of personal satisfaction.
- Religious beliefs and commitments.
- Belief in institution and desire for it to continue.
- Responsibility to give back.

# REASONS TO GIVE

- Serve as an example to others
- Being asked by the right person
- Fulfill a business or community obligation
- Create a remembrance of family or self
- Encouraged by employer
- Tax deduction

## “How will fundraising be different in 2020?”

“It depends principally on whether fundraisers will get clever and start building more substantial, more meaningful relationships with their donors, offering them more tangible benefits and practical engagement. Or whether, instead, they will continue the same old current paradigm of thinly veiled hard sales tactics ineptly and only partly secreted by a so-called ‘relationship fundraising’ approach. This of course results in the shallow and superficial relationships that most fundraising organizations have with their donors today.” Ken Burnett

# A New Understanding of Fundraising

- Emphasis on deepening relationships
- Emphasis on providing significant donor experiences
- Stop focusing on quick hits and short term
- Saying “thank you” effectively
- More imagination, creativity, and better use of data
- Organization is a mirror through which donors see their values and personal mission
- Younger donors think and give differently than older donors

# THREE TYPES OF FUNDS

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ANNUAL OR  
SUSTAINING FUND

# 1. ANNUAL OR SUSTAINING FUND

- Basic operational needs
- Smaller, frequent gifts
- A “no stop and think” gift
- Usually no “professional” advice
- Builds relationships with donors
- Direct mail, phonathons, special events
- Memberships or giving levels
- Time spent in mailings, building database, and creating awareness



# 1. ANNUAL OR SUSTAINING FUND

## Chain of Effectiveness

1. Person to person
2. Personal phone call
3. Personal letter
4. Personalized letter, such as PS at the end
5. Impersonal phone call, such as a phonathon
6. Impersonal letter
7. Special fund raising event
8. Door to door “cold” calling
9. Media advertising

Question: Where does today’s social media explosion come into play?

# 1. ANNUAL OR SUSTAINING FUND

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3 C's

- CONNECTION
- CONCERN
- CAPACITY

# THREE TYPES OF FUNDS

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MAJOR

GIFTS

CAMPAIGN

## 2. MAJOR GIFTS CAMPAIGN

- Building needs, staff or program expansion, or endowment
- Larger gifts, often 10-20 times annual gift
- Decision made over time, “stop and think”
- Need to check with spouse and financial advisor
- Built on strong relationship with donor and careful sharing of ministry vision
- Time spent on personal contacts

## 2. MAJOR GIFTS CAMPAIGN

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# 3 C's Reordered

- CONNECTION
- CAPACITY
- CONCERN

## 2. MAJOR GIFTS CAMPAIGN

### Transactional vs. Transformational

- Generational shift happening
- Involvement the key
- Donors may see you before you see them
- Lots of self-cultivation or mutual cultivation

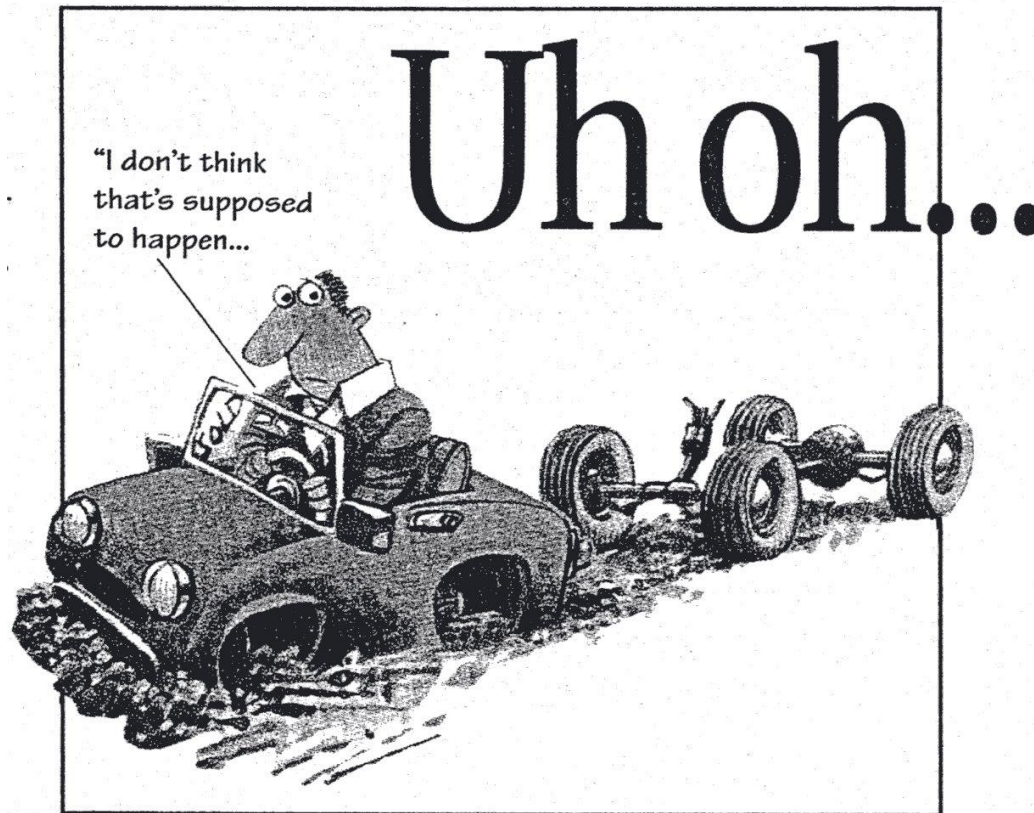
## 2. MAJOR GIFTS CAMPAIGN

Campaign (kæm-pein) Noun.

“A consequential effort...to secure an extraordinary level of philanthropy...from friends and supporters...in a defined and specific amount of time...to address the strategic priorities...that will transform the institution to one of unbounded and enduring achievement.”

Jerry Panas

# Reasons Why Campaigns Fail





# REASONS WHY CAMPAIGNS FAIL

- Leadership has not been chosen carefully.
- Leadership doesn't commit to a solid strategic plan.
- The case is not urgent, relevant, or important.
- A feasibility study has not been done or heeded.
- The goal is unrealistic and unmeasurable.
- Not enough potential major donors have been identified and contacted.
- The infrastructure is weak—poorly staffed and financed.
- Stewardship no longer informs the process.

# THREE TYPES OF FUNDS

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## PLANNED GIFTS AND BEQUESTS

# 3. PLANNED GIFTS AND BEQUESTS

- Considerably larger amounts
- May be end-of life or legacy gift
- Result of a long-term relationship
- Professional financial services required
- Educational opportunities often necessary
- Time spent in many contacts over time
- Increasingly an emotional decision
- Naming opportunities or lifetime recognition

### 3. PLANNED GIFTS AND BEQUESTS

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In bad economic times, the largest gift of a lifetime will often be made by an estate gift— IF the donor has given often while alive.

Usually given by the second one to die.

# CREATING A MISSION STATEMENT

- The mission statement expresses the core reasons for the existence of the ministry.
- It states in clear and concise language the dominant values of the organization.
- It is both theological and practical.
- It is written in the language of changed hearts and saved lives. It is relational and affectional, rather than rational and detached.

# CREATING A MISSION STATEMENT

- Missional language is different from goal setting language and from language used to describe objectives
- Mission statements explain *why* you are doing what you're doing—why as an organization you are taking up time and space
- It is the banner of the organization that can be seen and recognized from some distance
- It is well-known and can be recited by leadership at any moment, as in an elevator while moving from the first to the tenth floor.

# THE CASE STATEMENT

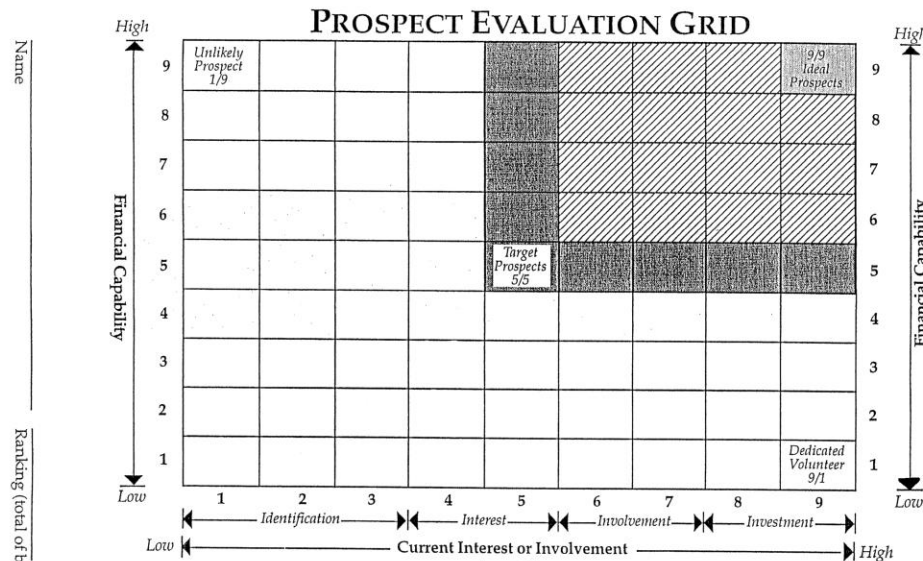
- An expansion of the mission statement
- Answers the common questions of: who, what, when, where, why, how, and how much
- It “makes the case” for why you are going to do what you propose
- Internal and external purposes

# THE CASE STATEMENT

1. Secures agreement, understanding and commitment from leadership
2. Provides direction and defined strategy
3. Informs others of your dreams and visions
4. Enlists others to the cause
5. Cultivation piece for prospective donors
6. Serves as sourcebook for all other publications and media pieces
7. Becomes a magnet for support



# PROSPECT EVALUATION GRID



Name \_\_\_\_\_

Ranking (total of both numbers) \_\_\_\_\_

**Guide—Current Interest/Involvement**

- 1 Not on mailing list
- 2-3 Some identification
- 4-5 Has demonstrated some interest
- 6-7 Has been involved
- 8-9 Heavily involved or significant record of giving

5/5 and above Target Market

6/6 and above Major Gift Prospects

9/9 Ideal Prospects

**Grid Location**

1/1 Negligible Interest/Little Capability

1/9 Negligible Interest/Great Capability

5/5 Beginning of Target Market

9/1 Very Involved/Negligible Capacity

9/9 Ideal Prospect

**PEG Ranking for Major Gift**  
(total of both numbers)

- 2-6 Very Poor Prospect
- 7-10 Marginal
- 11-12 Fair
- 13-14 Good
- 14-17 Very Good
- 17-18 A Superb Prospect!

INSTITUTE FOR CHARITABLE GIVING  
500 North Michigan Avenue  
Chicago, Illinois 60611



# \$100,000 GIVING PLAN

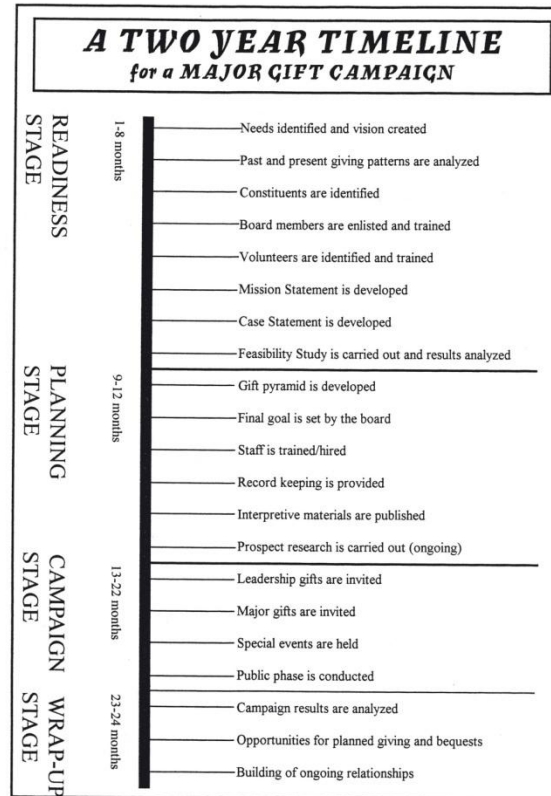
## GIVING PLAN FOR A \$100,000 CAMPAIGN

SIZE OF GIFTS	NUMBER	DOLLARS/CATEGORY
\$20,000	1	\$20,000
\$10,000	2	\$20,000
\$5,000	5	\$25,000
\$1,000	10	\$10,000
\$500	20	\$10,000
\$100	50	\$5,000
\$50	100	\$5,000
\$25	200	\$5,000

TOTAL DONORS: 388      TOTAL GOAL: \$100,000

Number	% Each Gift	Gifts in the Range of	% of Goal	Gifts Totalling
1	20	\$20,000	20	\$20,000
2	10	\$10,000	20	\$20,000
5	5	\$ 5,000	25	\$25,000
10	1	\$ 1,000	10	\$10,000
20	.5	\$ 500	10	\$10,000
<b>Subtotal</b>	<b>38</b>		<b>85</b>	<b>\$85,000</b>
50	.1	\$ 100	5	\$ 5,000
100	.05	\$ 50	5	\$ 5,000
200	.025	\$ 25	5	\$ 5,000
<b>TOTAL</b>	<b>388</b>		<b>100%</b>	<b>\$100,000</b>

# TWO YEAR TIMELINE



# WRITING FUND RAISING LETTERS

1. Provide an opening sentence that is provocative
2. Use images and/or stories that are compelling
3. Ask for what you need early and often
4. Let your readers know how their gifts will make a difference
5. Be as personal as possible
6. Write with urgency and expectation

# WRITING FUND RAISING LETTERS

7. Highlight how others are involved
8. Give your reader a reason to trust your organization
9. Describe the solutions as attainable and manageable
10. Help your donors to be hopeful
11. Be informative
12. Show appreciation



# CALLING ON YOUR DONOR FRIENDS

## Ten Things to Remember

1. Be sure that the timing is right.
2. Be prepared.
3. Be ready—for the unexpected.
4. Be informed.
5. Be confident.

# CALLING ON YOUR DONOR FRIENDS

6. Be enthusiastic.
7. Be yourself.
8. Be clear.
9. Be a good listener.
10. Be a good closer.

