

Watch the webinar here:

<https://youtu.be/nF5ppRurDAs>





Making your Donors feel like Philanthropists

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What will we cover today

Why transparency in fundraising can win over donors

How you can switch from a transactional culture to a relational culture of giving

How to make your donors understand that they are philanthropists

Let's start with the Basics

**Fundraising =
transactional**

**Philanthropy =
relational**

Fundraising v Philanthropy

- Fundraising is defined as: “the seeking of financial support for a charity or cause”
- A culture of philanthropy is defined as: “a set of organizational values and practices that support and nurture development within an organization.”
- Fundraising is a part of building a culture of philanthropy but does not make up the whole.
- A simple way to think about fundraising vs a culture of philanthropy is: **getting a gift vs getting a donor**. A gift is one time, and it may or may not be repeated. Acquiring new gifts is almost always more consuming of resources than is renewing and growing an existing donor. Acquiring, maintaining and growing with donors always yields a lower cost per dollar ratio than does acquiring single gifts.
- Do you want immediate results or long-term sustainability?



Attitudes towards Money: Male v Female

Men

- Create wealth
- Demonstrates success, power & achievement
- High tolerance to risk
- Tax benefits; ego; comparison to peers

Women

- Preserve wealth
- Means to pursue paths that fit their deepest values; security; freedom from worry; responsibility to do something for others
- Risk averse
- Obligation to give back to their community; want to have an impact

Transactional fundraising

- Events
 - Raffles
 - Auctions
 - Cake stalls
- Annual Appeals
- Face to Face Fundraising
- Direct Mail
- Coin Collections



What donors want

Stories

**A problem to
solve**

Impact

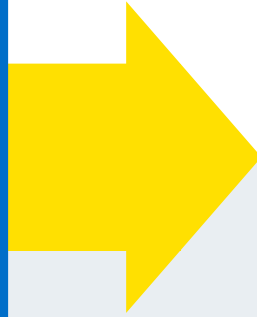
Transparency

Relationships

**Other
opportunities to
get involved**

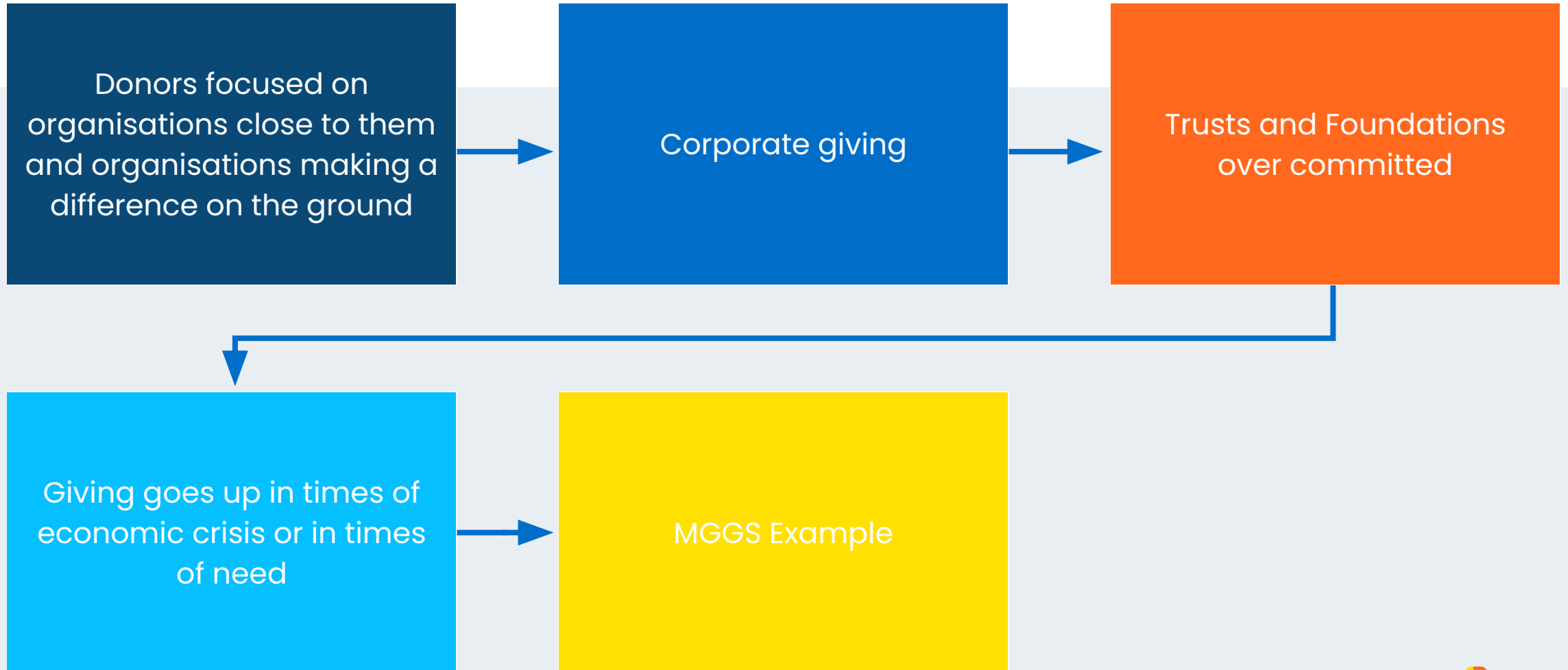
The Covid Effect: 2 Categories

Those that kept to their fundraising plan and continued to engage with their donors. They called and thanked them for their donations no matter the size of the gift and they had honest conversations about how the organisation was coping during the difficult times and how the donor was coping.



Those organisations that panicked and ceased all fundraising and left their donors “alone” as not to bother them as everyone was experiencing financial hardships and uncertainty. They thought that it would be insensitive to ask people for money.

What happened during Covid



The School setting

Fundraising opportunities

- Annual Fund
- Events
- Capital
- Major Gifts
- Scholarships/Bursaries/Building Fund
- Other: Anniversary celebrations/Sporting needs

Prospects

- Current and Past Parents
- Current and Past Staff
- Current and Past Board and Committee members

Event and Committee focused

Why transparency in fundraising can win over donors



Trust



Relationships



Feel they are apart of the family



They want to know the good; the bad and the ugly



They want to be part of the solution

How can you switch from a transactional culture to a relational culture of philanthropy

- Involve
- Ask
- Listen
- Share
- Celebrate
- Report
- Recruit



Hold engagement discussions

1. What do you love about the school?
2. How would you describe your experience at the school so far?
3. What do you think is the public image of the school?
4. Are you happy with how we communicate with you?
5. Are you aware of who is on the Board or the Executive?
6. Do you attend any of the school events?
7. Are you a volunteer on any school committees?
8. What are your philanthropic priorities?
9. Would you consider donating to the school? What resonates with you the most about giving to education?



How to make donors understand that they are philanthropists

- The word philanthropy or philanthropist seems to belong to another era
- 85% of women who participated in the Australian research define philanthropy as giving back to the community

GIVING BACK RATHER THAN PHILANTHROPY

Australian women are: humble, quiet, measured and thoughtful with their philanthropy

Philanthropy is the giving of....



Time



Talent



Treasure

Gender: it shapes giving behaviour, attitudes and motivations

“Fundraisers who adapt their practices to meet women as they prefer, find they are raising more dollars, gaining new donors, and meeting their goals faster than expected,”

– Gender Matters: A guide to Growing
Women’s Philanthropy

Our role in creating a culture of philanthropy

Engage

- Engage with online Giving Days and social media tools: Women use social media and more likely to be volunteers

Reach

- Reach women across their various life stages. Fundraisers should consider how to expand volunteer opportunities and target older alumnae or female past parents in creative ways

Recruit

- Recruit women onto your Boards and Committee's for their expertise.

Approach

- Approach couples together – find out who is making the philanthropic decisions

Questions to ask yourself

Are you bringing women together to help solve problems at your school or are you just "using" them as volunteers and to organize events?

How many women are on your Board?

Are you engaging with donors with things other than fundraising?

When putting together your solicitation strategy who are you approaching: men? Women? Couples?

Are you emphasizing to your donors the impact and affect of their donations?

Are you staying in touch with past parents and being strategic in your communications (ie Prize example)?

Are you looking for ways to make everyone feel welcome (Dads/alumni/staff)?

Are you discussing stewardship with your donors and what makes them comfortable?

Are you revising your stewardship plan ever 12 months and being creative? (ie NGV)

How are you keeping past parents involved?

*“Fundraising is the Gentle Art of
teaching someone the joy of
Giving”*

– Hank Rosso



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Thank you

About ToucanTech

ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!

Any questions?

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