# FUNDRAISING BASICS April 2025







### Did you fundraise from individuals this year?

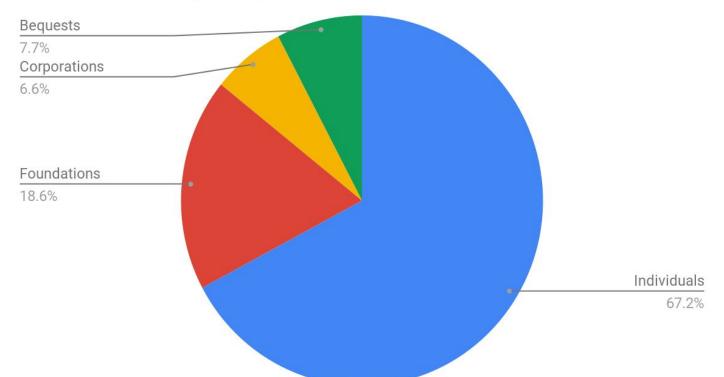
Was it successful?

What is your biggest fear about fundraising?

What do you want to learn about fundraising?

### Where does \$\$\$ come from?





Total Giving 2023: \$557 billion

Individuals: \$374 billion, 67.2%

Foundations: \$103 billion, 18.6%

Bequests: \$43 billion, 7.7%

Corporations: \$36 billion, 6.6%

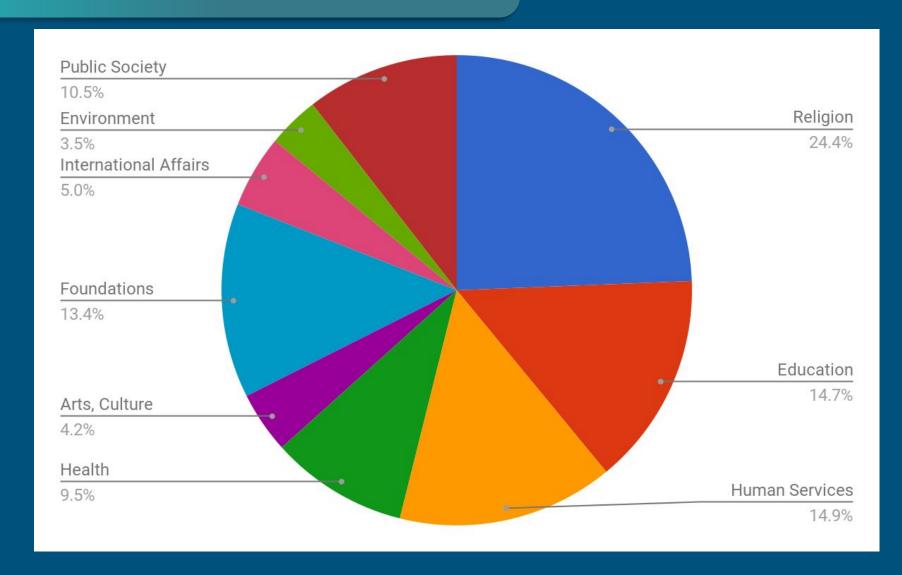
#### Other sources:

- Selling goods and services
- Earned income or Fees for service

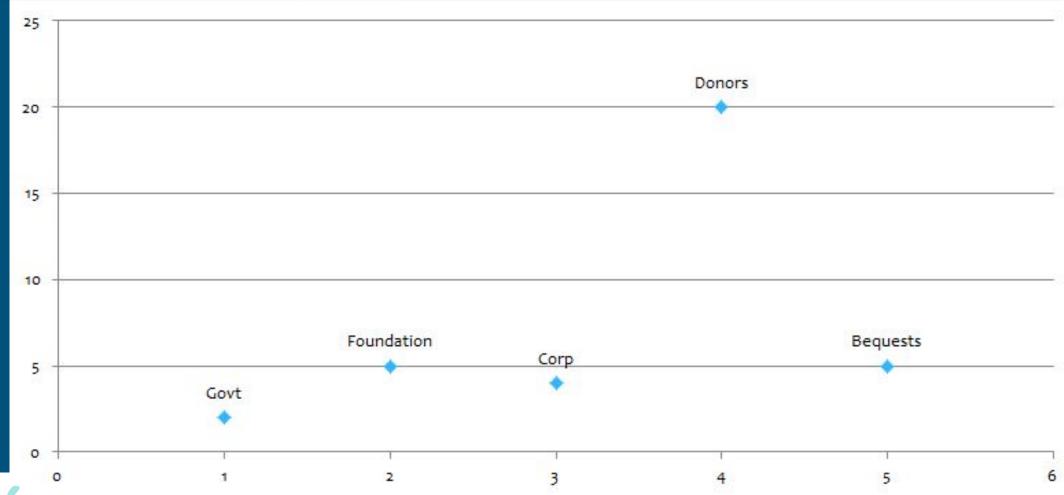


# Who gets the \$\$\$?





# What kind of money do you want?



Reliability

# Why do people give to charities?

Definition philanthropy-"love of humanity"

Generosity in all its forms giving gifts of time, talent and/or treasure (\$\$) to help make life better for other people.



# **Getting Started**





Why do you need funds?

How much do you need?

 What are the best sources to raise the funds?

BEFORE YOU ASK-APPLY FOR A LICENSE TO SOLICIT

### **What Works Best?**

Do Something!

If you don't ask you don't get.





### How to ask for donations



- Direct mail
- In-person events & meetings
- Email w/ Online Form
- Social Media
- Online fundraising events peer-to-peer (Walk, Paddle, & Roll)

### **Key Times to Ask**

- Year End
- Giving Tuesday
- Special Campaign Project/Program
- Key dates associated with your cause (i.e. Earth Day)
- ANYTIME!

Insert Logo, include mailing address and online address – website, facebook

Date

Name Address City, State, Zip

Hi First Name,

Address the reader personally

(Open – introduce your mission/org, state a problem that needs solved, Be conversational, "I, We" and lots of YOU - be specific)

Did you know that one million people in the Great Lakes region do not have access to running water in their homes? I know, it is shocking. But I can tell you that YOUR ORGANIZATION is dedicated to helping people access safe, clean water. I hope you will consider a gift to support this crucial work and become a partner in helping more people in YOUR SERVICE AREA.

(Body – make your ask, show the donor what their donation will help solve/impact, why now/urgency)

Most people don't realize but many people simply can't afford increasingly high water rates that far exceed average water bills nationwide. For some, water bills are over 4 times higher. As water bills have increased in major cities across the Great Lakes, more and more people are unable to pay for water. YOUR ORGANIZATION has been working with partners urging local governments to restore residential water services and halt future shutoffs.

(Talk about how your org is helping this issue/problem - Freshwater Future is a collaborative and entrepreneurial organization that seeks perspective from diverse communities and individuals, builds partnerships and collaborations, works to ensure equity in the solutions we advocate, and values residents' knowledge and abilities in our work to protect and restore the health of the Great Lakes for current and future generations.)

Together, it is our responsibility to help protect those most vulnerable and at-risk because everyone deserves clean and safe water resources. Lives have been helped by the work and compassion of YOUR ORGANIZATION, but we need your help to continue this great work.

#### (Close – Ask again, thank

With your financial support, we're able to do more to help families (how donation will impact people)

Know that we are here for you and always available to answer your questions and concerns as well as provide helpful resources. Please send your financial contribution to YOUR ORGANIZATION today.

Thank you for your support!

Signature

Person, Title, Org

(PS - Ask again!) P.S. Thank you for considering a gift today to protect water quality and public health because this vital work is only possible with your support.

#### **Direct Mail Letter with Reply Card**

Discuss Need/Problem

How reader can help

Tell a story

WATER Share your mission and your impact 49770

> (231)348-8200 www.freshwaterfuture.org

URE

Call to Action/Donate

organization and all US contributions are tax deductible to

RNWLSP20

Call to Action/Donate

Enclosed is my tax-deductible contribution:

□\$50 □\$75 □\$100 □\$200 ☐ \$300 ☐ \$500 Other

Please make your check payable to "Freshwater Future".

For credit card donations visit freshwater future.org and click DONATE or call Freshwater Future at (231)348-8200.

> \_Please do NOT acknowledge my contribution in your publications.

a month for one year. Call (231) 348-8200 or signup online at freshwaterfuture.org/donations. Consider making a \$10/monthly pledge!

Make mine monthly! Sign me up for the

recurring gift program with a monthly gift.

MY INFORMATION:

☐ YES! Here is my gift to help Freshwater Future keep our communities and drinking water safe.



Email:

Call to Action/Donate

#### Online Donation Form





#### Thank you for your financial support of the Water Is Life Festival!

Your business sponsorship and individual financial gifts will help make this year's festival an amazing experience and allow us to keep this event free to the public!

#### ABOUT THE FESTIVAL

The Water is Life Festival is an annual event that celebrates our connection to the water and builds power through community so we can work towards living in a holistic way with the water and protect it from those who seek to exploit or endanger it. Traditionally, Indigenous women are protectors of water. This is a deeply-seated spiritual and functional responsibility, and Indigenous women are at the heart of planning and executing the Water is Life Festival.

#### Contribution Information

| \$50   | \$100                       | \$250                     | \$500        |
|--|-----------------------------|---------------------------|--------------|
| \$1,000                                      | \$0.00                      |                           |              |
| ontact Information I'm donating on behalf or | f a company or organization |                           |              |
| treet Address                                |                             | Business/Organization Nan | DD (College) |
| Mark Park Salar                              |                             |                           | (special)    |
|  |                             |                           |              |

#### **Online Donation Platforms**

Easy Setup Options - Free and Paid connect w/ Stripe or Paypal (credit card processing fees 2-3%)

- Givelively
- Give Butter

### **Online Donation Option**

Donate through webforms housed on your website.



Ensure your donate button is easy to find and prominent on your front page



#### **Email Campaign with Online Donation Form for Year-end Ask**



HI ((FirstName or "Friend")).

Over the past two years, you, like me, have had to say "NO" to doing many things we normally take for granted: NO to social and family gatherings, NO to visiting our favorite Great Lakes destinations, NO to community events, NO to in-person volunteer opportunities, and the list goes on.

Despite these restrictions, it hasn't stopped Freshwater Future from moving forward and making positive impacts in the Great Lakes Region. As 2021 draws to a close, rather than focus on what we can't do, let's focus on what we can do in the new year.

Please consider a year-end gift and say "YES" to helping more people and communities in the Great Lakes Region access clean and safe water resources.

You can ensure a brighter future and help make lasting change for our region through your financial support. Donate today and say "YE8" to doing more to help more people by olloking HERE:

- YE 8, I will create hope for those without safe drinking water and help residents reconnect running water in their homes
- YE 8, I want to make water affordable for everyone in the Great Lakes Region
- YE 8, I will help strengthen community action on water issues with more tools, resources, and information groups need to implement long-term solutions
- YE 8, I will support educating and engaging youth about water quality and testing, building tomorrow's leaders and scientists
- YE 8, I want to protect our Great Lakes water resources from threats such as toxic pollution like PFAS and nutrient pollution that causes harmful alpat blooms.
- YE 8, I want to help communities be more resilient to the impacts of climate change such as flooding
- YE8, I can help communities across the Great Lakes receive more education and information about no lead is safe in drinking water, testing, filter use, flushing, and water services to directly help those in need.



Donate Now and say "Yes" to a better Great Lakes Future!



Please support this vital work and say YE 81 to donating a gift today by olloking HERE. Your donation is critical to ensuring our support and expertise are available to Great Lakes communities and residents for next year and beyond.

Thank you for your generosity!
JIV

JIEM, Hyen, Executive Director





#### Make an Impact with Your Year-End Gift Today!

Together, we can stand stronger than ever to uplift our Great Lakes communities, help get water resources to those in need, while protecting Great Lakes waters and public health.

Won't you say YES to a better Great Lakes Future by donating today!

Big or small, all donations help support Freshwater Future's critical work.

Thank you for your generosity!

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| \$10  | <b>\$</b> 25 | \$50 | \$75 |
|-------|--------------|------|------|
| \$100 | \$0.00       |      |      |

Fid like to help cover the transaction fees for my contribution. My total amount will be \$51.83.

| First Name  |              | Last Name                             |                       |                                 |
|---|--------------|---------------------------------------|-----------------------|---------------------------------|
|   |              | flurk                                 |                       |                                 |
| Street Address  |              |                                       |                       |                                 |
|   |              |                                       |                       |                                 |
| Country (Optional)  | Postal Code  | City                                  |                       | State/Province                  |
|   |              |                                       |                       |                                 |
| mail  | Home Phone s | Optional                              | Mobile Pho            | se (Optional)                   |
|   | <b>m</b> -   |                                       | -                     |                                 |
| Sign my up for SMS messages   |              | r true investigant from this obsenion | tion Viewage and data | sees may apply. That HELP for m |
| To substituting your cell phone number<br>information. The CPOP to stop service<br>They, signs mak up for armail updo | ng neesuges. |                                       |                       |                                 |
| Information, Test 1709 to improve Vil   | ng neesuges. |                                       | É                     | oppression: Diete               |

Yes, I will donate \$51.83 Novel



#### Social Media Campaign



There's still time to GIVE! #GivingTuesday on Nov 30th is an opportunity for people around the world to come together to thank, help, give, show kindness, and share what they have with those in need. Please support Freshwater Future's efforts to help everyone in the Great Lakes Region access clean, safe water from source to tap on #GivingTuesday by making a financial gift, no matter the size. Go to https://secure.everyaction.com/XEB3a0ri002OnVpwXJCaUQ2 to give your gift today. Thank you!



See insights and ads

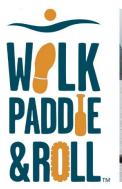
**Boost post** 

#### **Peer-to-Peer Fundraising Campaign**

#### Walk, Paddle, and Roll

by Freshwater Future

**\$10,624** of \$7,500 **157 Donors** 





#### ABOUT WALK, PADDLE, AND ROLL

Help protect the Great Lakes—20% of the Earth's surface fresh water—by donating to Freshwater Future's Walk, Paddle and Roll fundraiser today.

Friends of Freshwater Future are walking, paddling, biking, and swimming around the Great Lakes region this summer with a goal to raise \$7,500 to support the people working tirelessly to protect and restore our waters from source to tap. (We've been so amazed at the response we raised our goal to \$7,500. Your donations will be put to good use to protect our waters all around the Great Lakes.)

#### Fundraisers (13)

Teams (2)

Search for a fundraiser...



Stephanie Smith

Raised

\$3,084



Trent Stark

Raised

\$1,763



Adam Parker

Raised

\$1,631

#### ♠ Dashboard

- Core Profile
- Campaign Pages
- Custom Questions
- Donation Widgets
- Text-to-Donate
- **Event Ticketing**
- ⇒ Peer-to-Peer Fundraising
- Team Fundraising
- ♠ Data Reports ➤
- Settings 🕶
- Help 
   ✓



#### Freshwater Future

Thank You Message

https://secure.givelively.org/donate/freshwater-future

#### Edit Your Nonprofit's Core Profile

Basic Information

Logos and Images

Donation Amounts and Impact Stories

Donor Information

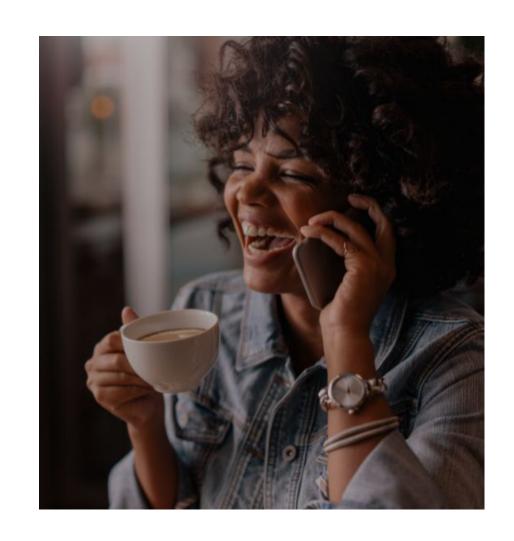
Custom Questions

100%

# Old School Fundraising It Still Works!

# If you don't have a list, website, or budget - what can you do?

- Phone-calls
- Handout donation cards
- Stand up at meetings and ask
- Bake Sale, Potluck, Silent auction, etc...
- Ask family and friends in person
- This is how you start building a list!



# Accepting Donations and Keeping Records



- All groups can accept donations, but if you aren't a **state nonprofit and a federal 501(c)(3)**, you may have to pay tax on donations, and you can't provide a tax deductible donation receipt!
- Be sure to thank every donor, for donors of \$250 or more, a hard copy receipt is required, and must include:
  - Name of the organization;
  - Amount of cash contribution;
  - Description (but not value) of non-cash contribution;
  - •Statement that no goods or services were provided by the organization, if that is the case;
  - •Description and good faith estimate of the value of goods or services, if any, that organization provided in return for the contribution.
- <u>Track all donations</u> and who gave them because these will be required when completing your information returns, and more importantly, because you want to continue to track donors and ask again.
- <u>Simple tracking can include in spreadsheets</u>, as things grow a database will provide much more information and capabilities for tracking, thanking, planning and requesting.

#### Basic Contact List and Donor Record Spreadsheet:

| First Name | Last Name | Email | Address | Address Line 2 | City | State | Zip | Phone | SMS Text | Role |
|------------|-----------|-------|---------|----------------|------|-------|-----|-------|----------|------|
|            |           |       |         |                |      |       |     |       |          |      |
|            |           |       |         |                |      |       |     |       |          |      |

|   |           |           |       |         | Address Line |      |       |     |       | Donation | Donation |            | Payment |           |
|---|-----------|-----------|-------|---------|--------------|------|-------|-----|-------|----------|----------|------------|---------|-----------|
|   | irst Name | Last Name | Email | Address | 2            | City | State | Zip | Phone | Date     | Amount   | Ask/Appeal | Туре    | Gift Type |
|   |           |           |       |         |              |      |       |     |       |          |          |            |         |           |
|   |           |           |       |         |              |      |       |     |       |          |          |            |         |           |
| - |           |           |       |         |              |      |       |     |       |          |          |            |         |           |
|   |           |           |       |         |              |      |       |     |       |          |          |            |         |           |

#### Tips:

Keep a contact sheet for basic information
Keep a separate sheet for donations
Every donation has its own row
Use same date format
Contact names will be replicated
Excel tools, e.g., pivot tables can add up gifts by individual donors



# Tips

- Multi-channel works best
- Don't forget to send thank you acknowledgment asap letter receipt, calling, recognition
- Update database/records with new information and/or edit
- Follow up with news about your organization, ask them to become more engaged (stewardship)
- For Email letter a condensed version of your direct mail letter same theme
- Repetition is key send out emails 2-4 times during campaigns
- Personalize as much as you're able
- Email Subject Lines matter! Don't wind up in spam/junk
- Do you have a monthly giving option?
- Include a QR code if you have an online presence
- Know where you audience is most likely to give



## Polling Questions

- What was your knowledge level before this session?
  - •Scale of 1-10
  - •1=no knowledge, 10=expert in this topic
- What is your knowledge level after this session?
  - •Scale of 1-10
  - •1=no knowledge, 10=expert in this topic
- Example of what to put in the chat: (4, 8)



# Thank you!

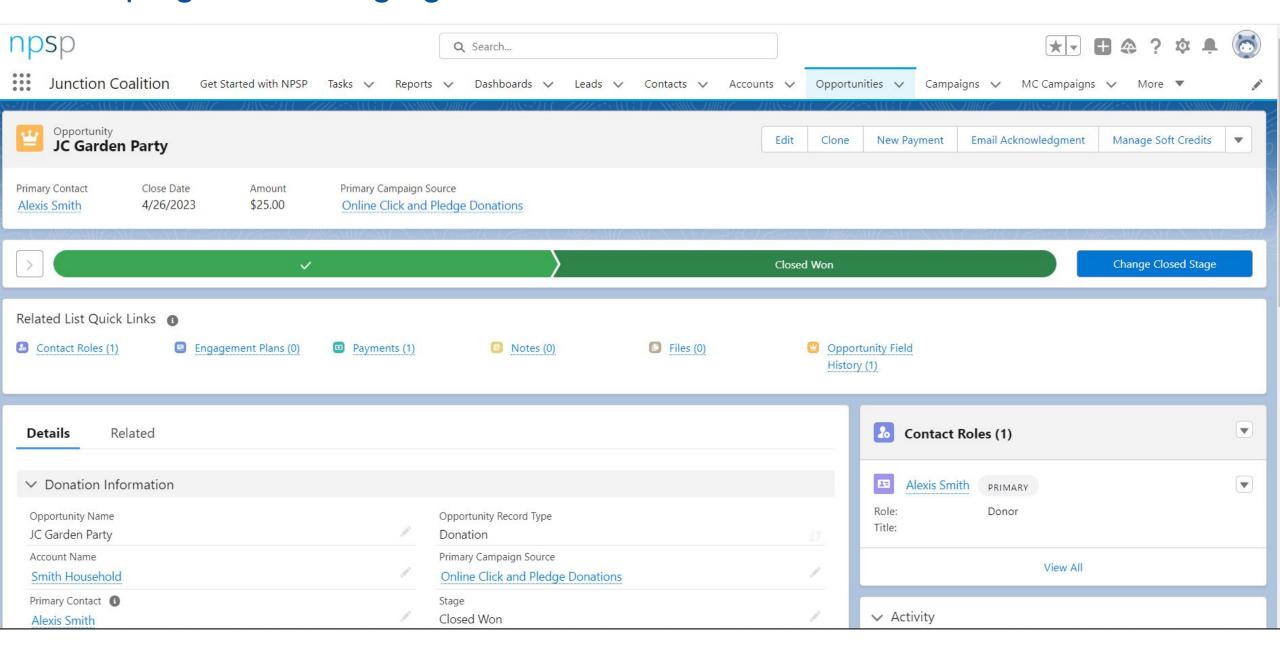
Let us know how we can help you achieve your fundraising goals.

YOU CAN DO THIS!!!



#### Developing and Managing a List

Databases Designed to Store this Type of Data



### Who are your potential donors?

Where to find donors?

Creating a list, in database

A—Ability (not wealthy)

B—Belief (Interest)

C—Connection or Contact

