donorperfect

Get Off the Fundraising Treadmill:

Shake Up Your Regular Routine to Raise More for Your Cause

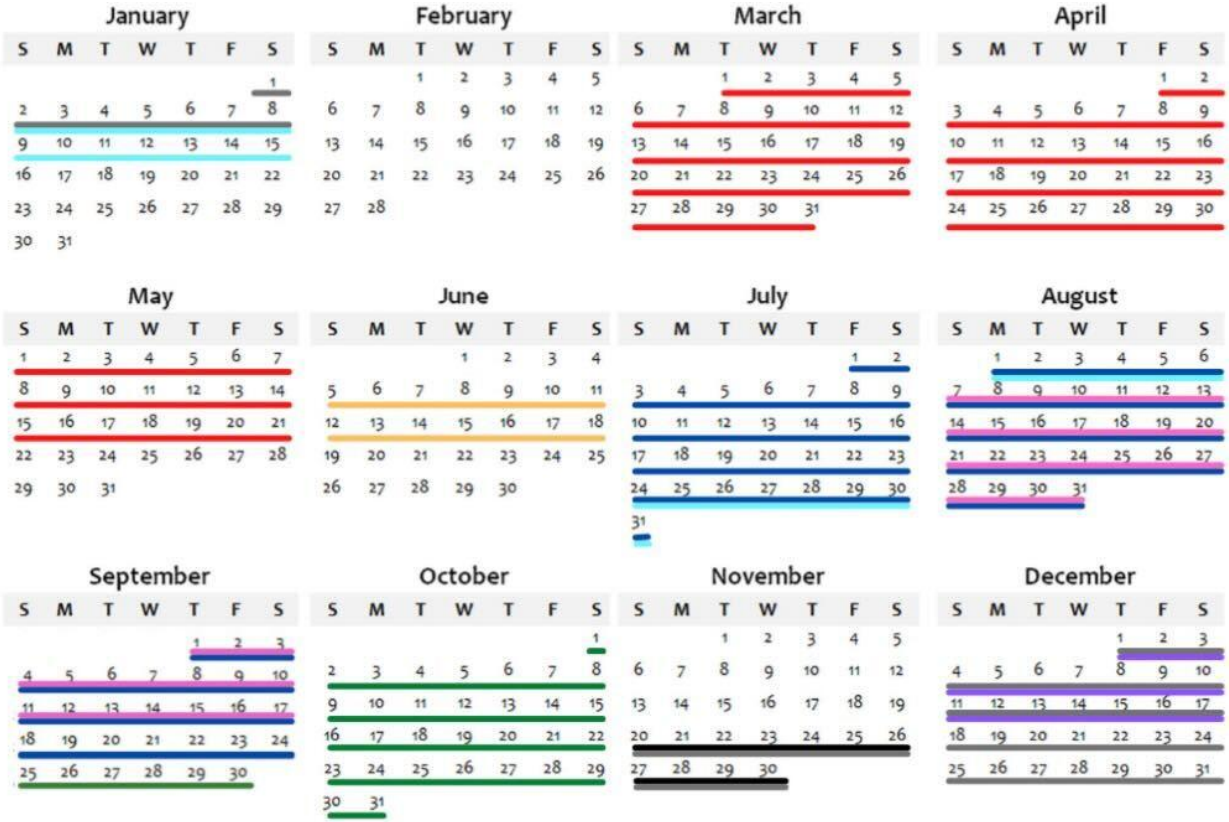
Land Acknowledgement

Hello!

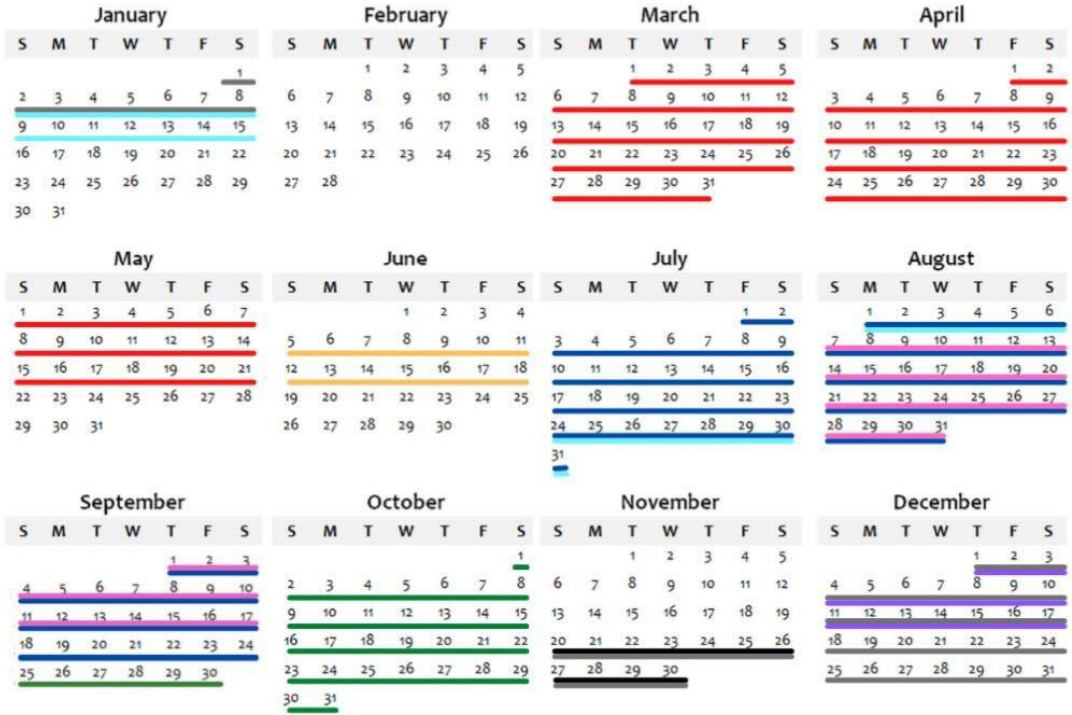
I'm Julia,

Communications Manager at DonorPerfect.

What is the fundraising treadmill?


January
February
March
April
May
June
July
August
September
October
November
December

- Golf Fundraiser
- Reorganization of Fellowship Groups
- Reorder of Printed Communications
- Year End Campaign



We were on the treadmill

Why did we do this?

- It has worked each year.
- With a plan, I could focus my energy on execution instead of ideation.
- The other staff members knew what to expect and what was expected of them.

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How could this be detrimental?

- Everyone would get bored.
- Problems were not being solved.
- It just isn't working.

Benefits of leaving the treadmill

- Diversify
- Other workout equipment may be more beneficial
- Evaluation

Orange County School of the Arts

The Inputs

- Tuition free donation dependent charter school
- 33 Individual Programs to Support

The Issues

- Resource intensive, rinse and repeat pledge process for parents

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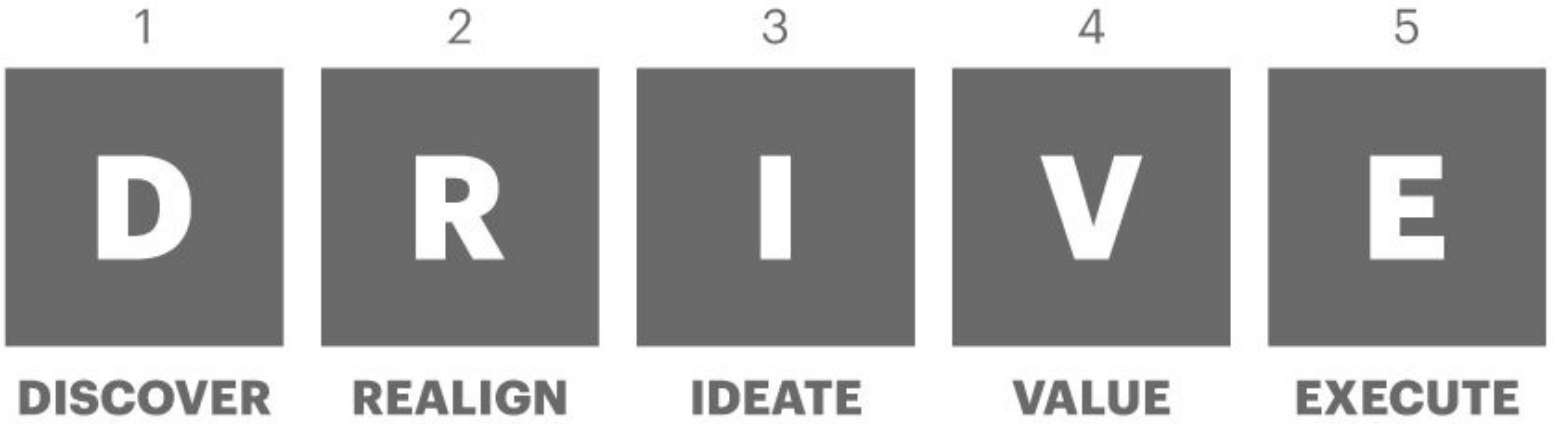
The Solutions

- CRM + QGiv electronic forms for pledges
- Crowdfunding Pages

Are you on the fundraising treadmill?

Pull the Plug on the Treadmill



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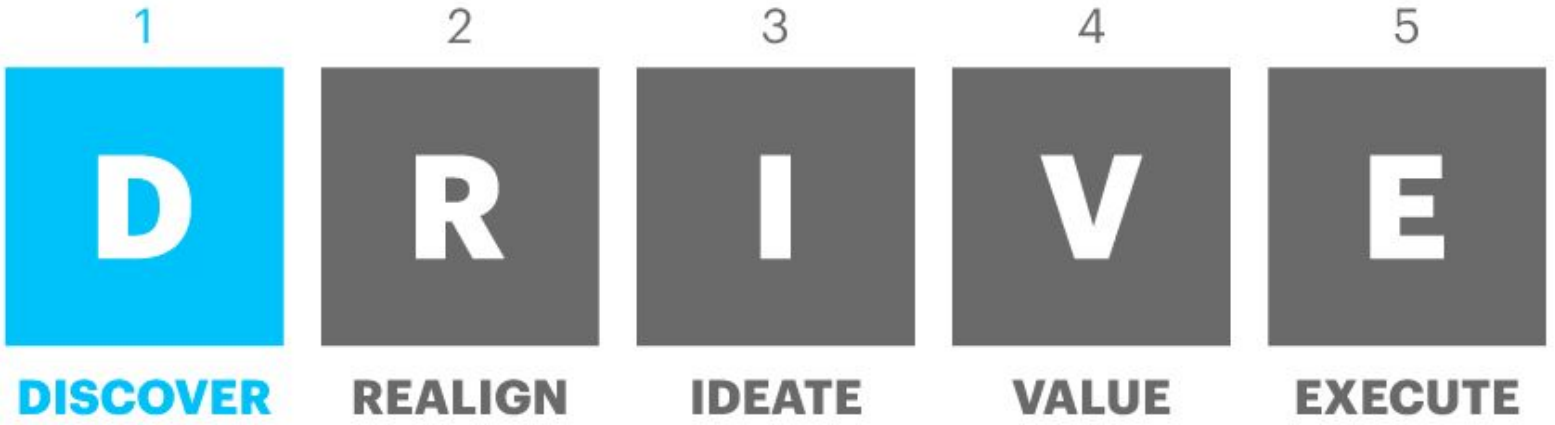

How did he discover the problem?

Talked to the kids living through the experience.

You can do that too.

Talk to the people living through the experience of your treadmill.

- Other staff
- Donors

Discover the problem: Staff

	Stop	Start	Continue
Sheri			
Jamar			
Robert			

Discover the problem: Staff

	Stop	Start	Continue
Sheri		**Kickoff meetings**	
Jamar			
Robert			

Discover the problem: Staff

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Robert	**Selling tickets anywhere other than our form**		

Discover the problem: Staff

	Stop	Start	Continue
Sheri		**Kickoff meetings**	
Jamar			**Using beneficiary stories during the event**
Robert	**Selling tickets anywhere other than our form**		

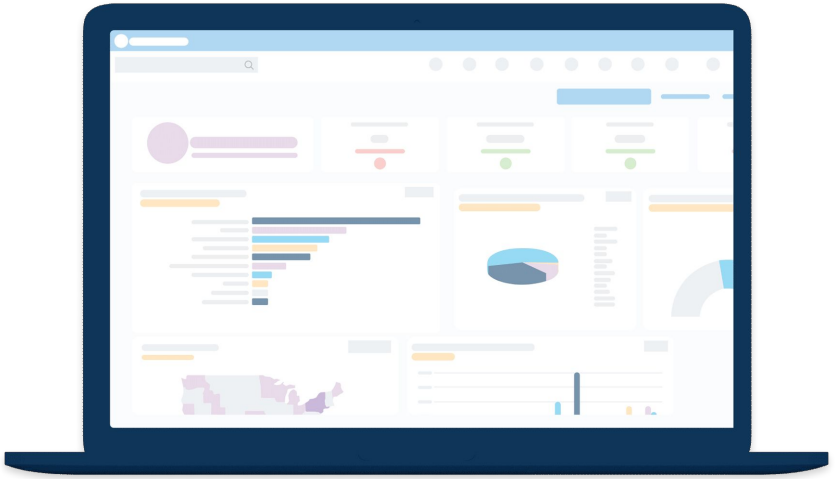
Discover the problem: Donors

Declining numbers

- Attendance
- Giving
- Retention

Donor testimony

- SYBUNTs
- Former board members



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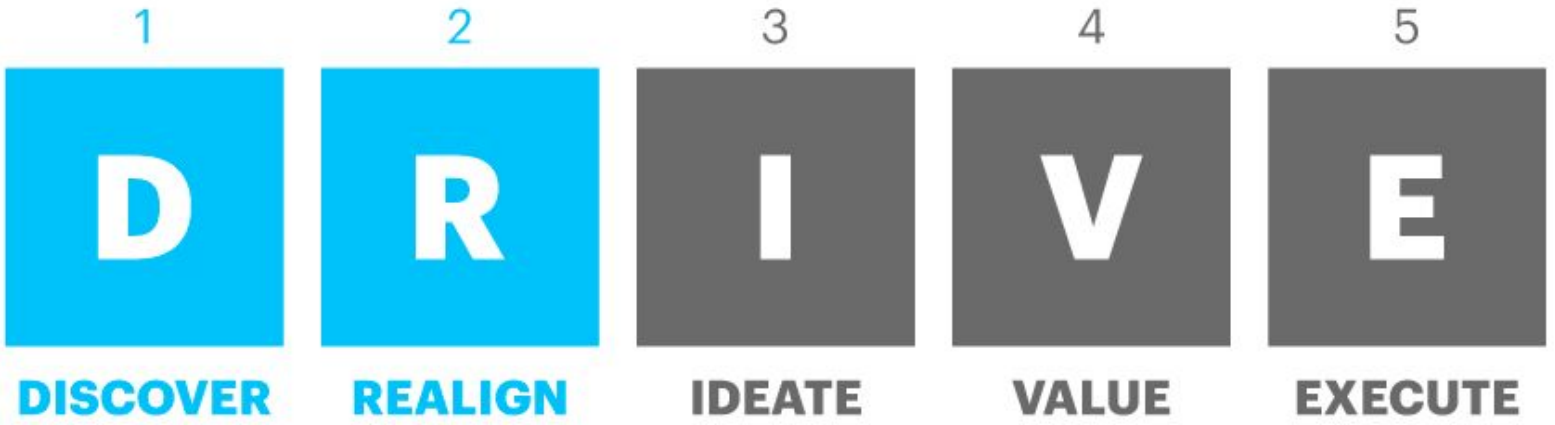

Alignment is two-fold

1. Remove Bias

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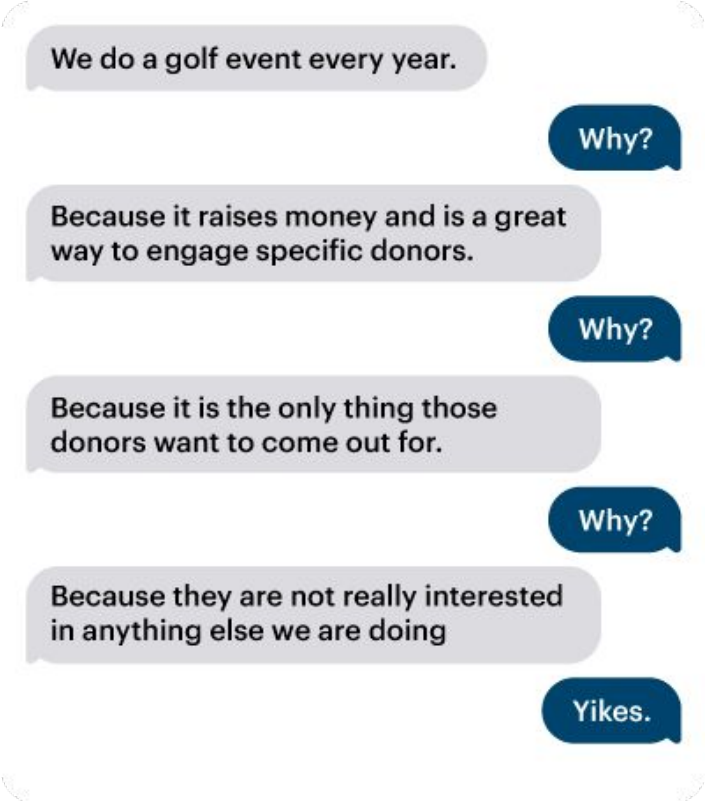


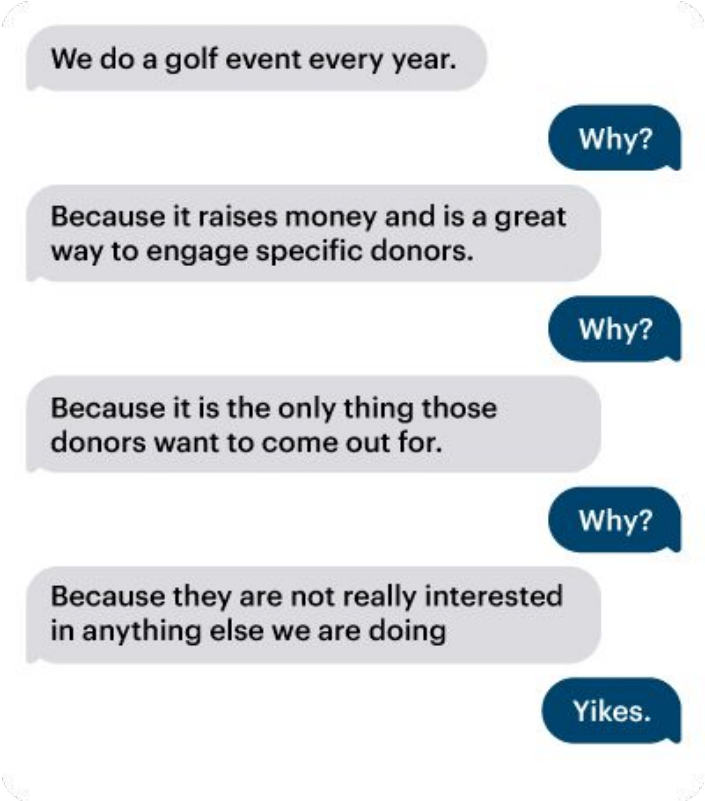
Are your donors on their own fundraising treadmill?

4 Strategies to build multichannel donor relationships

SCAN TO DOWNLOAD

Alignment is two-fold

1. Remove Bias



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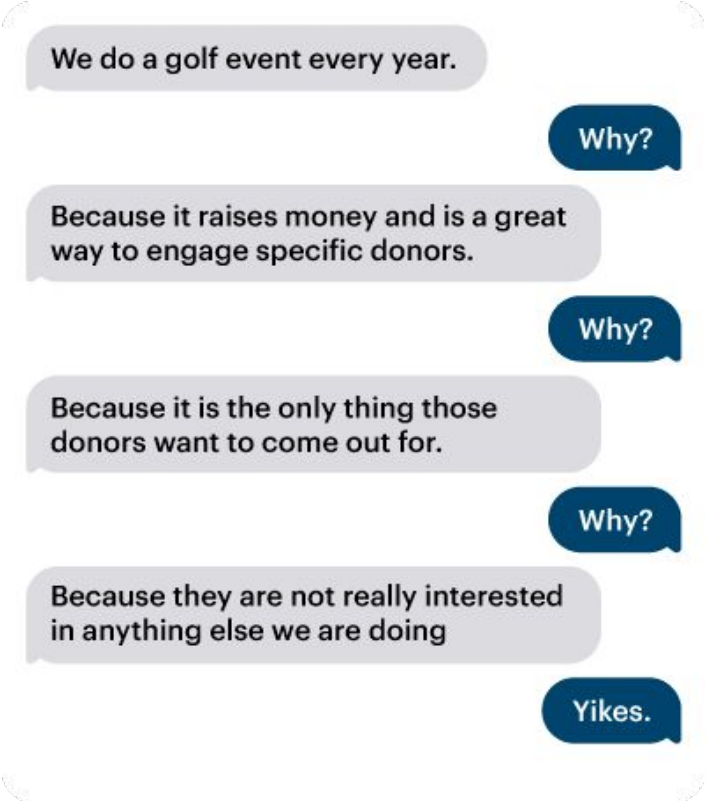


2. Provide proof

Alignment is two-fold

donorperfect

1. Remove Bias

We do a golf event every year.

Why?

Because it raises money and is a great way to engage specific donors.

Why?

Because it is the only thing those donors want to come out for.

Why?

Because they are not really interested in anything else we are doing

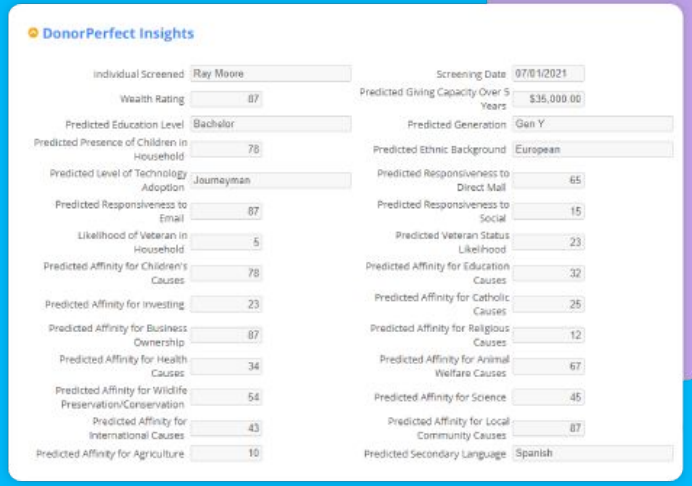
Yikes.

2. Provide proof

Reports

Comparisons

- Other organizations



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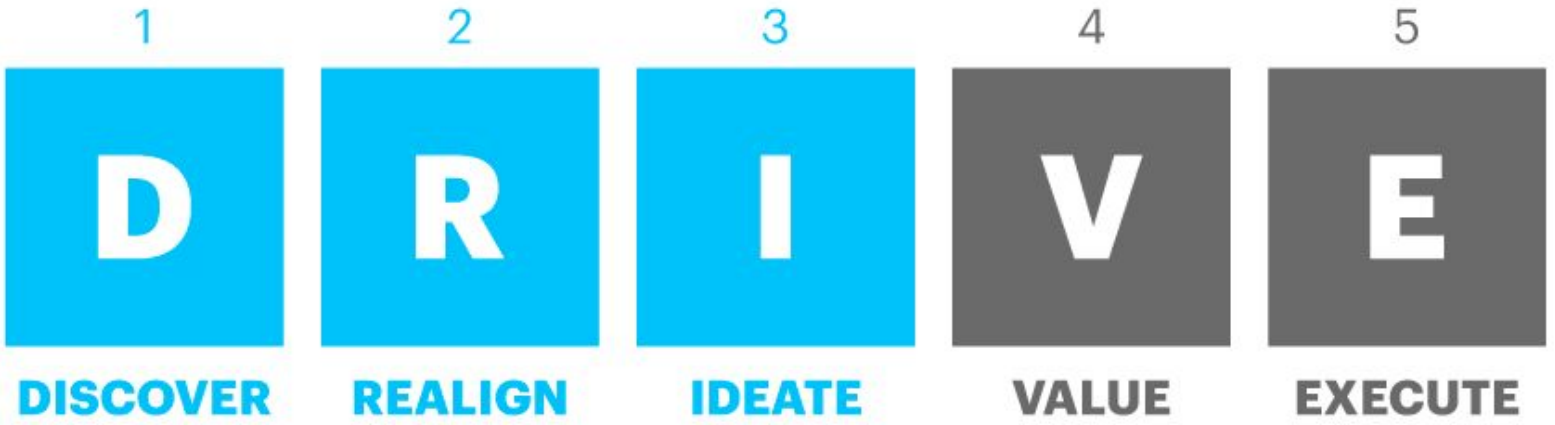

Get Creative: Storyboarding

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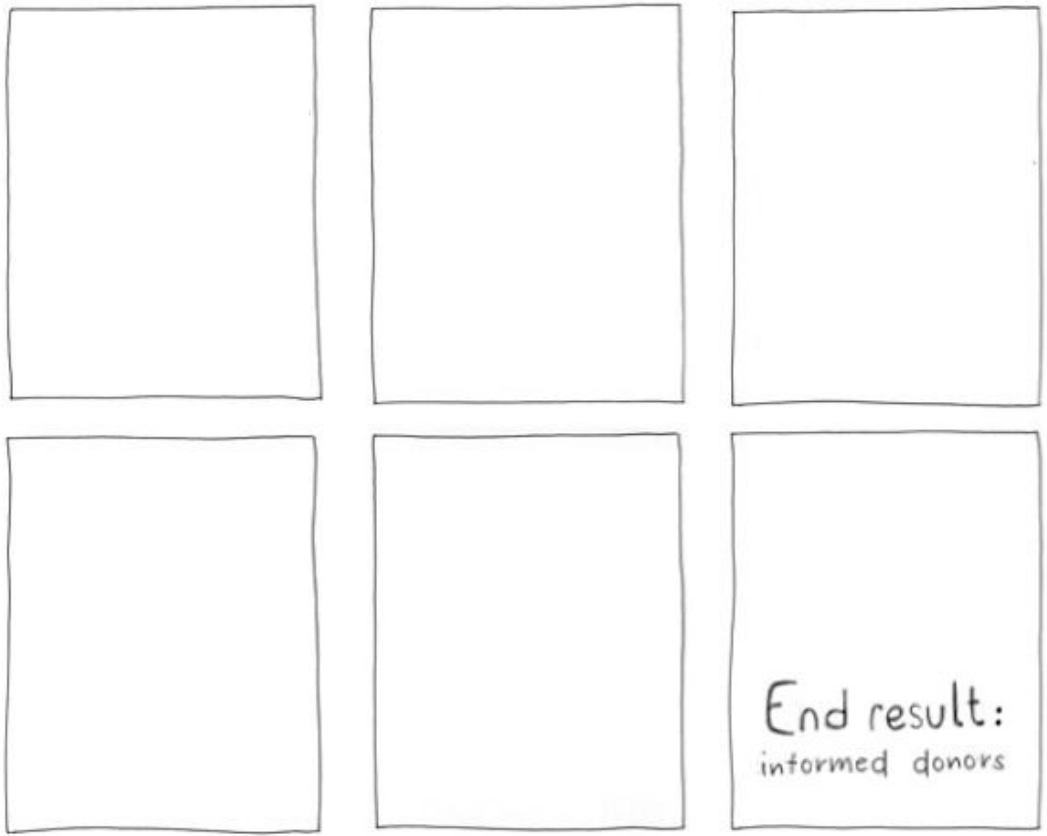

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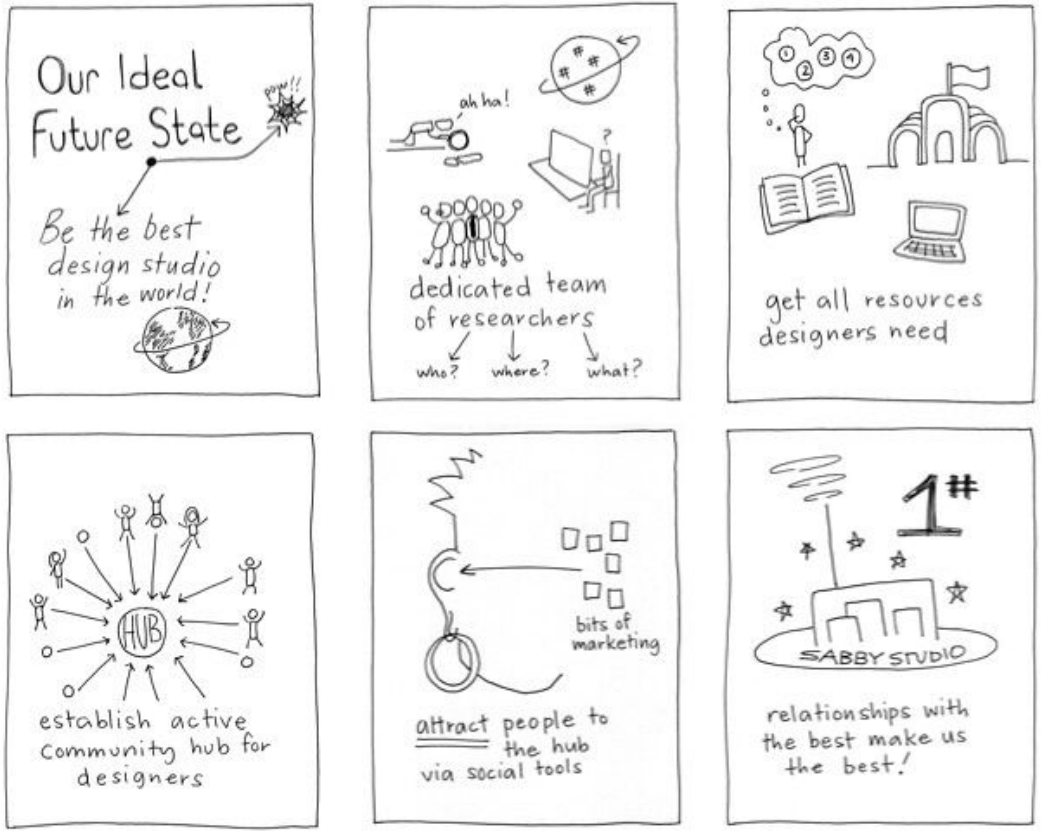

Get Creative: Think as someone else

- Development team
- Program team
- Executive team
- Event attendees

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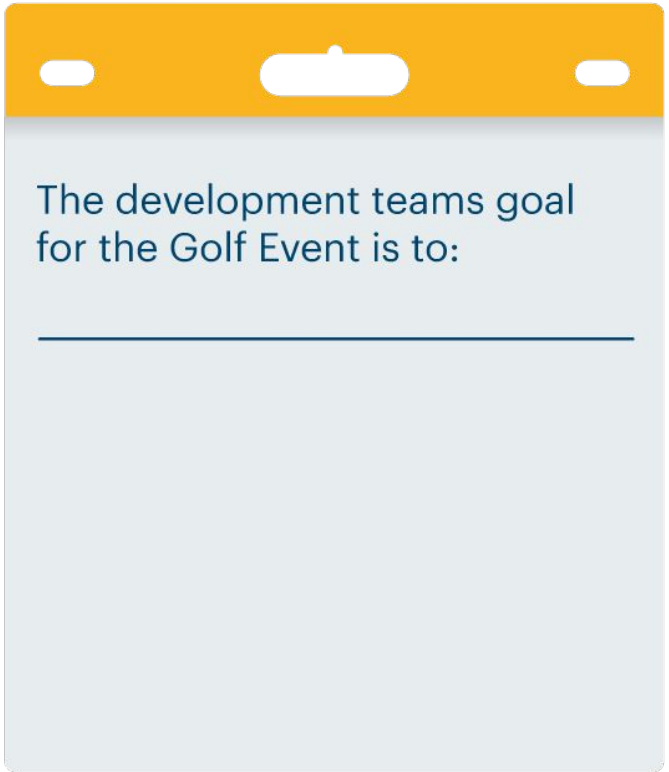
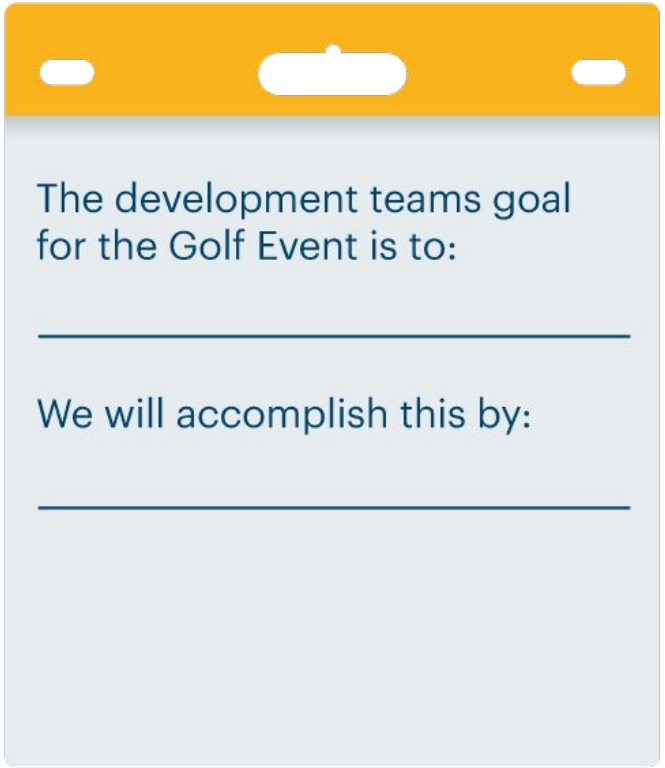


Get Creative: Think as someone else

- Development team thinks as the program team
- Program team thinks as the executive team
- Executive team thinks as the event attendee
- Event attendees thinks as the development team



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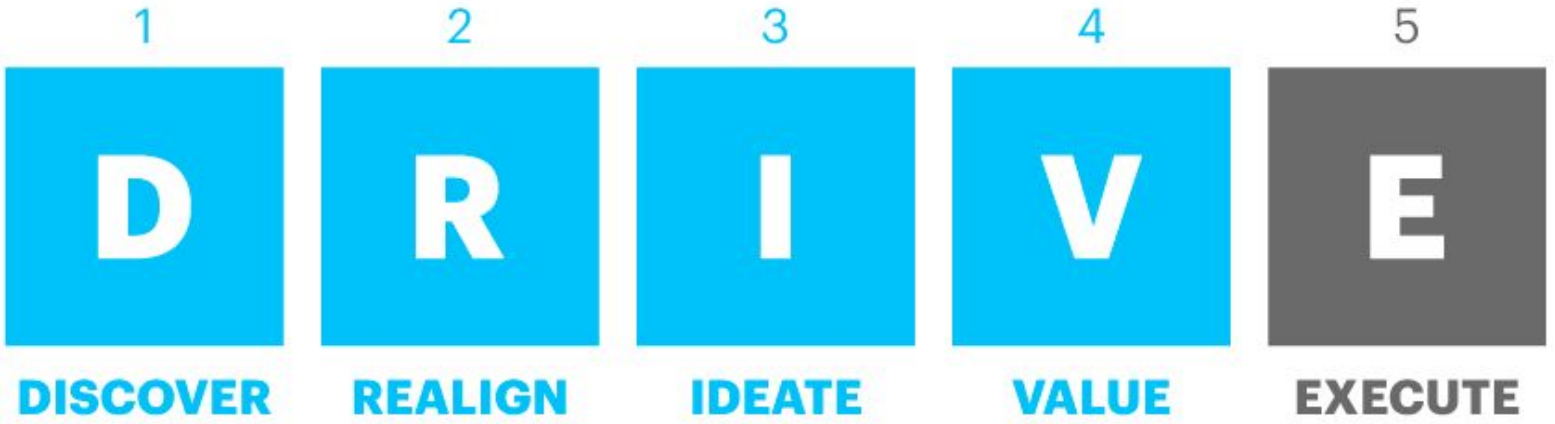
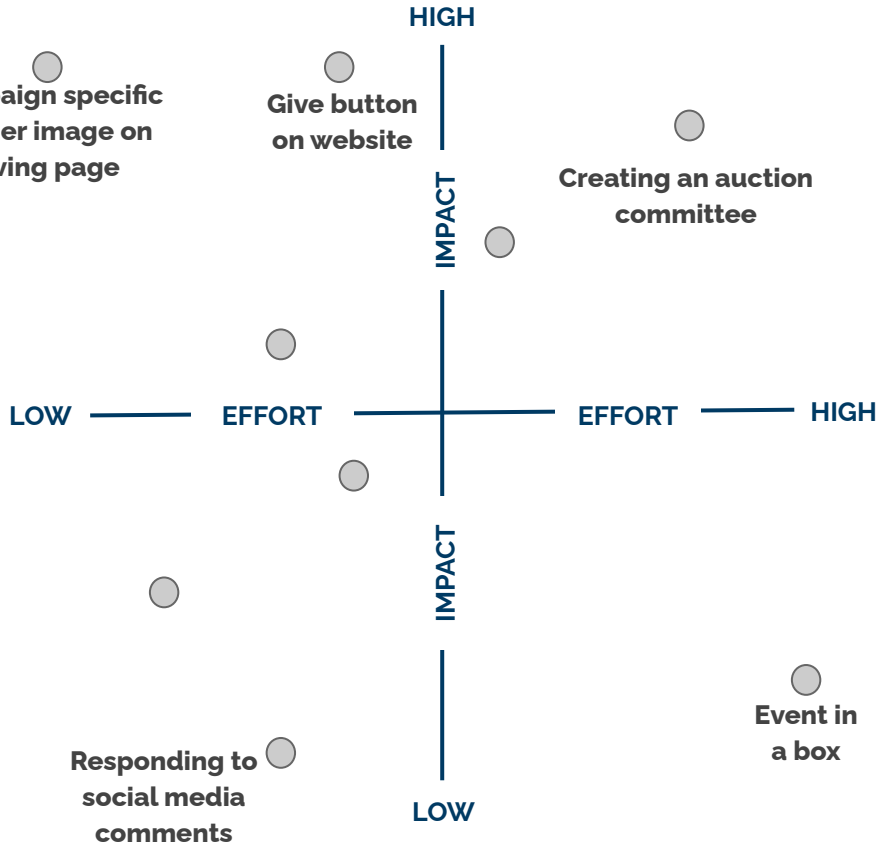


Prioritize


HIGH
Campaign specific header image on giving page
Give button on website
Creating an auction committee
IMPACT
LOW
EFFORT
EFFORT
HIGH
IMPACT
Responding to social media comments
Event in a box
LOW

Weighted Scorecard

	CRITERIA 1	CRITERIA 2	CRITERIA 3	
CRITERIA DESCRIPTION	COSTS (TIME & FUNDING)	DONOR REACH	RETURN ON INVESTMENT	
	CRITERIA 1	CRITERIA 2	CRITERIA 3	WEIGHTED SCORE
WEIGHT (1-5)	2	4	4	10
	20%	40%	40%	100%
OPTIONS	CRITERIA 1 SCORES	CRITERIA 2 SCORES	CRITERIA 3 SCORES	
GALA EVENT	5	2	4	3
FUN RUN	2	1	2	2

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OPTIONS	CRITERIA 1 SCORES	CRITERIA 2 SCORES	CRITERIA 3 SCORES	
DATA PRJOECT	4	5	4	4
BOARD HOME EVENT	1	4	3	3
FOCUS ON MONTHLY GIVING	2	3	5	4
CROWDFUNDING CAMPAIGN	1	3	2	2

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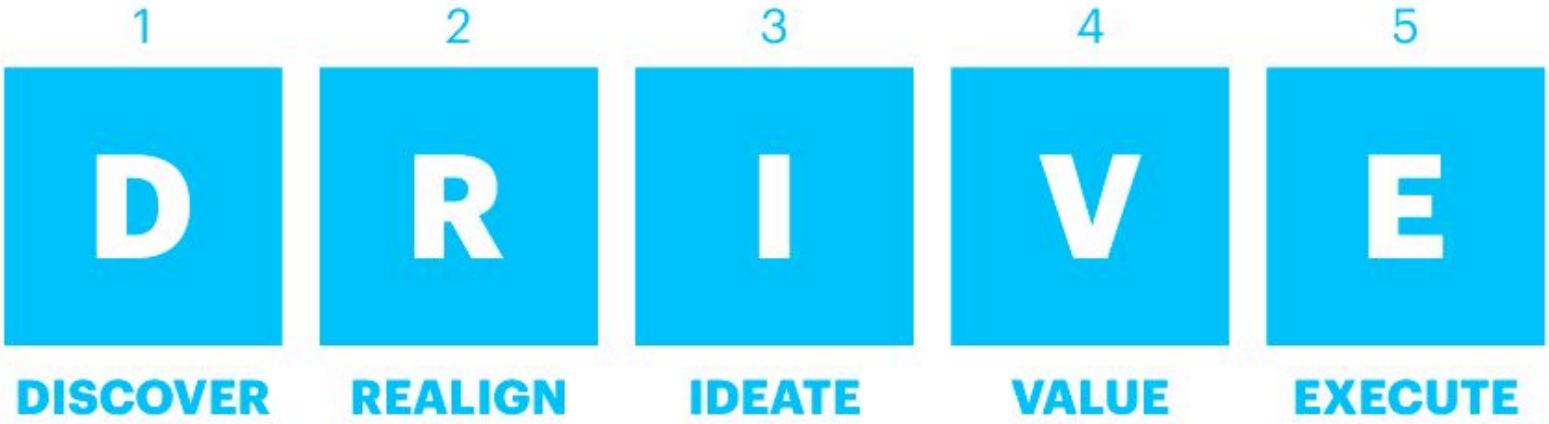
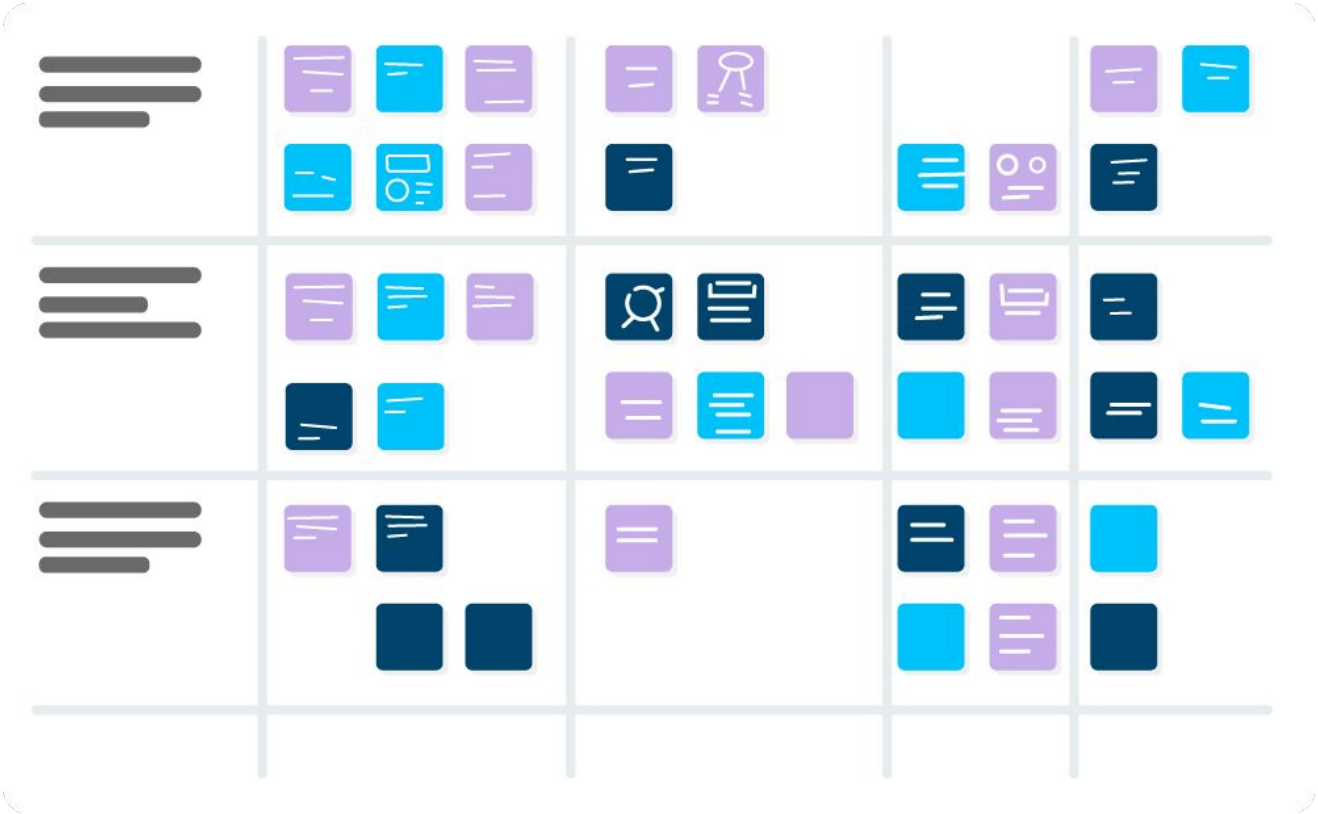


Get Organized



Align Your Team

Clear Vision of Success

Achievable Measures of Success

Habits of a high functioning team

- Kick off meeting
- Strategy brief
- Project plan & timeline
- Clear milestones & deliverables

Agile Project Management

- Sprint: Period of time to accomplish work (2 weeks)
- Sprint Planning: What will you get done in the sprint
- Scrum: Daily check-in to stay aligned on progress
- Sprint Demo: Review what has been completed this sprint
- Retrospective: Reflect on what worked and what can be improved
- Backlog: Ideas being scoped for a future sprint

If you take away only one thing, it should be this.

Are you on the fundraising treadmill?

Next Steps

Do this now.

Go back to your organization and take a critical look at the treadmill you're on, and your supporters are on.

Challenge your assumptions. Open yourself up to the unknown. Take your first step off the treadmill by seeing it for what it is.

Thanks!

Any questions?

You can find me on LinkedIn or email me at JuliaGackenbach@donorperfect.com

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