



# CAUSE & EFFECT INC.

## Back to Basics

### A fundraising pick-me-up for the small organization

presented by Gayle L. Gifford and Jonathan Howard

*Keep the money you have*

*Replace what you lose*

*Grow givers and gifts*

*Tip #1: Keeping donors is the key to growth.*

- Say “THANK YOU!”
- Tell them how the gift mattered
- Keep them interested
- Ask until they say “yes”

#### **TOOLS for retention:**

- LYBUNT report
- Letters and notes
- Phone calls
- One-on-one contacts
- Memorable experiences
- Surveys
- Persistent renewal requests

*Tip #2: Increase giving from your current donors.*

- Be donor-centered
- Appeal to both buyers and builders
- Ask for today and forever

#### **TOOLS for increased giving**

- Donor discovery
- Matching and challenge gifts
- Monthly giving
- ASKING for higher gifts
- ASKING again
- Bequests

*Tip #3: Find new donors*

- Your friends
- Friends of your friends

#### **TOOLS for donor acquisition**

- Personal advocacy
- Connect-capture-convert
- “Point of entry” events
- People-to-people conversations
- Public relations and publicity
- ASK

*Call to discuss our Fundraising Rapid Assessment, our expert look at where your fundraising program is now, where it can be and the most promising path to get there. Cause & Effect, (401) 331 2272 – or email [Jon@ceffect.com](mailto:Jon@ceffect.com).*

## *Tip #4: Tell a powerful story*

- Put impact first
- Touch the heart
- Link money to impact
- Find the donor's value

### **TOOLS for case-making**

- Listening
- Case statement
- Projects and programs
- For Impact's 9 types of fundraising pitches
- Creative naming
- It's a Wonderful Life
- Enews, Annual Report, newsletter, social

## *Tip # 5. Do the math*

- Know your current donor data
- Set workable goals

### **TOOLS for planning and measurement**

- Retention rate
- Donor pyramid
- Long term value of donor
- Budget forecasts
- Gifts Pyramid
- Enews, Annual Report, newsletter
- Fundraising plan

## *Tip # 6. Find abundance*

- Don't make giving decisions for donors
- Consider partnerships
- If not money, what else?

### **TOOLS to find abundance**

- Community sleuthing
- Optimism
- Your natural resource
- Passion
- Creativity
- Adaptability
- Asking

## *Tip # 7:*

*Show Courage & Boldness!*

## *Resources*

### **Books**

*Asking*. Jerold Panas. Emerson & Church.  
*Donor-Centered Fundraising*. Penelope Burk. Cygnus Applied Research. 2003.  
*Friendraising, Community Engagement Strategies for Boards Who Hate Fundraising but Love Making Friends*, Hildy Gottlieb. Renaissance Press. 2006.  
*How to Write Successful Fundraising Letters*. Mal Warwick. Jossey-Bass. 2001.  
*Keep Your Donors*. Simone P. Joyaux and Tom Ahern. Wiley. 2007.  
Bookstore at [ContributionsMagazine.com](http://ContributionsMagazine.com)

### **Online**

The Butterfly Effect and the Toolbox at [www.ceffect.com](http://www.ceffect.com)  
FutureFundraisingNow.com  
For Impact: <http://www.forimpact.org>  
MovieMondays.com  
Gift Range Calculator <https://www.blackbaud.com/company/resources/giftrange/giftcalc>.

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*Thanks for attending Back to Basics! We love community-based organizations. And we'd love to talk more about your fundraising, board development, strategic planning or communications opportunities. Call us for a FREE, no-strings discussion of your nonprofit needs. Phone: (401) 331 2272 – or email: [Jon@ceffect.com](mailto:Jon@ceffect.com) or [Gayle@ceffect.com](mailto:Gayle@ceffect.com)*