The FUNDamentals of Relationship Fundraising

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What to Expect:

- Two Basic Approaches to Fundraising
- Why Relationship Fundraising Works
- The "Rights" of Relationship Fundraising Fundraising
- The Relationship Fundraising Method
Two Basic Approaches to Fundraising

- **bottom up**
  - raise awareness
  - capture attention
  - tell a compelling story
  - encourage action (giving!)
    - time
    - treasure

- **top down**
bottom up (casting the net)

- direct mail
- social media
- newsletters
- emails
- events

- driven by data
- expensive
- low return, but important
top down
(selective and strategic)

- leverages relationships
- focused on individuals
- warmer
- trusting
- bears the most fruit
Why Relationship Fundraising Works

In 2020, $471 billion was given to US charities.

Close to 80% came from INDIVIDUALS
The "Rights" of Relationship Fundraising

The right person asking the right prospect for the right amount for the right project at the right time in the right way.

A six-step donor-centered engagement strategy that builds relationships to convert individuals from transactional givers to generous relational donors to your mission.
1. Prospecting
2. Verify Capacity
3. Engage & Build Rapport
4. Make the Ask
5. Close the Deal
6. Acknowledge Generosity
Looking for Mr./Ms. "Right"

- Database/small gift donors
- Research
- Leads (mailings, events)
- Home gatherings
- the BOARD!
VERIFY CAPACITY

- Confirm prospect’s likelihood (link, interest, ability)
- Wealth Screening
- Philanthropic history

Swipe Left or Right?
The "Courtship"

- Secure first visit
- Listen, listen, listen
- Teach them about your mission
- Document (your database is your fundraising archive)
- Plan the ask (think about those "rights")
Popping the Question

- Should be well scripted, direct, and specific
- Be prepared for:
  - Yes!
  - No (could also mean “not now”)
  - Need to think about it
CLOSE THE DEAL

The "answer"

- Before the meeting ends, ask the magic question - "when would be a good time to follow up?"
- Don't leave the meeting without establishing the next date of contact
- Details, details, details
Happily Ever After

- Acknowledge the gift (Thank you!!)
  - Naming opportunity
  - Ground breaking
- Establish a plan to keep the donor engaged
- Periodic visits to convey ROI
- Continue to stay engaged for next “ask”
Questions?