



The Lenny Zakim Fund
BRIDGING COMMUNITIES

Fundraising 101

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Agenda

1. Know thyself
2. Overview of Fundraising:
Types of Donors and Modes of Fundraising
3. Overview of Major Gifts Cycle
4. Tips, Wrap-up, and Questions



Know Thyself

- Who I am and why it matters
- Be able to articulate who you are and why your org matters

Types of Donors

- Individuals & Family Foundations
- Institutional Prospects
 - Foundations
 - Corporations
 - Governments

Modes of Fundraising

Annual Giving

- An organization's base of ongoing unrestricted support
- Current use gifts (usually has a "cap" such as all gifts under \$10,000)
- Direct mail
- Phonathon

Planned Giving

- Trusts – Gift Annuities
- Bequests / Estates

Events / Volunteer Activities

- Gala, BBQ, Peer-to-Peer such as the LZP Marathon

Corporations, Foundations and Government

- Grants/Proposals

Individual Giving/Major Gifts

Individual Giving: Major Gifts Cycle

1. Identify

- Some ways to find prospects
 - Alumni/former served clients
 - Researched sources and/or news articles
 - Events
 - Other “friends” of your organization
 - Planes, trains, automobiles, etc.

2. Cultivate

- Some ways to cultivate – should include educating
 - Invite the prospect to see your Org in action, meet staff, members, clients
 - **Always better to show than tell**
 - Invite the prospect to an event – sometimes you need to create one
 - Take to lunch, coffee, dinner and talk

3. Engage and build a relationship

- Some ways to engage the prospect in the life of the organization include:
 - Invite the prospect to sit on a committee, attend a performance
 - Ask the prospect to chair/run an event initiative, etc.
 - Socialize
 - LZF uses our site visits
 - **Begin to determine what matters to them**

Individual Giving: Major Gifts Cycle (cont'd)

4. “The Set-up” Ask the prospect if he/she would consider a proposal
 - The important thing to remember is that you are not necessarily asking them for a gift yet, rather you are asking them for permission and then guidance on asking them for a gift. At this stage, be sure to:
 - Determine the range and/or level of gift they might consider
 - **Pinpoint what matters most to them** (Good listening is KEY)
 - Promise to send them an outline (or formal proposal) on important funding opportunities

5. “The Ask”
 - **Do what you promised and include the next step in follow-up**
 - This can be a written document with a follow-up call or meeting with another person that will make the ask and/or give more info
 - Be sure to position “the ask” as “an opportunity” for them to make a difference

Individual Giving: Major Gifts Cycle (cont'd)

6. Follow-up, follow-up, follow-up

- Call to see if materials were received and if they have any questions
- Ask if you could meet to discuss or bring in someone else for more info, etc.
- Be respectful, but persistent

7. Once the gift is closed...

- Thank
- Celebrate
- Steward

8. Begin again – best path to the next bigger gift is really good stewardship on the last one!

Institutional: CF&G

- Institutional donors are a great source of funding with defined processes for requesting support
- Institutional donors differs from Individual Giving in that there are many more guidelines – it's less about the people/relationships and more about what the organization is trying to accomplish – **know their guidelines and follow their rules**

Tips from the Field

- People give to people – get to know them – allow them to know you. Build a relationship.
- The best fundraisers are “chameleons with integrity” – speak in their language
- Tenacity, persistence and positive attitude are your best friends
- Listen carefully and ask questions that lead to knowledge of what the prospect cares about – most people like to talk about themselves, their passions, their families, etc.
- Always have 3-5 impressive facts about your Org in your head and never be afraid to say you don’t know and you’ll get back to them – and then get back to them
- Always know the most important needs of your organization and a rough idea of what it’ll take to make it happen
- Demonstrating impact matters most to most donors and using language such as “your gift enables us to...” or “your gift allows us to...” is a good way to talk about impact
- Be on the lookout for the donor that wants lots of recognition and be prepared to offer something enticing – showing is always better than telling
- Under-promise and over-deliver
- You can never thank a donor too much
- Be honest, be passionate, and be specific

Thank you!

- Questions?
- Comments?