



# Secrets to Fundraising Success

Presented by Michael D. Bruni

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*SCPGC – December 14, 2011*

# closed doors, Open Windows



POSITIONING YOUR ORGANIZATION FOR SUCCESS

## Presentation Overview

### **PART ONE: The Giving Environment**

>> Insights to the Philanthropic Marketplace

### **PART TWO: Asking Intelligently**

>> The Four Questions

>> Thinking Differently

*your* BUSINESS. *our* PASSION.



# Part One: The Giving Environment

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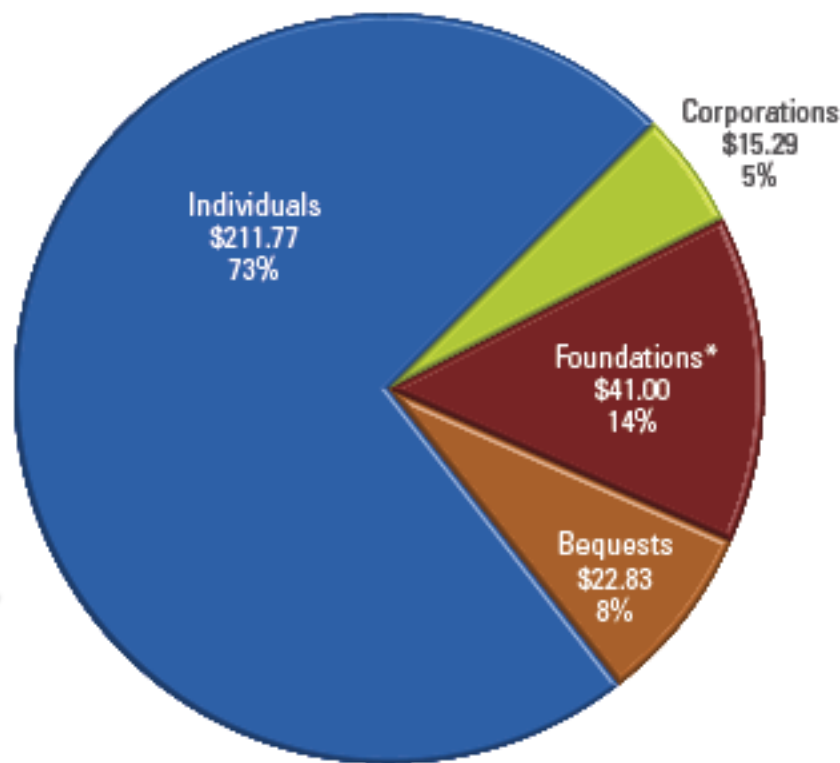
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# marketplace Overview

GIVING USA: 2011 ANNUAL REPORT ON PHILANTHROPY

**2010 Charitable Giving Total: \$290.89 Billion**



SHOW THIS  
CHART TO  
YOUR BOARD

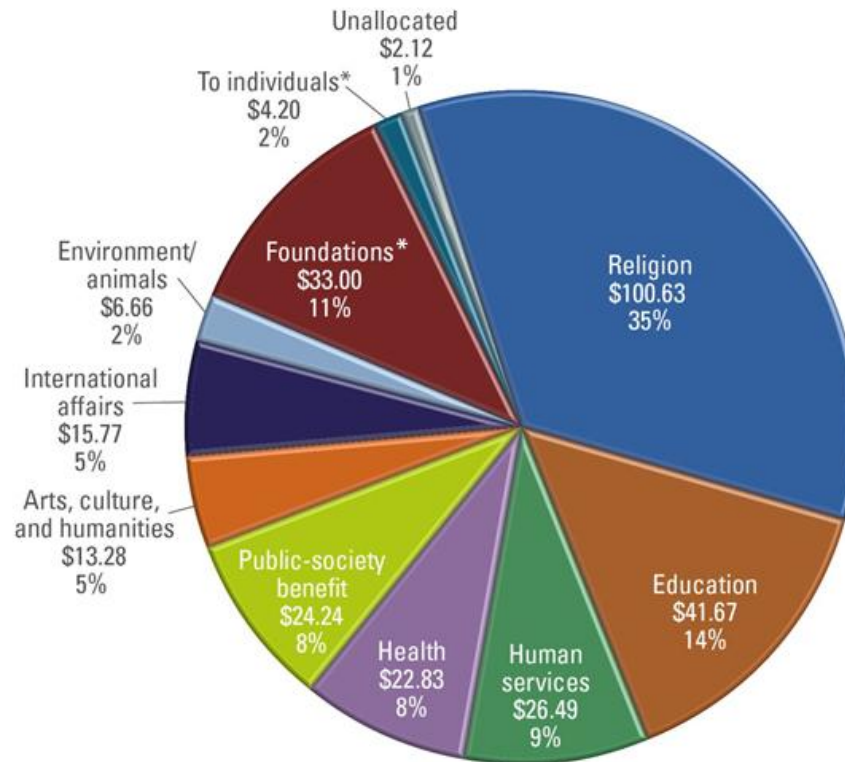
\*The giving by foundations estimate is provided by the Foundation Center.

*your* BUSINESS. *our* PASSION.

# marketplace Overview

GIVING USA: 2011 ANNUAL REPORT ON PHILANTHROPY

**2010 Charitable Giving Total: \$290.89 Billion**



Includes rounding to get to 100%

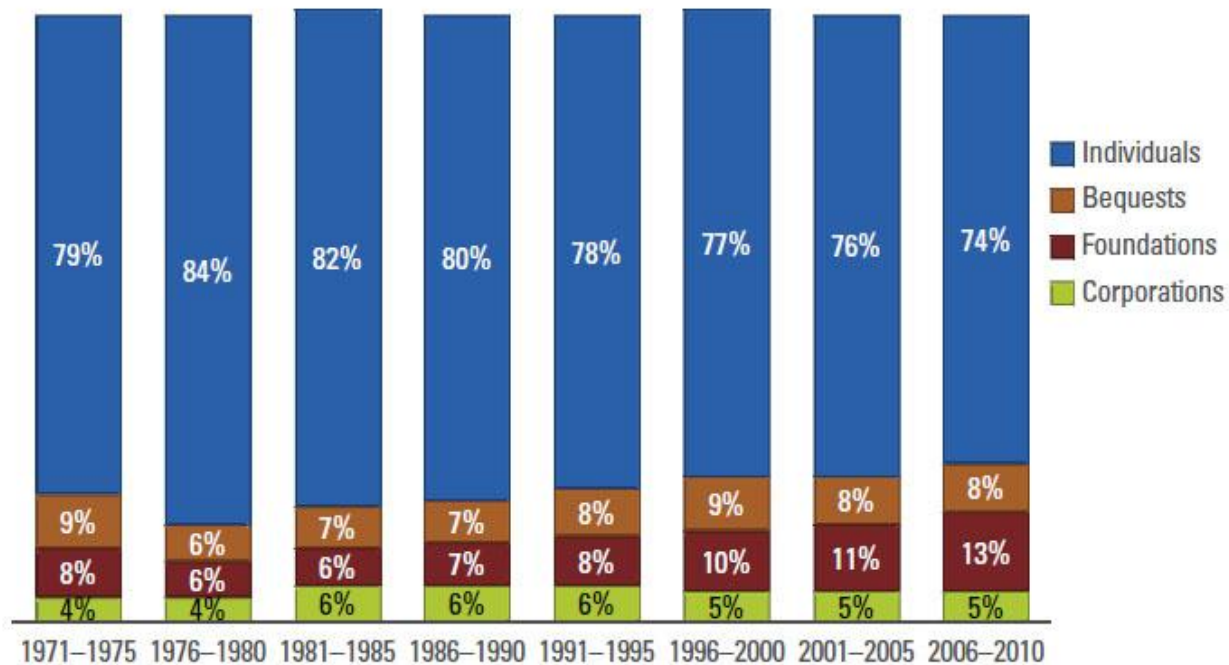
\*Estimate developed jointly by the Foundation Center and Giving USA

# marketplace Overview

GIVING USA: 2011 ANNUAL REPORT ON PHILANTHROPY

## Historical Giving by Source

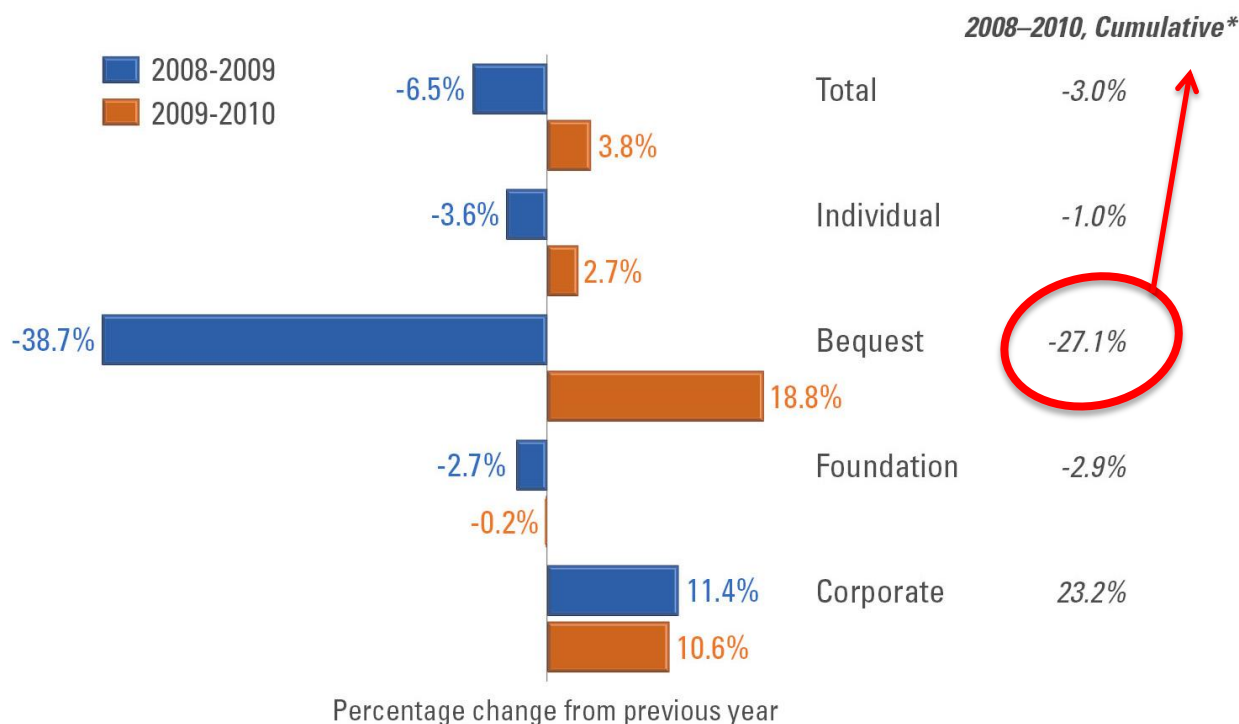
Giving by source: Percentage of the total by five-year spans, 1971–2010



# marketplace Overview

GIVING USA: 2011 ANNUAL REPORT ON PHILANTHROPY

## Changes in Giving by Source

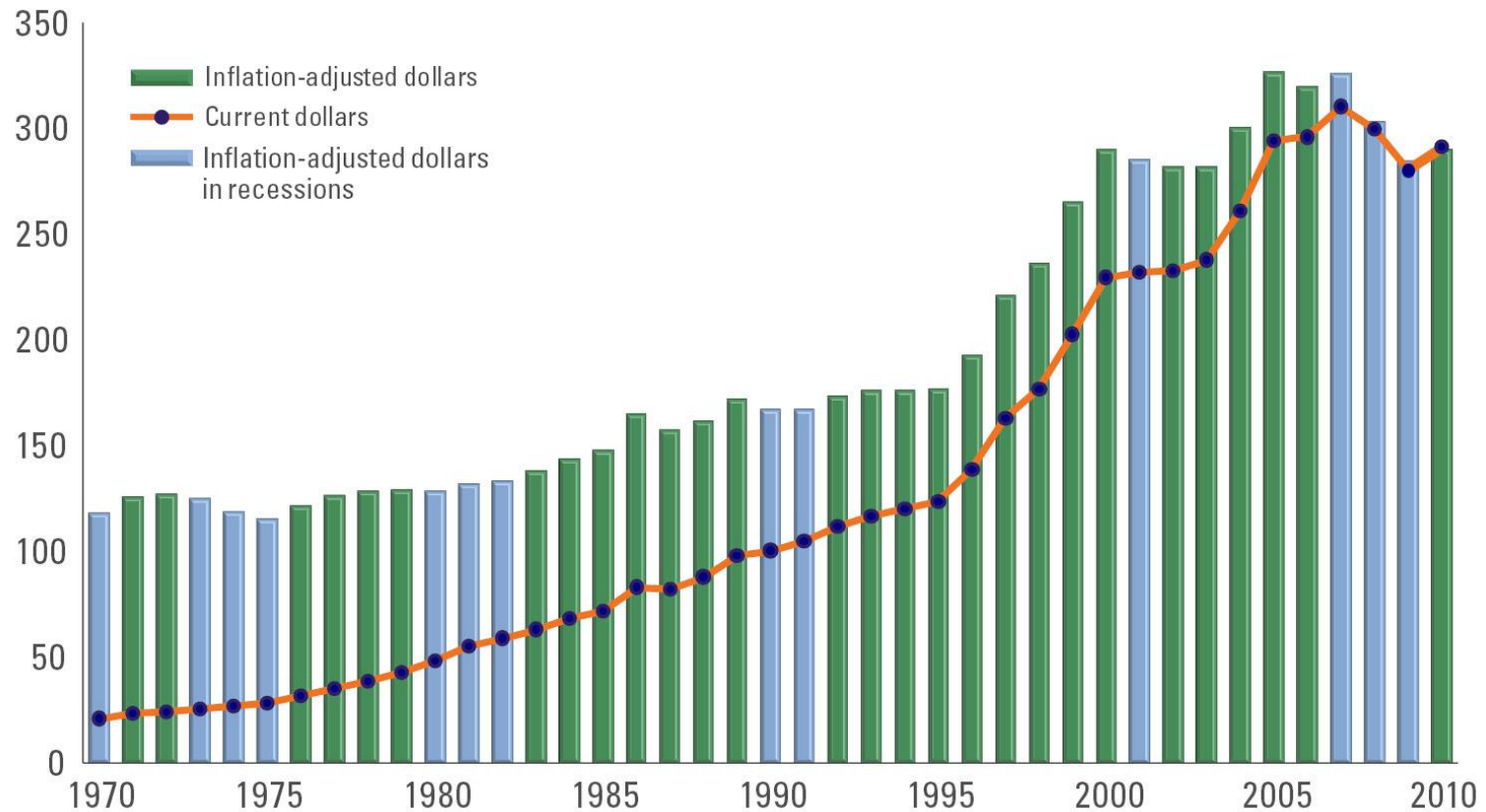


\* The two-year change is calculated separately and is not the sum of the changes in the two years.

# marketplace Overview

GIVING USA: 2011 ANNUAL REPORT ON PHILANTHROPY

## Total Giving Over Time



# marketplace Overview

GIVING USA: 2011 ANNUAL REPORT ON PHILANTHROPY

## Reading Into the Report: Two Perspectives



### Glass Half Full

*Giving is up!  
The recession over!  
Party like it's 2006!*



### Glass Half Empty

*Giving is still low.  
The economy %^&#.  
There's no end in sight.*

# marketplace Overview

**“There isn’t a shortage of people willing to give to a worthy cause.**

**There is a shortage of people willing to ask intelligently for that gift.”**

*-Fr. Ted Hesburgh, CSC  
University of Notre Dame*



# Part Two: Asking Intelligently

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# asking Intelligently

WHERE'S EVERYONE GOING?



*your* BUSINESS. *our* PASSION.

# asking Intelligently

THE ALADDIN FACTOR: BY JACK CANFIELD & MARK VICTOR HANSEN

WHAT IS THE #1 REASON PEOPLE GIVE?

**BECAUSE THEY ARE ASKED.**

# asking Intelligently

NATIONAL COMMITTEE ON PLANNED GIVING



## JUST THE FACTS:

- >> **70%** of donors who made planned gifts did so *because they were asked*.
- >> **70-75%** of planned gifts are bequests.
- >> **1 in 5** bequest donors has no affiliation with the charity.

*your* BUSINESS. *our* PASSION.

# the four Questions

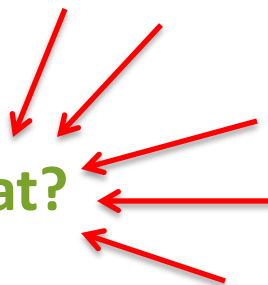
THAT EVERY DONOR WILL ASK YOUR ORGANIZATION

**Question #1: How much do you need?**

**Question #2: What it is for?**

**Question #3: Who decided that?**

**Question #4: What do you want from me?**



# the four Questions

THAT EVERY DONOR WILL ASK YOUR ORGANIZATION

...and What Your Answers Communicate

Question #1: How much do you need? ← SPECIFICITY

Question #2: What it is for? ← COMPELLINGNESS

Question #3: Who decided that? ← CREDIBILITY

Question #4: What do you want from me? ← CLARITY

# the four Questions

THAT EVERY DONOR WILL ASK YOUR ORGANIZATION

**You Can Never Be Too Clear**



**MY FIGHT**

*your* BUSINESS. *our* PASSION.

# asking Intelligently

PROSPECTING

## All Major Gift Prospects Share Three Traits:

- >> CAPACITY: Financial ability to invest.
- >> PROPENSITY: Willingness to invest.
- >> RELATIONSHIP: An interest in/connection to your mission and vision, or with a specific person involved with your organization.

# asking Intelligently

## RETHINKING SPECIAL EVENTS

- >> Major and planned gifts increase stability for your development operation, as well as impact for your supporters.
- >> Utilize major gifts—not events—to drive sponsorship.
- >> Start seeing events as opportunities for *acknowledgement* rather than opportunities for solicitation.
- >> Provide one opportunity for meaningful investment, rather than “going back to the well” again and again.

# thinking Differently

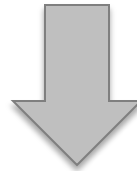
## RETHINKING SPECIAL EVENTS

- >> Great special events bring new supporters “into the tent.”
- >> Design your events to cultivate feelings of good will and closeness to your organization.
- >> Ask Board members and other friends of the organization to host prospects at key events.
- >> Aggressively cultivate/solicit new prospects immediately following events.

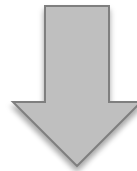
# thinking Differently

RETHINKING SPECIAL EVENTS

**GIVERS**



**MAJOR GIVERS**



**PLANNED GIVERS**

# an important Tangent

THE IDEAL DEVELOPMENT OFFICER



*your* BUSINESS. *our* PASSION.

# adapting to Change

CHART YOUR OWN COURSE

**“If I'd asked customers  
what they wanted,  
they would have said: *a faster horse.*”**

*-Henry Ford,  
Founder, Ford Motor Company*

# the floor is Open

COMMENTS & QUESTIONS



*your* BUSINESS. *our* PASSION.