

Friendraising

Raising funds, finding friends to
realize bold community visions

Tamarack Tele-Learning Seminar*
Presented by Paul Born and Wayne Hussey



* Generously sponsored by the Maytree Foundation

What is a campaign?

- A passionate dream
- An enormous financial need
- A multi-year year process (6-9 in most cases)
- A historic impact on an institution/agency/community
- A chance to make a real difference
- A friend finder
- A time for internal solidarity

Preconditions of Success

- A Track Record of Success
- An Institutional Vision
- A Case for Support
- A team of effective leaders
- A pool of friends (prospects)
- A tightly controlled Plan
- Effective Cultivation and Solicitation
- Stewardship that lasts forever

#1 – Track record

- Donors want to give to strength
- Donors want to make a difference
- They will not knowingly invest in confusion, mediocrity or incompetence
- How do we demonstrate stability, effectiveness, efficiency, successful outcomes?

- We likely have two sources of data to demonstrate we are worth investing in?
 - 1.
 - 2.

On a scale of 1-5 (5 being high), how well have we satisfied this precondition? _____

#2 – Institutional Vision

- Donors want to make a difference – to have an impact
- They are responding more powerfully to Visions of the future than to “repairing” the past
- The bigger the Vision, the bigger the Gift
- AGO, University of Manitoba
- A message we all feel comfortable talking about to as many potential supporters as possible
- Simple yet profound
- It speaks to some type of “transformation” with a brief reference as to how we will achieve it

- What are the key words or phrases that best articulate our Vision

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On a scale from 1 – 5, how well have we satisfied this precondition? _____

#3 – The case for support

- KEY ELEMENTS
- Our first version is written for a banker
- Then we present it in a kit of supporting material or in a colour brochure
 - Proof of Performance (track record)
 - Clarity of Vision
 - Use of funds and justifiable costs
 - Why private support is needed
 - How gifts will be “stewarded”
 - Benefits to all including donor

- How much money are we trying to raise at the National and local levels?
 - .
 - .
 - What are the primary expenditures the donations will support?
 - .
 - .
- On a scale of 1-5, how well have we satisfied this pre-condition of success? _____

#4 – Leadership

- We need their time
- We need their talent and influence
- We need their treasury (leadership gift)
- Two key skills – passionate for our cause and the willingness to communicate that passion
- We know who to recruit based on our Top Prospect List or their ability to identify and successfully engage prospects we did not know of or have access to
- We wrap around them with staff support so that not a moment of their time is wasted

- Who are the men and women that should lead this campaign Nationally?
 - .
 - .
 - .
- Who are the men and women that could be leaders in your community?

Recruiting

- They will want to be assured that we will be successful without a huge time commitment
- They will want to meet the Campaign staff and test their competence
- They will want to know who our key prospects are along with preliminary research profiles
- They will want to see a clear professional campaign plan and cultivation/solicitation materials
- They will want to know the media communications plan

#5 - Prospects

- We start with Suspects – people we think have capacity and may have inclination
- Through preliminary research we confirm they are Prospects
- We visit them and Inform them of our Case
- We listen for Interest and look for ways to Involve them
- Once involved we ask them for Investment
- We are sincere, patient, respectful and transparent

- Who should our National Prospects be?
 - .
 - .
 - .
- Who are some of your preliminary local prospects?
 - .
 - .
 - .

#6 – Campaign Plan

- Effective Development is a linear and sequential process – we follow the steps in order of the pre-conditions – until our Vision is clear we can't write our case – until our Case is crafted we can't recruit or solicit
- The amount of time between meeting a prospect and them becoming a donor is determined by the donor
- Credible Leadership can significantly compress timelines
- We follow the order and Speed can kill

#7a - Cultivation

- A series of safe and non-pressured contacts that attempts to qualify the prospect
- Some of our visits are face to face
- At some point we give them the Case for Support
- We also send them other pieces of information that we hope they find interesting by fax, email, snail mail, etc
- We try to qualify them along two dimensions
 - Do you believe in us/in our Vision
 - Is now an appropriate time to ask you to share your resources?

#7B - Solicitation

- A stranger asks a stranger for money – small gifts, few gifts, likely one time
- A new acquaintance asks for a gift – a few more gifts of slightly larger size but likely one time
- A good friend asks for help and almost always receives it – both parties feel very positive
- Once a Prospect is qualified we send in a team of two to conduct a solicitation
- We always ask for an amount

Three ways to solicit

- Face to Face 33-94% success rate
- Over the Phone 10-25% success rate
- Through a letter 0.5-6% success rate

#8 - Stewardship

- Friendship is a two way street
- The day the donor makes their last pledge payment, do they feel as excited about the gift as the day they decided to make it?
- Sincerity, access, and affiliation are vital
- Ask for involvement not just money – this is the very best kind of stewardship
- And good stewardship leads to another gift and a larger one

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