



The Lenny Zakim Fund  
BRIDGING COMMUNITIES

# Fundraising 101

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March 16, 2016

# 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 LZF 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?