WE MUST NOT ONLY GIVE WHAT WE HAVE, WE MUST ALSO GIVE WHAT WE ARE.

Theodore Roosevelt
OBJECTIVES

- To review basics of fundraising
- To understand the “Art of the Ask”
- To review cultivation and moves management
- To access the cost effectiveness of fundraising programs
- Develop an annual fundraising plan aligned with college goals and objectives
- Ways to evaluate our fundraising success
Fund Development vs. Fundraising

- Fund development is an ongoing process.
- Fundraising is asking for the gift.
- Stewarding the donor will increase your chances of a repeat donor.
Basics of Fund Development

- People give to people.
  - For services
  - Because of relationships
Mission is everything.

Monterey Peninsula College Foundation supports MPC by being strong advocates for the College in the community and by raising significant financial support for the College.
Basics of fund development

- Giving is an emotional event
- Not always a logical one
- Donors are friends and advocates
- Build trusting relationships with your donors and prospective donors
What is the number one reason people do not give to charity?

THEY AREN’T ASKED
THE POWER OF ASKING

- 75% Of households donate to charity
- 56% Were asked to give
- 95% Gave when asked
- 12% Bequests
- 5% Corporate Giving
- 4.6% Foundations
- 13% On-line

*Giving USA 2012, the Annual Report of Philanthropy*
- 76.6% of high net worth individuals give to education (Income $200K and above)

_Bank of America 2012 High Net Worth Philanthropy Brief_
IDENTIFYING/DEVELOPING A CONSTITUENCY

Constituency

• A group of people who give life, purpose, meaning and energy to the organization including
  o Students
  o Faculty and Staff (current and emeritus)
  o Those who support the issues
  o Board and staff members
  o The Foundation’s philanthropic base of donors
  o Alumni
IDENTIFYING/DEVELOPING A CONSTITUENCY

• Suspects vs. Prospects
• Evaluate donors’ gift potential by applying these criteria:
  - Ability
  - Linkage + Interest = AFFINITY
DEVELOPING A CONSTITUENCY

The Organization’s Universe

People with Similar Interests

Former Participants

General Donors, Employees & Others

Major Donors, Alumni, Staff, Board, Management, Faculty and Staff
Who gives, who asks and how?

- Individuals (86-88%)
- Foundations (7-10%)
- Corporations (4-6%)
Who gives, who asks and how?

- Board & staff have to give first
- Trained member of the organization should do the asking, including board members and staff
- Ask face to face
TIPS FOR SUCCESSFUL ASKING

- Do your homework
- Relate mission to donor’s interest
- Ask for a specific amount
- Let the donor do the talking
- Be equipped with the appropriate collateral for the ask
The sequence of donor decision making

Attention → Identification
Interest → Cultivation
Desire → Solicitation
Action → Stewardship

Once you get the gift – The stewardship begins
The Foundation must have:

- Clear sense of the mission and leadership to guide the mission
- Clear vision of how the mission relates to the community
Fund Development Professionals Must......

- Know how organizations meet the needs of the community
- Know how the Foundation meets the needs of its constituency
- Have a solid fundraising goal and plan
- Be able to articulate the benefits to the community and its donors
FUND DEVELOPMENT PROFESSIONALS MUST......

- Adopt a strategic plan
- Evaluate fundraising readiness
- Take appropriate steps to train when required
- Create annual development and operational plans
- Track all activities
- Adjust the plan when necessary
- Understand the concept of the donor pyramid
Benefits of Annual Giving

- Acquire new donors
- Renew donor support annually
- Cultivate donors to higher levels
- Build donor loyalty
- Identify and involve leaders
- Identify major gift prospects
- Steward donors after the gift
Writing the Annual Fund Development Plan

Needs

- Mission Statement
- Goals for each project
- Case statement for each project
- Overall Development goals
- Stretch goals
- Overall and individual fundraising projections
- Fundraising methods and strategies for each project
DEVELOPMENT PLAN COMPONENTS

- Individual Giving ($0 - $999)
- Individual Major Donors ($1,000+)
- Corporate Donations (Non-Event Corporate Donors)
- Events (Non-Alumni)
- Grant and Foundation Partnerships
- Alumni Giving
- Direct Mail (Direct Response Fundraising)
- Board Campaign
- Planned Giving
- Donor Database
- Donor Recognition/Cultivation
- Continue Relationship with College
**Evaluate your Fundraising Effectiveness**

Match our goals with our methods

<table>
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<th>Method</th>
<th>Objective</th>
<th>Goal</th>
<th>Amount Raised</th>
<th>Resources Required</th>
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Development Plan
Evaluate your Fundraising Effectiveness

- Match your goals with your method
- Assess the benefits of your activities
- Balance the mix

Don’t become discouraged!!
MPC Foundation Funding Sources 2011

Funding Sources

- 13% President’s Circle
- 41% Foundations
- 35% Major Gifts from Individuals
- 6% Corporate
- 5% MPC Faculty, Staff and Alumni
**Development Pyramid**

### 2012 Actual

- **$728,000** (As of 12/17/2012)
  - 371 donors at $45,000
  - 24 donors at $17,000
  - 110 donors at $168,000

### 2013 Goal

- **$802,000** (Increase of 10%)
  - 408 donors at $50,000
  - 26 donors at $19,000
  - 121 donors at $185,000

*All gifts, dues and pledges between 1/1/12 – 12/17/2012 from all donors reported in actuals (excluding ticket sales)*