FUNdamentals of FUNdraising: Information & Strategies for Volunteers

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Agenda

• Annual Giving at CMU
• Fundraising Fundamentals
• Fundraising Volunteers
  - Defined
  - Characteristics & Importance
  - Steps for Success
• Group Discussion
Annual Giving at CMU
Types of Gifts

- Major Gifts
- Annual Gifts
- Planned Gifts
## Annual Giving Progress

<table>
<thead>
<tr>
<th></th>
<th>FY11</th>
<th>FY12</th>
<th>FY13 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donors</td>
<td>19,365</td>
<td>18,874</td>
<td>17,474</td>
</tr>
<tr>
<td>Dollars</td>
<td>$7,539,961</td>
<td>$7,686,829</td>
<td>$6,901,702</td>
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<td>Undergrad Donors</td>
<td>8,824</td>
<td>8,281</td>
<td>7,371</td>
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<td>Loyal Scot Alumni</td>
<td>5,238</td>
<td>4,447</td>
<td>3,704</td>
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<tr>
<td>ACS Donors (1K+)</td>
<td>2,576</td>
<td>2,748</td>
<td>2,572*</td>
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Annual Giving Audience Model

- Greater Segmentation
- More Relevant Messaging
- Increased Volunteer Engagement
- Improved Fundraising Results
Fundraising Fundamentals

“Fundraising isn’t about asking for money, it’s about building relationships.”
- Brian Rosenberg (President of Macalester University)
Prospect Development Cycle

- Stewardship & Renewal
- Identification & Research
- Solicitation Planning
- Philanthropic Investment
- Cultivation & Engagement
Basic Fundraising Definitions

- University’s Fiscal Year
- Current, LYBUNT, SYBUNT, Lapsed, Never
- Cash vs. Commitment
- Matching Gift
- Expendable vs. Endowed Funds
- Unrestricted vs. Designated Funds
- Gift Designation
- Prospect
- Donor Type/Category
What Does it Mean to be a Fundraising Volunteer?
Volunteer Fundraiser Defined

Peer Advocate
- Be a Cheerleader for CMU
- Build Strategic Relationships on Behalf of CMU

Informed Steward
- Demonstrate Impact of Philanthropy
- Show Appreciation and Gratitude for Support

Personal Solicitor
- Build Trust and Personal Connection
- Lead by Example
- Invite Peers to Join You in Financially Supporting CMU
What Makes a Good Fundraising Volunteer?

• Know the Institution
• Know Your Prospect(s)
• Set Your Goal

“Donors don't give to institutions. They invest in ideas and people in whom they believe.” - G.T. Smith
Why is Your Participation in Fundraising Critical to CMU’s Efforts?

• Peers may be held in high-regard by a prospective donor
• You know the institution and are well-connected
• You have made your own financial commitment to the institution
• You are not paid to advocate for the university
Possible Impact of Your Fundraising Efforts

• Instill Loyalty and Consistency
• Increase Gift Size
  - Gifts OF ANY SIZE Matter
• Broaden Donor Base

“My heart is in the work”
- Andrew Carnegie
Steps for Success

• Establishing Rapport
• Asking the Right Questions
• Getting to Yes/Making the Ask
• Handling Objections
Establishing Rapport

GET COMFORTABLE
• Don’t rush: speak slowly, loudly, clearly
• Enunciate: practice pronouncing the prospect’s name before you call

PREPARE AND EDUCATE YOURSELF
• Review prospect information before you call or visit
• Know the goal of the conversation and specific ask amount
• Have two pieces of general news that you are comfortable sharing
• Be positive and confident…SMILE!!!
Establishing Rapport

Seek Common Ground:

• College
• Major
• Year
• Undergraduate/Graduate
• Local Region
• Career
• Hobby
• Volunteer Interest
Asking the Right Questions

• **START WITH AN OPEN-ENDED QUESTION TO GAUGE ATTITUDE**
  - When did you last visit campus?
  - Were you involved in any student activities?

• **Determine Current Relationship with CMU**
  - Who do you stay in touch with from CMU?
  - Are you aware of local chapter activities? If so, do you participate?

• **Gauge Philanthropic Propensity**
  - Have there been initiatives that you’ve heard about at Carnegie Mellon that you find of particular interest?
  - If you were in position to support Carnegie Mellon, what particular area would you most want to impact?
Asking the Right Questions

• Share Your Personal Values
  - Having the opportunity to meet current students and to understand how I have helped them has been one of the joys of my annual trip to campus. Can I encourage you to come back for Carnival this year?

  - My husband and I decided to make our gift because we know the need for student financial aid is higher than ever with many parents losing their jobs or otherwise struggling. Are you aware of the important role that scholarships play?

  - I chose to become a volunteer and make Carnegie Mellon a philanthropic priority because…Is giving back now important to you?
Getting to Yes

“Fundraising is not an event; it is a process.”
- Edgar D. Powell

Listen
Generate Trust, Interest, & Information
Discover, confirm, affirm
Be persistent not pushy
Ask for a gift!

YES!
Getting to Yes

• MAKING THE ASK

It is clear that you share my vision to support current students. Will you consider a commitment of $1,000 and become a leadership annual donor?

Thank you for setting the example for others by supporting the university over many years. In that spirit, I would be grateful if you would consider increasing your support by investing X…

Once you make the ask, BE QUIET!

The ball is in the person’s court, and his or her initial feedback will provide information through reaction and response.
Getting to Yes

Thanking/Closing the Conversation

• Thank the person for his or her time / feedback / support
• Ask if the person has any additional questions
• Confirm the person’s current contact information
• Propose a tentative date for you or someone else to follow up on a gift or answering questions you will research
• Thank the person again
Handling Objections

• Listen
• Ask Why
• Put Things into Perspective by Using Facts
• Deflect and Turn a Negative into a Positive
• Try Again
• Thank the Person for His or Her Time and/or Feedback
Discussion