



The Art of Fundraising

WHAT IT MEANS TO BE A
DONOR-CENTRIC ORGANIZATION

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Pursuant

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***Fundraising is the gentle art of teaching
the joy of giving.”*** – Hank Rosso

The Philanthropic Landscape





42.6%

**DONOR
RETENTION**

3.4%

**DECREASE
IN GIVING**

Generational Giving Trends

GIVING TRENDS 2016 vs. 2022



Giving **declined** across all generations including:

- **41% Gen Xers**
- **-16% Boomers**

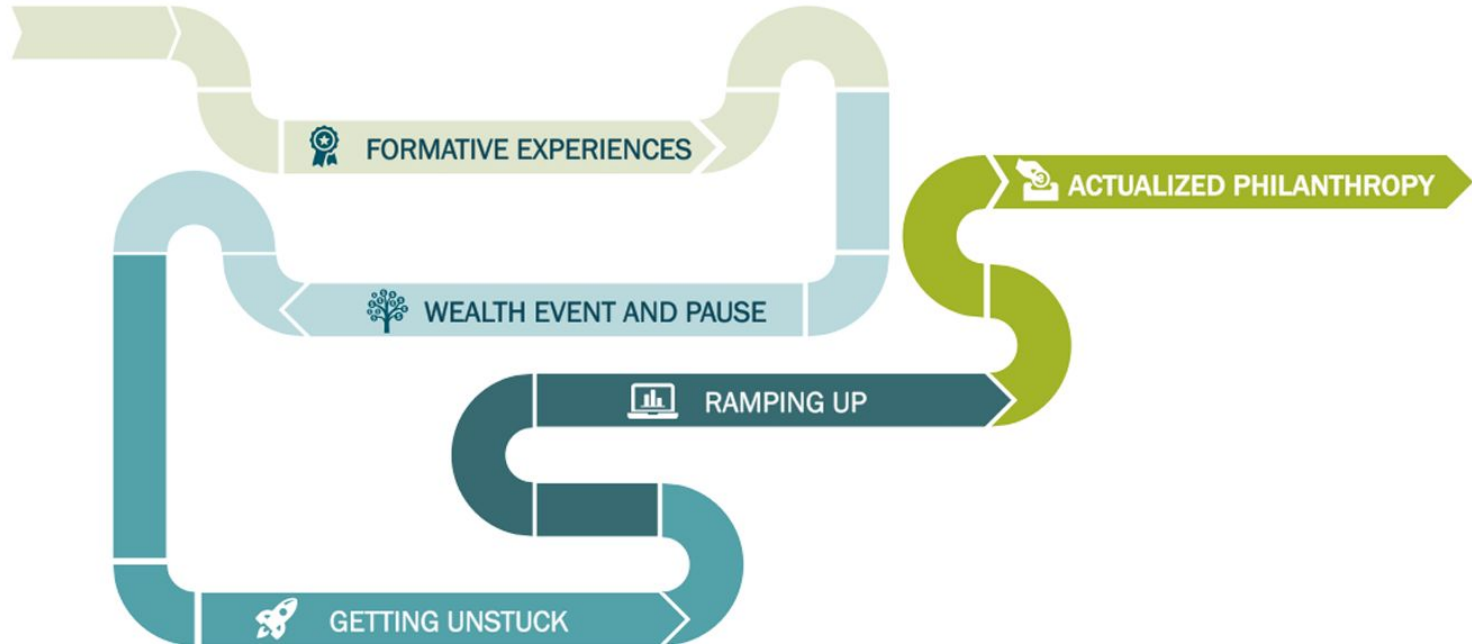


Giving **increased** across all generations including:

- **135% Millennials**
- **51% Gen Xers**
- **98% Boomers**

The Donor Journey

BECOMING A 'SELF-ACTUALIZED' PHILANTHROPIST



WINDS



THERE ARE ALWAYS CHOICES

1



CHANGE THE COURSE

2



STAY THE COURSE

3

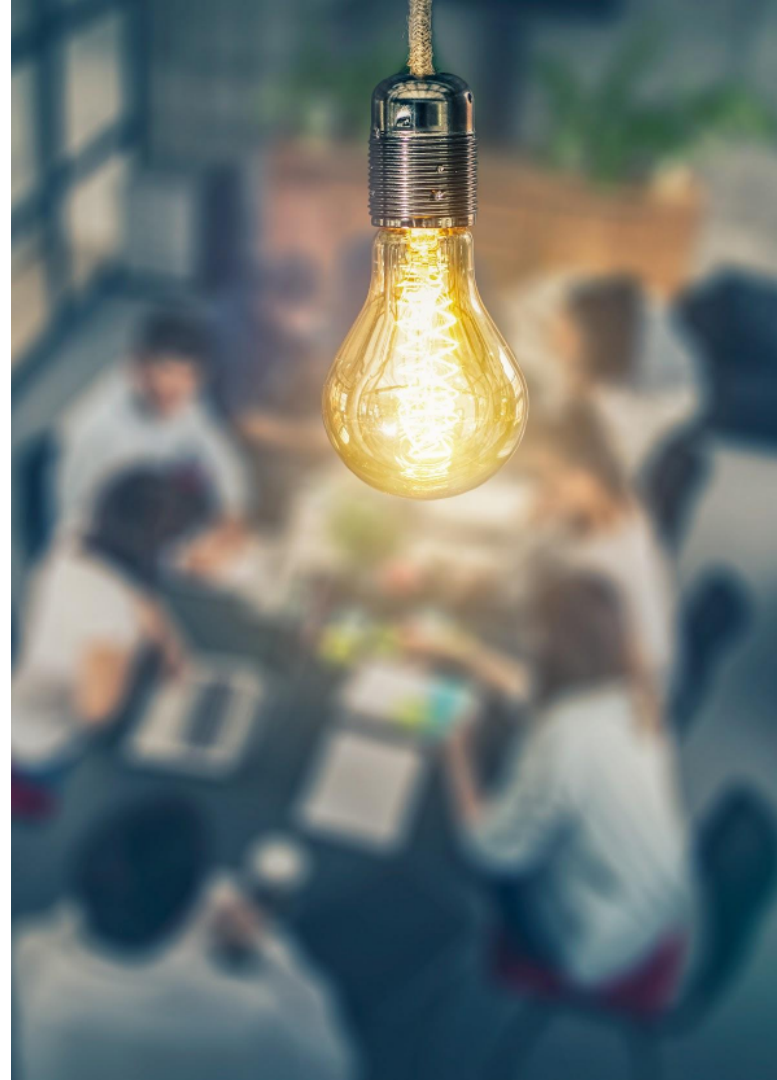



CANCEL THE COURSE



Charity of Choice vs. Partner for Change.

What's the difference?



A row of various mailboxes (white, grey, black, and wooden) mounted on wooden posts along a dirt road. The background shows a grassy field and distant mountains under a blue sky with light clouds. A semi-transparent white box is overlaid on the center of the image, containing text.

When you are essential...

Your mail is opened

**You are welcomed back
again and again**




When you are essential...

**First time donors make the leap
to a second-year gift**




When you are essential...

**A supporter chooses to
give you their time**



When you are essential...

**You don't get overlooked
when times are tough**

A close-up photograph of a person in a blue suit playing chess. The person's hand is visible, moving a white king piece. The chessboard is in the foreground, with various pieces in white and blue. The background is blurred, showing the person's face and the chessboard.

When you are essential...

**Supporters think of you in their
legacy and strategic giving.**

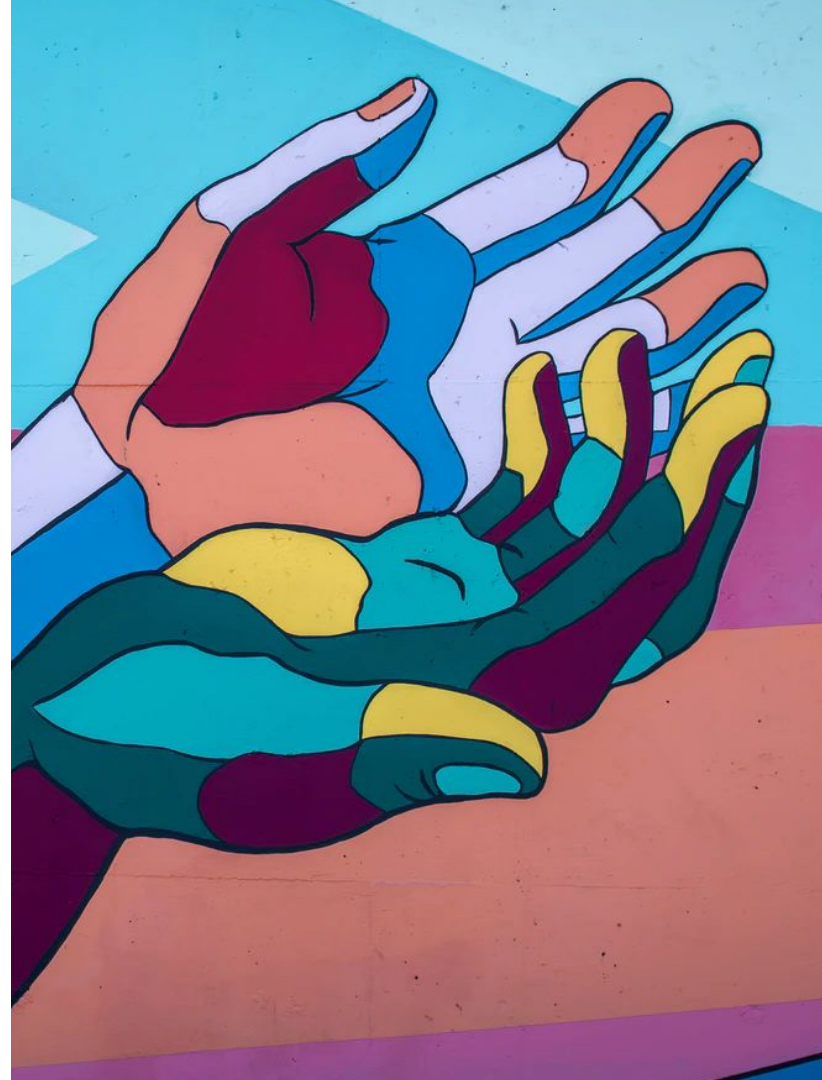


**How do we become
Essential to our Supporters**

THE Case for
support

vs.

THEIR Case for
Support





THE Case for Support



THEIR Case for Support.



Medical Office Building

THE Case for Support



THEIR Case for Support.

A photograph of a church interior, featuring a large wooden cross on the wall. The image is overlaid with a purple tint. The text "THE Case for Support" is written in white, bold, sans-serif font in the lower-left quadrant. The church architecture includes a high, vaulted ceiling with wooden paneling and a brick wall. A stained glass window is visible on the right side, and a pulpit is partially seen in the foreground on the right.

THE Case for Support

What might YOUR donors' unique Case for support look like?

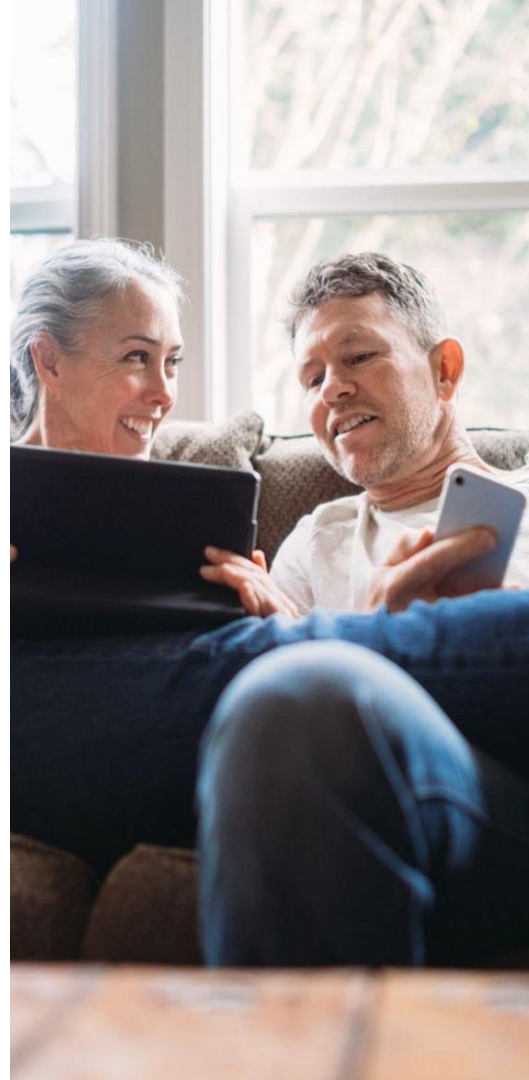


A 3D wireframe brain with glowing nodes and a cluster of glowing lightbulbs with question marks. The brain is rendered in a dark purple and blue color with yellow and orange glowing nodes. The lightbulbs are also glowing with a yellow and orange light, and each contains a question mark. The background is a light blue gradient.

**ASK
POWERFUL
QUESTIONS**

What are “Powerful Questions?”

- Create options and look for alternatives.
- Are empowering.
- Asks the “unaskable” with grace and permission.
- Can be simple. Address one thing at a time.



Passions & Preferences



- Who are your donors as 'self actualized' philanthropists?
- What values drive their giving (and other) actions?
- How do they prefer to engage, interact, and be invited to give?
- Move past their connect to you to identify their greatest passions

Passions & Preferences Questions.

What about this situation/cause do you care so much about?

As you think about ____, what do you see/what comes to mind?

Tell me about your most meaningful giving experience.

What other types of causes do you support?



Vision Casting

- Allows your donors to see themselves as central to the solution/opportunity.
- Key to moving donors from a 'thank you' gift to seeing themselves as essential.

Vision Casting Questions.

As you think about
(___ goals), how do
you see this aligning
with (values
expressed)?

In your view, what
is the greatest
impact ___ can
have in the
community,
country, or world?

What do you want
to accomplish with
your money that is
meaningful to you?



How are we...

Showing up?

Showing care?

Welcoming?

How are we walking with our donors?

A long, straight asphalt road stretches from the foreground towards the horizon, flanked by gravel shoulders and sparse green vegetation. The sky is a clear, bright blue. The word "START" is painted in large, bold, white letters on the road surface in the foreground.

What are three things we can do *right now* to walk alongside our donors?

Be Intentional

Be Authentic

Be Realistic

START

THANK
YOU.

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