Diversifying Your Fundraising Through Effective Planning

Kansas Nonprofit Chamber

Who Gives?

$484.85 billion

In 2021, Americans gave $484.85 billion to charity, a 4.0% increase over 2020. Adjusted for inflation, total giving remained relatively flat, with -0.7% growth.
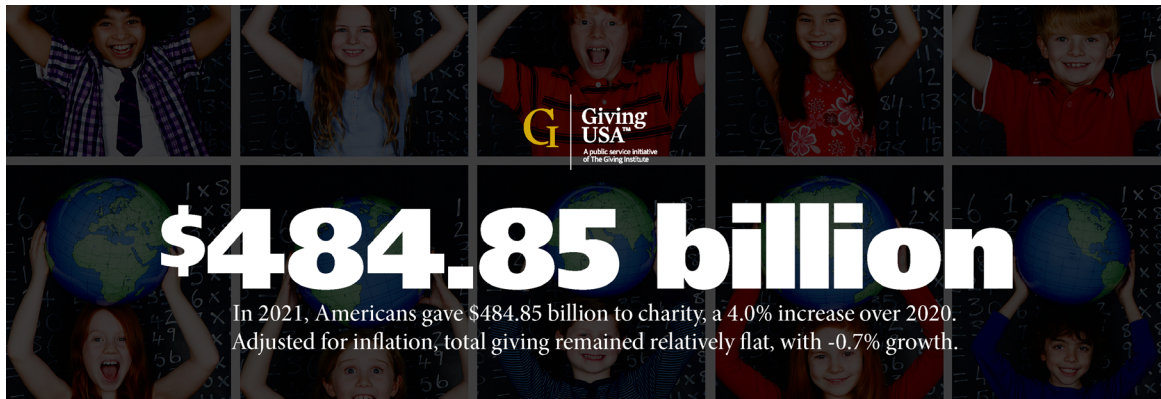
Where did the generosity come from?

Contributions by source
By percentage of the total

67% $326.87 billion

Giving by Individuals

↑ increased 4.9% over 2020

19% $90.88 billion

Giving by Foundations
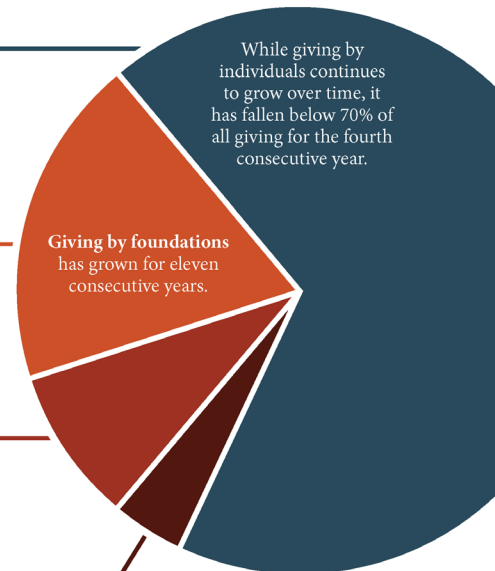
↑ increased 3.4% over 2020

9% $46.01 billion

Giving by Bequest

↓ decreased 7.3% over 2020

4% $21.08 billion

Giving by Corporations

↑ increased 23.8% over 2020

While giving by individuals continues to grow over time, it has fallen below 70% of all giving for the fourth consecutive year.

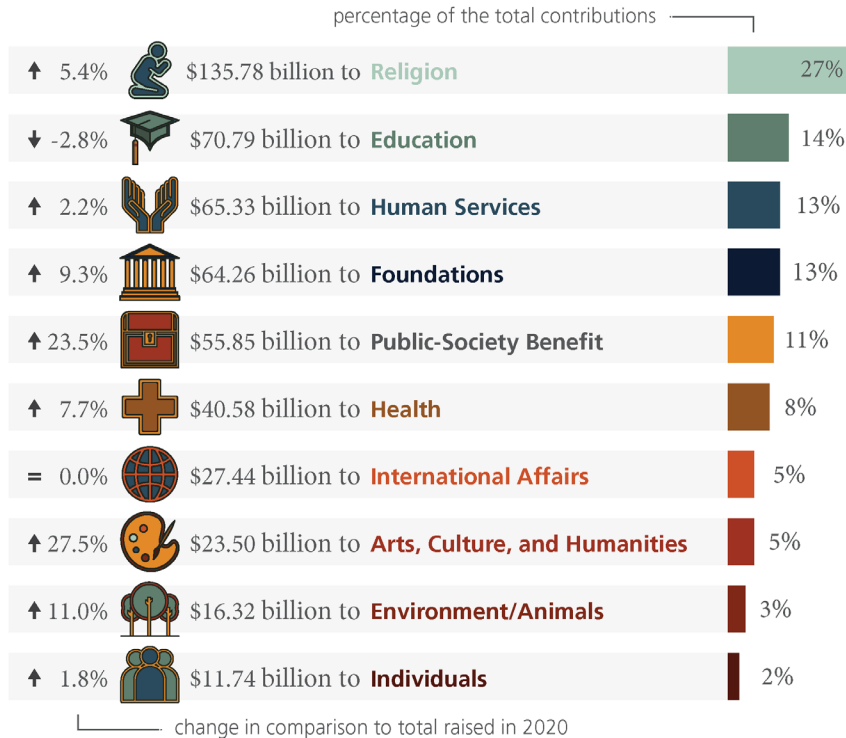**Giving by foundations** has grown for eleven consecutive years.

*All figures on this infographic are reported in current dollars unless otherwise noted.

Who Receives?

Where did the charitable dollars go?
Contributions by destination

percentage of the total contributions

	Change		Amount	Destination	%
↑	5.4%		$135.78 billion to	**Religion**	27%
↓	-2.8%		$70.79 billion to	**Education**	14%
↑	2.2%		$65.33 billion to	**Human Services**	13%
↑	9.3%		$64.26 billion to	**Foundations**	13%
↑	23.5%		$55.85 billion to	**Public-Society Benefit**	11%
↑	7.7%		$40.58 billion to	**Health**	8%
=	0.0%		$27.44 billion to	**International Affairs**	5%
↑	27.5%		$23.50 billion to	**Arts, Culture, and Humanities**	5%
↑	11.0%		$16.32 billion to	**Environment/Animals**	3%
↑	1.8%		$11.74 billion to	**Individuals**	2%

change in comparison to total raised in 2020

Donor-advised funds are among the fastest growing forms of giving. Learn more in the new chapter on Donor-Advised Funds.

Giving to **public-society benefit organizations** increased 23.5% in 2021, and is steadily growing larger as a share of total giving over time.

Several subsectors that struggled in 2020, such as giving to **health** and **arts, culture, and humanities**, experienced recoveries in 2021.

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.

Giving USA™
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Importance of Fundraising Strategies

- Diversify funding

- Increase success

- Assess fundraising options

- Keep the focus on fundraising goals

- Identify potential links

- Formalize fundraising plans

Creating the Fundraising Plan

- Current income position (past 2-3 years)
- Future plans (impact on revenues)
- Retaining existing income
- Set fundraising goals

Funding Opportunities

- Individual Donors
- Renewing annual donors
- Prospective annual donors
- Major Donors
- Board Giving
- Planned Giving
- Special Events
- Private Foundations
- Government Grants
- Business Donors/Sponsors
- Sponsorships
- Earned Revenue
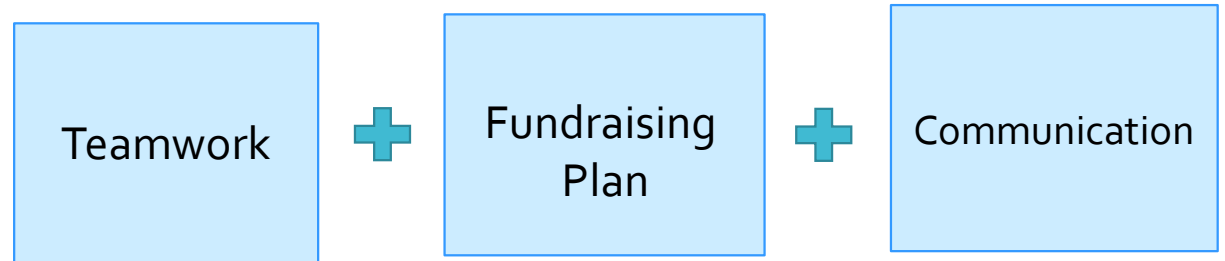
Creating the Fundraising Plan

Goal	Individual Donors	Strategy	Number to be Solicited	Average Gift	Estimated Income	Associated Expenses	Net Income	Completion Deadline	Staff Responsibilities	Board Dependencies
	Renewing annual donors		$	$	$	$				
	Prospective annual donors		$	$	$	$				
Goal	Major Donors	Strategy	Number to be Solicited	Average Gift	Estimated Income	Associated Expenses	Net Income	Completion Deadline	Staff Responsibilities	Board Dependencies
	Renewing annual donors		$	$	$	$				
	Prospective annual donors		$	$	$	$				
Goal	Board Giving	Strategy	Number to be Solicited	Average Gift	Estimated Income	Associated Expenses	Net Income	Completion Deadline	Staff Responsibilities	Board Dependencies
	Individual cash commitments		$	$	$	$				
Goal	Special Events	Strategy	Number to be Invited	Ticket Price	Estimated Income	Associated Expenses	Net Income	Completion Deadline	Staff Responsibilities	Board Dependencies
	Event name		$	$	$	$				
	Event name		$	$	$	$				
Goal	Private Foundations	Program Officer	Date of Meeting with PO	Target Ask Amount	Estimated Income	Associated Expenses	Net Income	Application Deadline	Staff Responsibilities	Board Dependencies
	Foundation name		$	$	$	$				
	Foundation name		$	$	$	$				
	Foundation name		$	$	$	$				

Creating the Fundraising Plan

Goal	Government Grants	Contact /Liaison	Date of Meeting with Liaison	Target Ask Amount	Estimated Income	Associated Expenses	Net Income	Application Deadline	Staff Responsibilities	Board Dependencies
	Agency/department name			$	$	$	$			
	Agency/department name			$	$	$	$			
	Agency/department name			$	$	$	$			
Goal	**Business Donors/Sponsors**	**Strategy**	**Number to be Solicited**	**Target Ask Amount**	**Estimated Income**	**Costs**	**Net Income**	**Proposal Deadline**	**Staff Responsibilities**	**Board Dependencies**
	Small & local businesses			$	$	$	$			
	Sponsorships			$	$	$	$			
	Corporation name			$	$	$	$			
	Corporation name			$	$	$	$			
Goal	**Earned Revenue**	**Strategy**	**Point of Sale Location**	**Item Price**	**Estimated Income**	**Associated Expenses**	**Net Income**	**Completion Deadline**	**Staff Responsibilities**	**Board Dependencies**
	Merchandise sales			$	$	$	$			
	Raffles			$	$	$	$			
	Volunteer groups			$	$	$	$			
	Concessions			$	$	$	$			
	TOTAL			$	$	$	$			

Creating the Action Plan

- Fundraising activities
- Resources allocated (staff, time, money)
- Prioritize activities (timeline/calendar)

Create a Development Program

1. Have a clear mission and vision
2. Write your case statement
3. Create "Elevator Speech" – 2 minute reason why you support
4. Engage board and staff
5. Provide options for giving (methods & items)
6. Communicate a clear & consistent message (story-telling)
7. Use a team approach
8. Steward donors (Thank & remember to be donor-centered)

Create a Development Program

1. Think Positive!

2. Have fun!

3. Integrate development into all activities & programs

4. Think of providing opportunities to support a worthwhile mission rather than "hitting people up for money."

Provide Giving Opportunities for Everyone

Where to Find Donors

- Ask board members

- Collect data (purchase lists, similar organizations donors, honor walls, etc.)

- Community Connections (friends, visitors)

- Church

- Businesses

Top Donor List

- Prioritize the top prospects
- Calculate total giving
- Identify number of years of continuous giving
- Involvement in organization
- Passion & commitment to organization

Developing a Data Base

- Number of donors
- Current & accurate contact information
- Giving history & patterns
- Reasons for support
- Software options
  - Techsoup.org

Cultivate Prospects

- Communicate through mailings and educational materials about your organization.

- Identify opportunities for involvement

  - Volunteer

  - Events

Why Donors Give

- To meet critical, basic needs.
- To give back to society by making the community a better place.
- A belief that those with more should help those with less.
- To bring about a desired impact or result.
- A request for money was made.

What Donors Expect

- Engaged with the Organization
- Outcomes Oriented (Impact vs. process oriented)
- Accountability (Fiscal and ethical)
- Regular Communication
- Transparency

Ways Donors Engage

- Giving
  - Believe in the cause
  - Organization depends on them
  - Know someone affected by the cause

- Doing
  - Events engage
  - Teach about how you get things done
  - Meet & interact with those impacted

- Communicating
  - Keep communications short
  - Don't always ask for money
  - Invest in content & strategy
  - Be cautious about over-solicitation
  - Follow-up with impact of their donation

Engaging Donors

- Donor Values (wants) vs. Organizational Needs
- IMPACT
  - What will their gift accomplish?
  - Tell stories, tell stories, tell stories

Steward the Donor

- Thank!

- Keep them informed.

- Increase their engagement with organization.

- Major gift activities and events.

- Create targeted communication – the inner circle.

- Educate about upcoming projects (future giving opportunities)

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