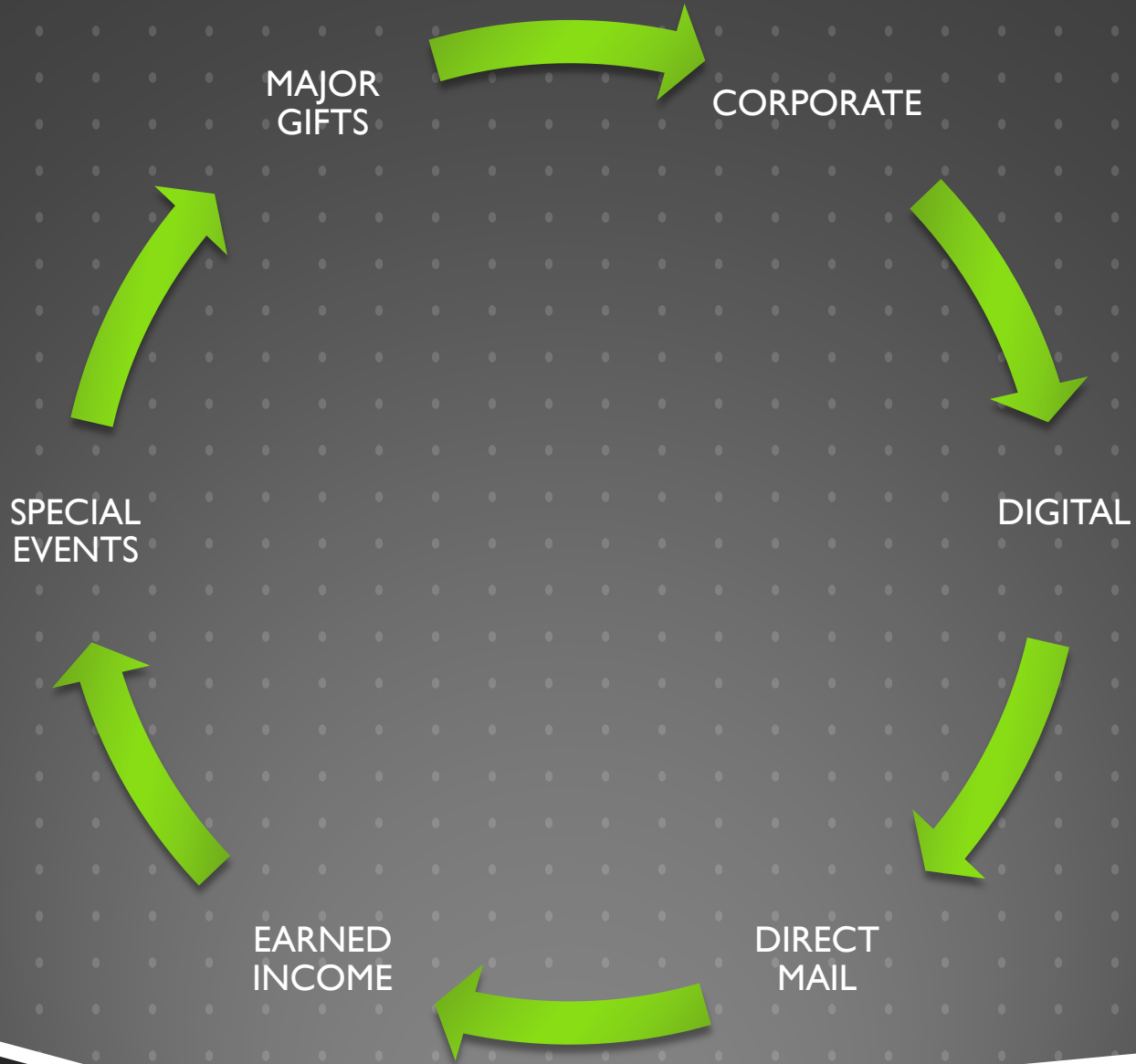


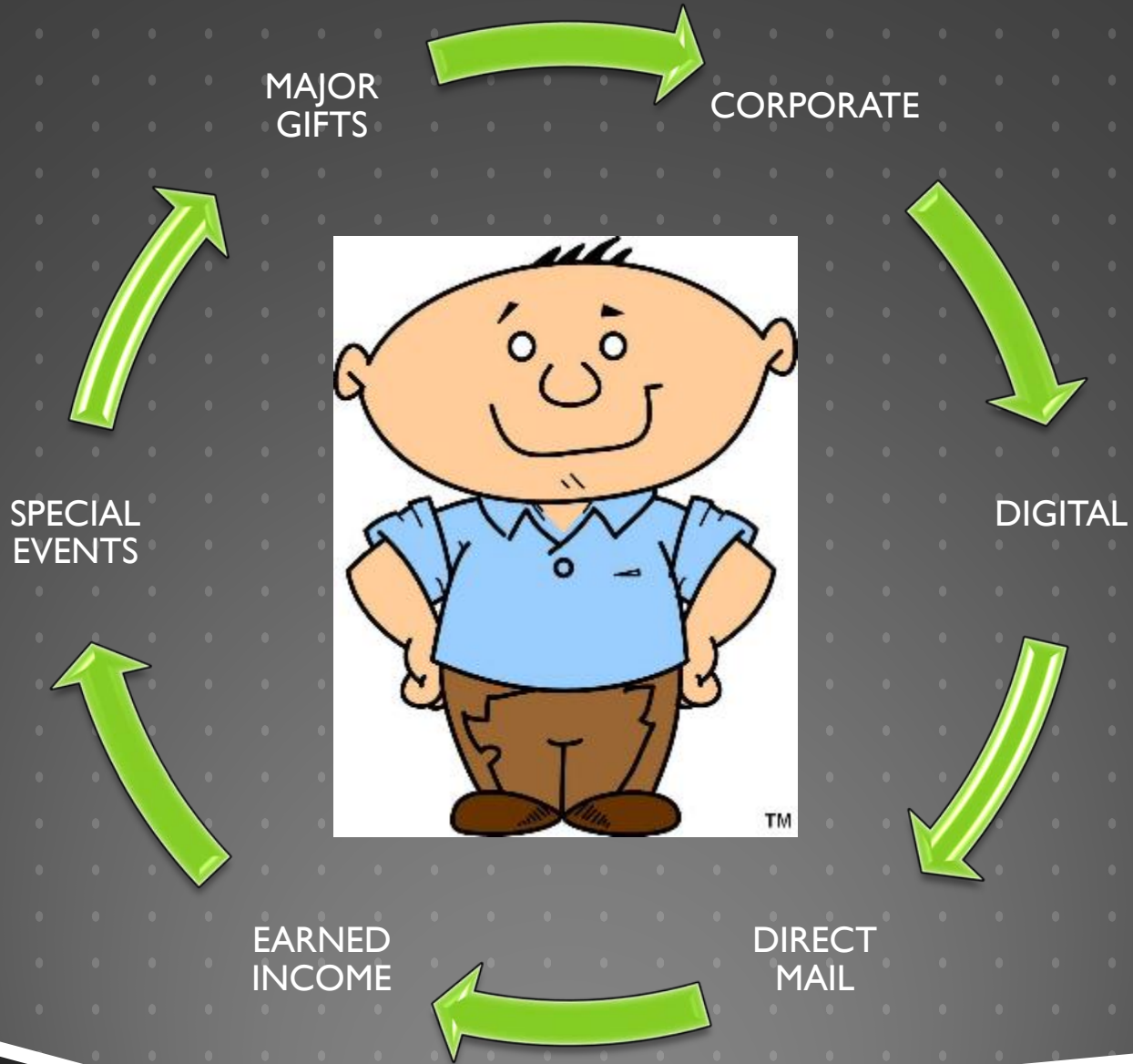
BUILDING SUSTAINABLE GIVING FROM INDIVIDUAL DONORS

Clark Moore

SOURCES OF SUPPORT

- ▶ CORPORATE SUPPORT
- ▶ DIGITAL (ONLINE) FUNDRAISING
- ▶ DIRECT MAIL (FOR ANNUAL GIVING, MEMBERSHIP, ETC.)
- ▶ EARNED INCOME (CONTRACTS, ETC.)
- ▶ GRANTS
- ▶ MAJOR GIFTS
- ▶ SPECIAL EVENTS
- ▶ PLANNED GIVING





BEST WAYS TO GET NEW DONORS

- ▶ Newsletters, News Articles or Stories
- ▶ Websites, Facebook, & Social Media
- ▶ Direct Mail Appeals
- ▶ Speaking Engagements, Events, and Community Involvement
- ▶ Program Tours, Volunteer Orientations, etc.
- ▶ Recruited by Board Members, Volunteers, & Donors
- ▶ Personal Ask
- ▶ Special Event Involvement

GOAL FOR EVERY DONOR

- ▶ Increased knowledge about your programs and needs
- ▶ Share goals and objectives of your organization
- ▶ Become a regular giver
- ▶ Increased support
- ▶ Recruit others to your cause
- ▶ Legacy giving

HOW DO YOU KEEP DONORS

- ▶ Personal Contacts
- ▶ Board and Volunteer Relationships
- ▶ Continued Education
- ▶ News Stories
- ▶ Relationships
- ▶ Deep Commitment to Organizational Goals and Values
- ▶ Special Event Involvement

INDIVIDUAL DONORS

Keeping and Maintaining
Donors = \$\$\$

EDUCATING YOUR DONOR BASE

“I didn’t know that!”

“I thought the government funded these things.”

“What exactly do you do at the clinic?”

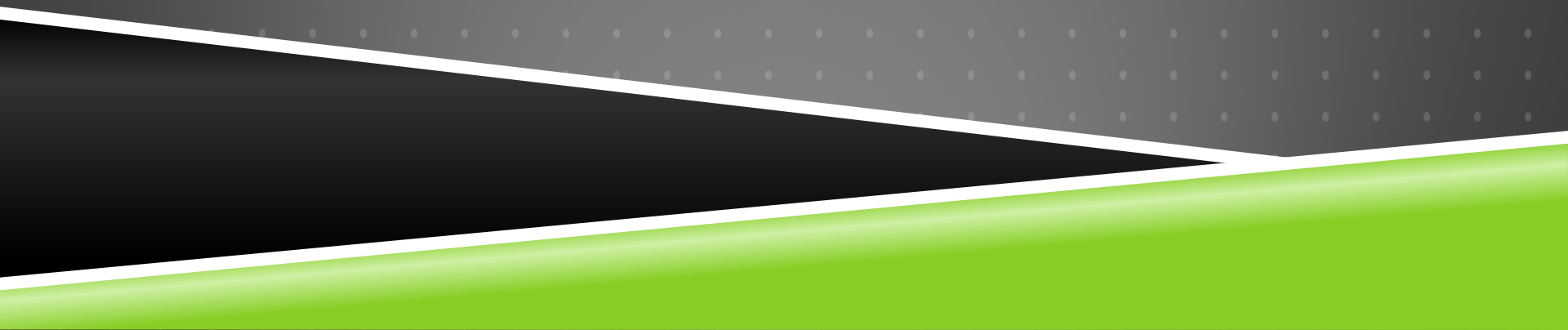
“How long have you been doing this?”

“Why haven’t I seen this in the news?”

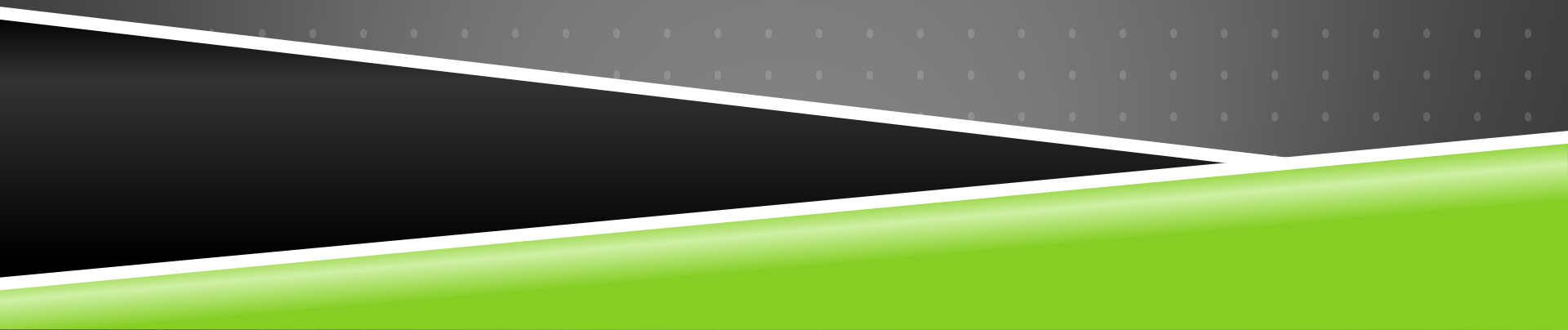
WHAT DO ALL DONORS HAVE IN
COMMON?



EXAMPLE # 1



EXAMPLE # 2



EXAMPLE # 3

