

# INTEGRATED FUNDRAISING ... AT ITS BEST!

*Presented by:*

**Trudy G. Lee, CLA, CSPG**  
**Director of Planned Giving**  
**Southeast Missouri University Foundation**  
**One University Plaza, MS 7300**  
**Cape Girardeau, MO 63701**

**Office: (573) 651-5935**  
**Cell: (573) 586-8479**  
**Fax: (573) 651-2598**  
**Email: tglee@semo.edu**

## **Priority #1: Understanding the Donor/Prospect**

### *Who are you raising \$\$ from?*

- ▶ Current focus in fundraising: “donor-centered” and “relationship building”
- ▶ Fundraising (charity-centric) vs. Creating Philanthropists (donor-centric)
- ▶ Philanthropy: the altruistic concern for human welfare and advancement, usually manifested by donations of money, property, or work to needy persons, by endowment of institutions of learning and hospitals, and by generosity to other socially useful purposes.
- ▶ Successful nonprofit organizations meet the donor on the donor’s terms, asking for a **handshake** instead of a **handout**.
- ▶ Most people truly want to **make a difference**. Help people change their lives by helping them change the lives of others!
- ▶ **Feelings and emotions** are much more important to the decision to give (or not to give) than analytical considerations. **People give where their heart is!!**

## **Priority #2: Understanding the Institution’s Needs**

### *What are you raising \$\$ for?*

- ▶ Endowment – scholarships, operational and programmatic needs
- ▶ Capital needs – new facilities, renovation, campaigns, naming opportunities
- ▶ Operations – specific programs, unrestricted funds
- ▶ Case Statements and beyond – be able to state the mission of the organization accurately, concisely, clearly and passionately!

## **Priority #3: Understanding How to Match the Donor/Prospect with the Nonprofit’s Needs**

### *How do you raise the \$\$?*

▶ **Volunteers and Events**

Activities: Memberships, Alumni Associations  
Volunteer and Auxiliary Programs  
Networking and Service Opportunities

Events: Cultivation Events  
Recognition Events  
Benefits and Fundraisers

Focus of Volunteer Programs: “friend-raising”, maintaining connections with community, providing critical agency services, building relationships

Focus of Events: “fundraising”, increasing public awareness and visibility, cultivating prospects, recognizing current donors

High cost per dollar raised for benefits and fundraisers

▶ **Direct Mail and Annual Giving**

Direct Mail, E-Solicitations, Telefund, Online Gifts

Generally to unrestricted but can be designated

Targeted special groups, e.g., alumni, staff, faculty, parents

Matching Gift Programs

Focus on: Individuals giving from INCOME  
Segmentation based on constituencies and giving histories  
Developing relationships on a broad scale  
Acquisition of new donors  
Retention of and increase gifts from past donors  
Moving donors up the pipeline for Special/Major/Planned Gifts

High cost per dollar raised for Acquisition

Moderate cost per dollar raised for Renewal

▶ **Corporate Relations**

Philanthropic gifts from businesses through grants and in-kind gifts

Event sponsorships primarily from businesses’ marketing budgets

Matching gift programs provide a benefit to employees

Partner with program areas, e.g., admissions and career services

Focus on: Solicitation of mid-range to major gifts  
Positive relationships with business community  
Providing positive visibility for businesses  
Volunteer or career placement opportunities

Low to moderate cost per dollar raised

▶ **Grant Writing**

Grant requests to Foundations (Corporate/Private) and Government Agencies

Monitor compliance with reporting requirements on grants received

Closely involved with government relations

Focus on: Relationship building with funding agencies  
 Programs to meet community needs  
 Outcome measurements  
 Challenge Grants and Matching Funds

Low to moderate cost per dollar raised

▶ **Major Giving\***

Cultivation and solicitation of individual prospects

Gifts generally designated for a specific purpose

Criteria for “major” depends organizational policies and donor’s perspective

Special gift category may be step between annual and major gifts

Often involves professional advisors in the process

Focus on: Solicitation of gifts from donor’s INCOME and ASSETS  
 Long-term relationships with donor  
 Capital campaigns and endowment

Low to moderate cost per dollar raised

▶ **Planned Giving\***

Education and marketing regarding charitable gift planning

Cultivation and solicitation of individual prospects

Gifts generally designated for a specific and future purpose

Always involves professional advisors in the process

Focus on: Solicitation of gifts from donor’s ASSETS and ESTATE  
 Long-term relationships with donor and family  
 Collaborative relationships with advisors  
 Future (or deferred) receipt of gift  
 Often designated for endowment

Low cost per dollar raised

**\*Continuum of Planned and Major Gifts**

**OUTRIGHT GIFTS • LEAD TRUSTS • LIFE INCOME PLANS • BEQUESTS**

<p><b>IRREVOCABLE</b>                  Donor contributes both income and principal now                  – receives current tax benefits</p>	<p><b>“SPLIT INTEREST”</b>                  Degree of control, tax benefits, financial result to donor and family vary with type of gift</p>	<p><b>REVOCABLE</b>                  Donor retains income and control during life with no lifetime tax or financial benefits</p>
---	--	--

► **Integration of Various Fundraising Methods**

Why is it important?

Donors enter into process at different points and gravitate to others.

Effective use of budget increases impact across all programs!

What could keep it from happening?

Competition – Fear – Miscommunication – Silos

Immediate needs overshadowing long-term goals

Collaboration and integration must provide benefits in BOTH DIRECTIONS:

Planned Giving to:	Major Giving	Blended Proposals; Triple Ask
	Direct Mail/Annual Gifts	Unrestricted Endowment Campaign; Triple Ask
	Volunteers/Events	Educational Opportunities
	Corporate Relations	Gift Planning with Small Business Owners
	Grant Writing	Matching/Challenge Grants; ID Private Foundations
Major Giving to:	Planned Giving	Blended Proposals; Triple Ask
	Direct Mail/Annual Gifts	Challenge Grant Opportunities; Triple Ask
	Volunteers/Events	Potential Corporate Sponsorships
	Corporate Relations	ID Prospects and Corporate Connections
	Grant Writing	Matching/Challenge Grants; Leverage Potential Grants
Direct Mail & Annual Gifts to:	Major Giving	ID Prospects (increased size of gift)
	Planned Giving	ID Prospects (consistency); Direct Mail Collaboration
	Volunteers/Events	ID Interested Individuals; Online Collaboration
	Corporate Relations	Matching Gift Programs for Employees
	Grant Writing	Meet Goals for Matching/Challenge Grants
Grant Writing to:	Planned Giving	Matching/Challenge Grants; Leverage Potential Gifts
	Major Giving	Matching/Challenge Grants; Leverage Potential Gifts
	Volunteers/Events	ID Connections; Volunteer Opportunities
	Corporate Relations	Assistance with Corporate Foundation Grants
	Direct Mail/Annual Gifts	Opportunities for Matching/Challenge Grants
Corporate Relations to:	Major Gifts	ID Corporate Partners for Major Gifts
	Planned Giving	ID Small Business Owners for Planned Gifts
	Volunteers/Events	Sponsorships; Networking; Placement Opportunities
	Direct Mail/Annual Gifts	Matching Gift Programs for Employees
	Grant Writing	Prospects for Corporate Grants
Volunteers & Events to:	Planned Gifts	ID prospects (affinity; age; interests)
	Major Giving	ID prospects (involvement; capacity)
	Direct Mail/Annual Gifts	Online Collaboration
	Corporate Relations	Marketing Opportunity; Placement Opportunities
	Grant Writing	ID Connections with Grant Funders

► **Support Functions**

Prospect Research and Information Systems –

- FLAG prospects for larger gifts
- Moves Management Process
- Identify trends and analyze for opportunities and challenges

Marketing and Public Relations –

- Tells the story but must have a story to tell
- Often the “first impression” for a potential donor
- Success shown by increased face to face conversations

Stewardship and Acknowledgment –

- Thank donors immediately and repeatedly
- Doing it right leads to further cultivation and often the next gift
- Not doing it right can close the door to any future opportunity

► **Environmental Issues**

Legal – Increased importance of **accountability** and **transparency**  
 IRA charitable rollover opportunities (pending)  
 Estate tax, income tax, and other tax law changes

Societal – Demographic changes and varied family structures  
 Generational differences – present and future  
 Impact of Globalization

Industry Trends – “3<sup>rd</sup> party charities” (e.g., donor advised funds)  
 Changes in campaign strategies

Technology – Accessibility of information and social networking

Economy – Integrated program allows for greater adaptability  
 Focus shifts to planned giving in uncertain economy

