

FUNDRAISING CLIMATE CHANGE AND WHAT YOU CAN DO ABOUT IT

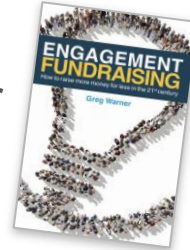
How to survive and thrive during the most turbulent yet transformative era ever to face fundraisers.





Greg Warner

CEO & Founder
market^Usmart

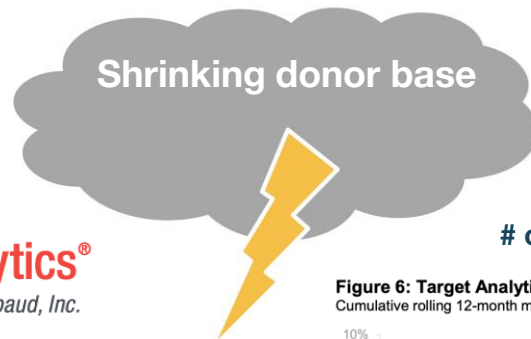


AGENDA



POLL #1





Target Analytics®
a division of Blackbaud, Inc.

2005 to 2015
– **25.1%**
– **2.8%/year**

AFP ⇒ **FUNDRAISING EFFECTIVENESS** project
2017 to 2018
– **4.5%**

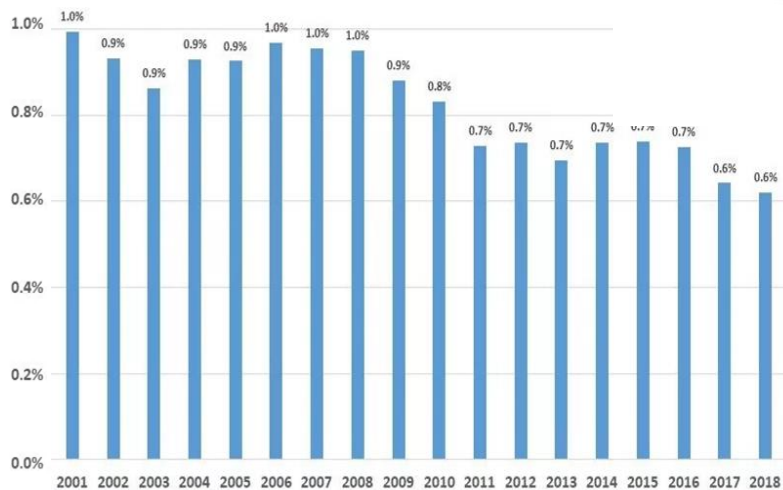
of people giving to charity declining ↓

Figure 6: Target Analytics donorCentrics Index Donor and Revenue Trends (2005-2015)
Cumulative rolling 12-month median change from Q4 2005



Source: Cumulative Rolling 12-Month Median Donor Change from Q4 2005, Target Analytics donorCentrics Index of Direct Marketing Performance, 2015 Fourth Calendar Quarter Results, April 2016.
<https://ips-dc.org/wp-content/uploads/2016/11/Gilded-Giving-Final.pdf.pdf>

Population increasing
+.6 to 1% per year



<http://eyeonhousing.org/2019/01/u-s-population-growth-persists-but-growth-rate-slows/>

Shrinking donor base

of people giving to charity declining

Figure 6: Target Analytics donorCentrics Index Donor and Revenue Trends (2005-2015)
Cumulative rolling 12-month median change from Q4 2005



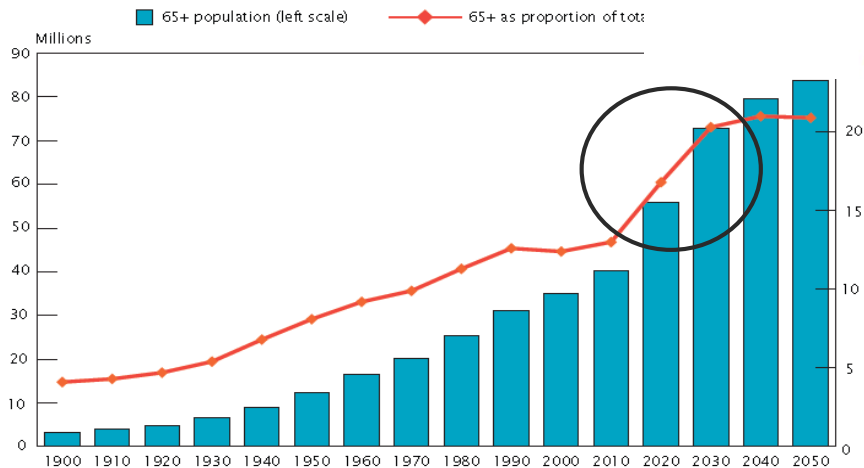
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<https://ips-dc.org/wp-content/uploads/2016/11/Gilded-Giving-Final-pdf.pdf>

+65 population increasing too

Population Aged 65 and Over: 1900 to 2050

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)



Sources: 1900 to 1940, and 1960 to 1980, U.S. Bureau of the Census, 1983; 1950, U.S. Bureau of the Census, 1953; 1990, U.S. Bureau of the Census, 1992; 2000, U.S. Census Bureau, 2001; 2010, U.S. Census Bureau, 2011; 2020 to 2050, U.S. Census Bureau, 2012a; 1900 to 2010, decennial census; 2020 to 2050, 2012 National Population Projections, Middle series.

Shrinking donor base

of people giving to charity declining

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Q1 2020 Fundraising Effectiveness Project

- 5.3%
Year over year

<https://afpfep.org/reports/download/>

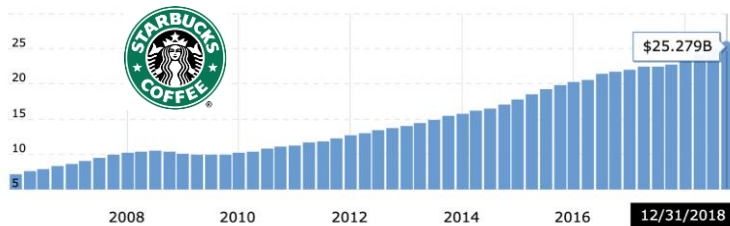
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<https://ips-dc.org/wp-content/uploads/2016/11/Gilded-Giving-Final.pdf>

Economy WAS on-track

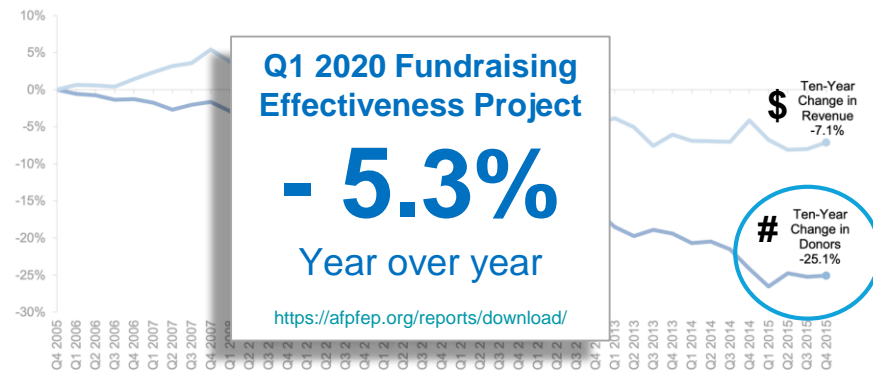


Historically low unemployment



of people giving to charity declining ↓

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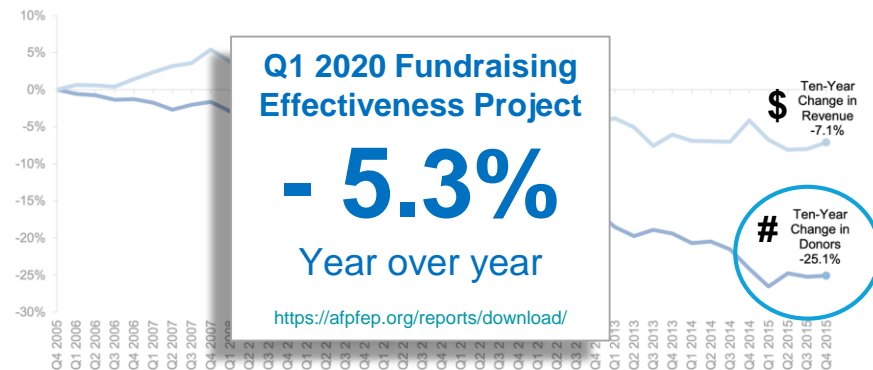
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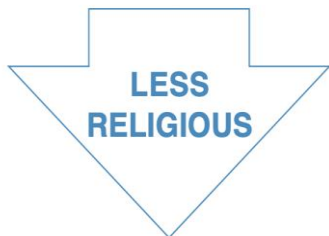
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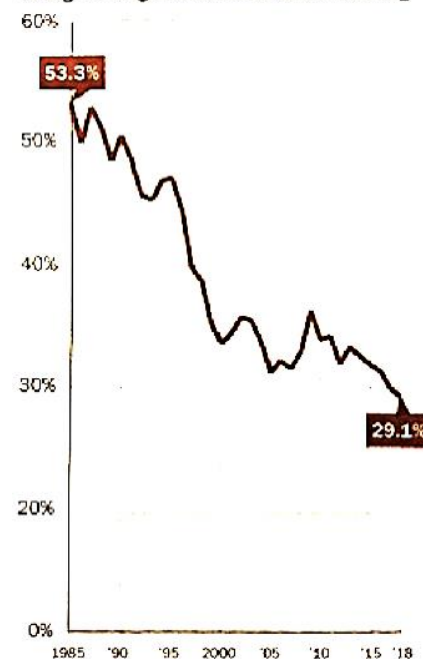


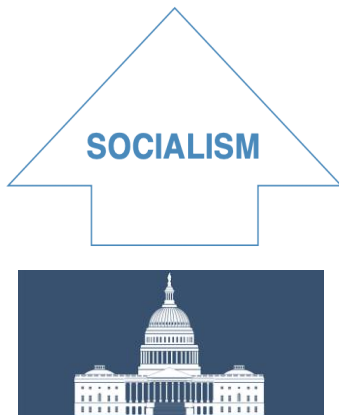
The Connected To Give Report Series
A National Study of American Religious Giving
<http://jumpstartlabs.org/offering/research-reports/connected-to-give/>

“The more important **religion** is to a person, the more likely that person is to **give** to a charity of any kind.”



Giving to Religion as a Share of Total Giving





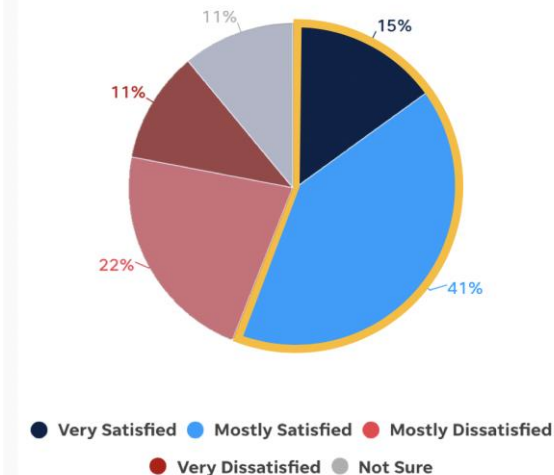
**56% of likely
Democratic
caucusgoers**

**"Would be satisfied with
a nominee who thinks
the U.S. should be
more socialist."**

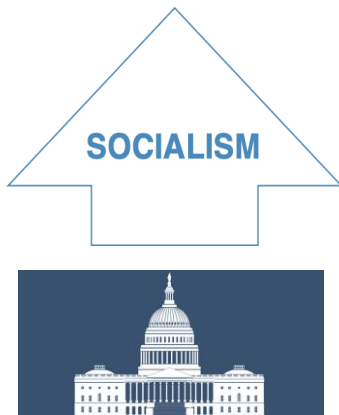
March 3 - 6, 2019

<https://www.desmoinesregister.com/story/news/politics/iowa-poll/2019/03/10/election-2020-joe-biden-bernie-sanders-harris-warren-democrats-iowa-caucuses-poll-president-caucus/3098982002/>

Iowa likely Democratic caucusgoers were asked: "Would you be very satisfied, mostly satisfied, mostly dissatisfied or very dissatisfied if the Democratic Party nominated someone who thinks the country should be more socialist?"

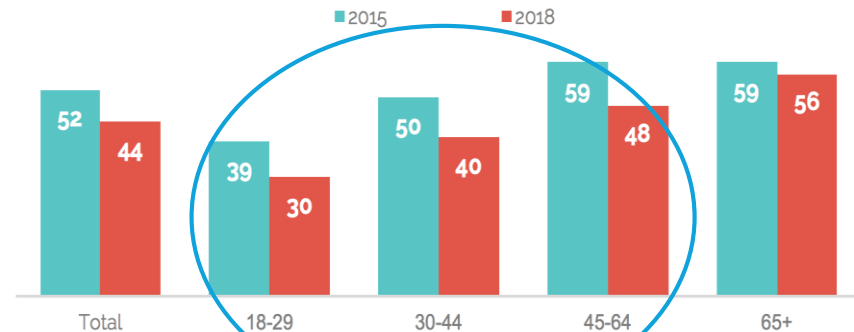


SOURCE Iowa Poll of 401 likely Democratic caucusgoers, Mar. 3-6. Margin of error: plus or minus 4.9 percentage points.



Favorability of capitalism has fallen across all age groups since 2015

% of US adults who have a "very favorable" or "somewhat favorable" opinion of capitalism



YouGov | yougov.com

<https://today.yougov.com/topics/politics/articles-reports/2018/08/07/socialism-capitalism-popular-baby-boomers>

May 1, 2015 - Aug. 2, 2018

Do you **trust charities**
today **more**, **less** or
the same as you did
5 years ago?

"Only 10% are
optimistic in their trust
improving over time."

Shrinking donor base



The Council of Better
Business Bureaus and the
Better Giving Alliance

<https://www.give.org/donortrust>



-9% drop in trust in 2018 in the USA

-18% drop among 'informed public' in the USA

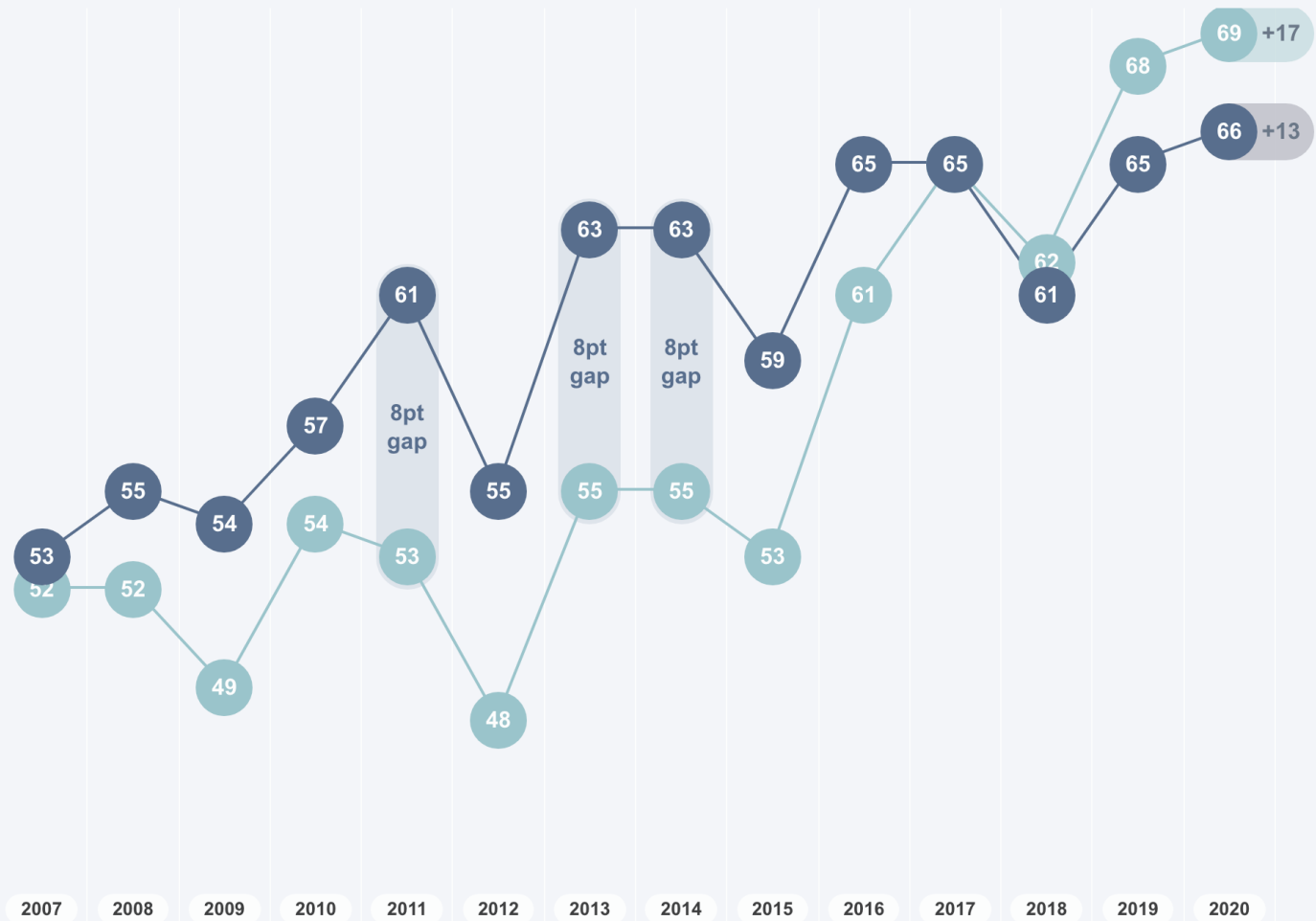


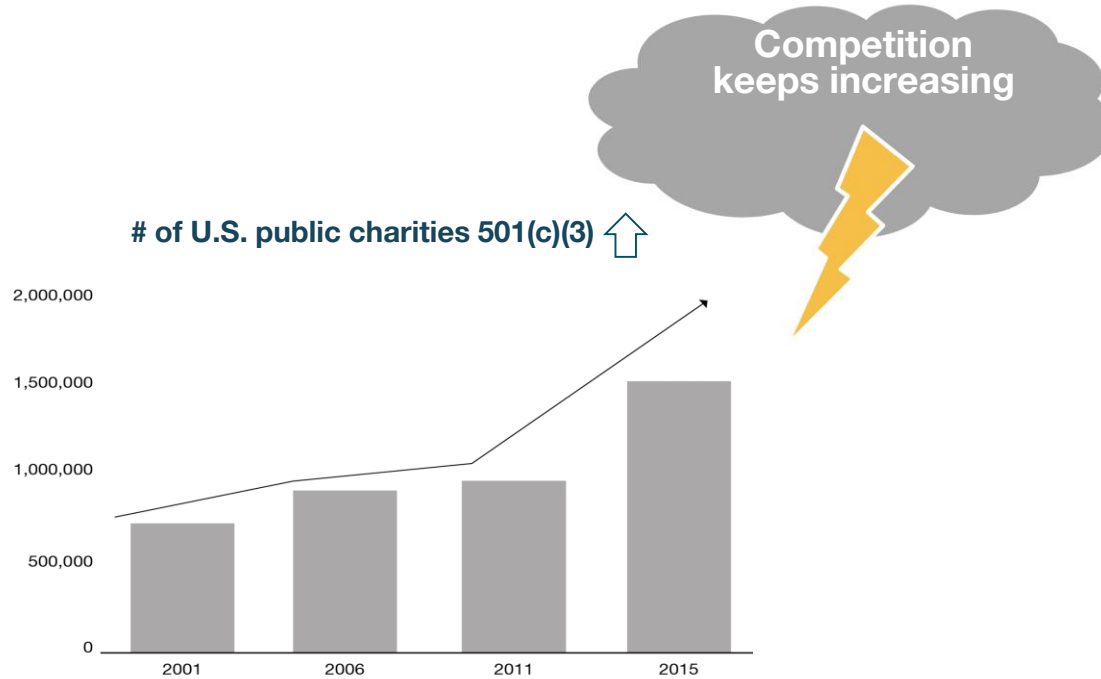
Informed Public: Trust in Business has Surpassed Trust in NGOs

Percent trust, informed public age 35-64, 16-market average, and change from 2007-2020

Key

- Business
- NGOs

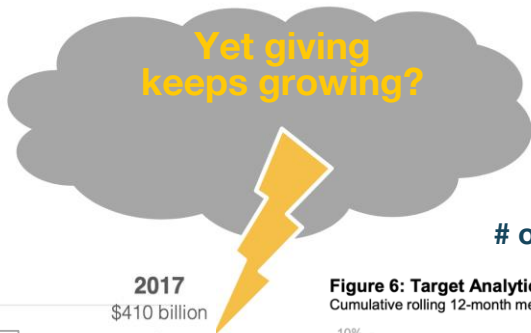




721,456

Source: National Philanthropic Trust

1.56 million



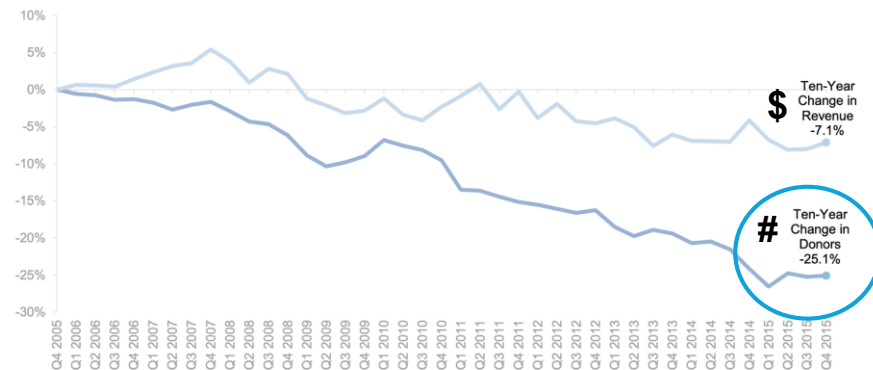
\$ given to charity rising ↑



Chart: The Conversation, CC-BY-ND • Source: Giving USA Foundation/Indiana University Lilly Family School of Philanthropy •

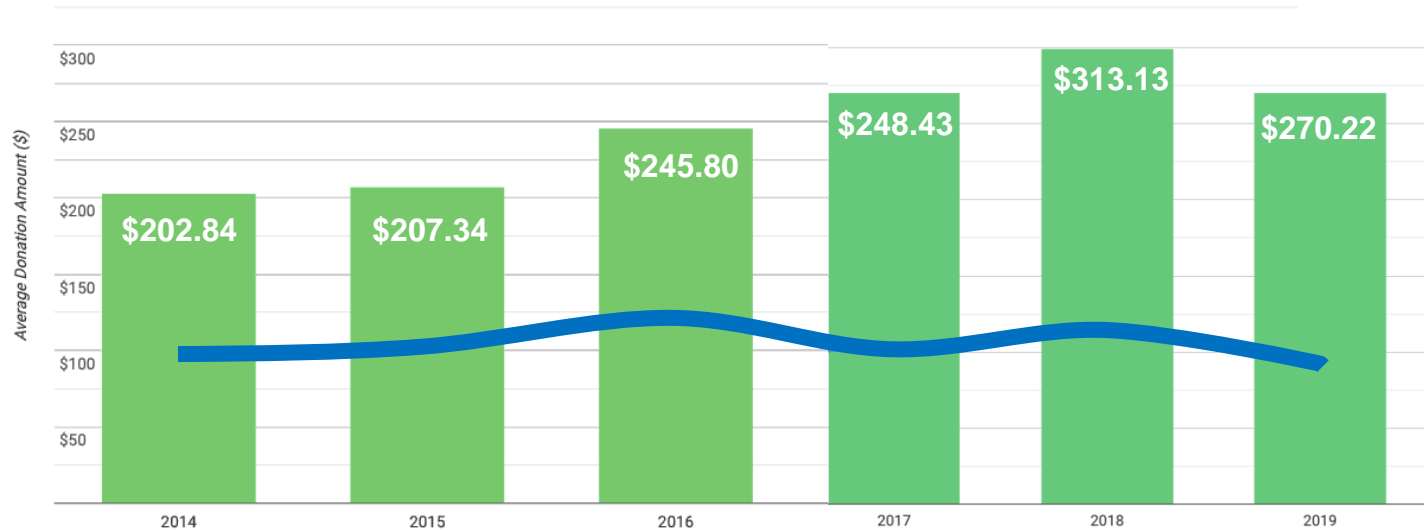
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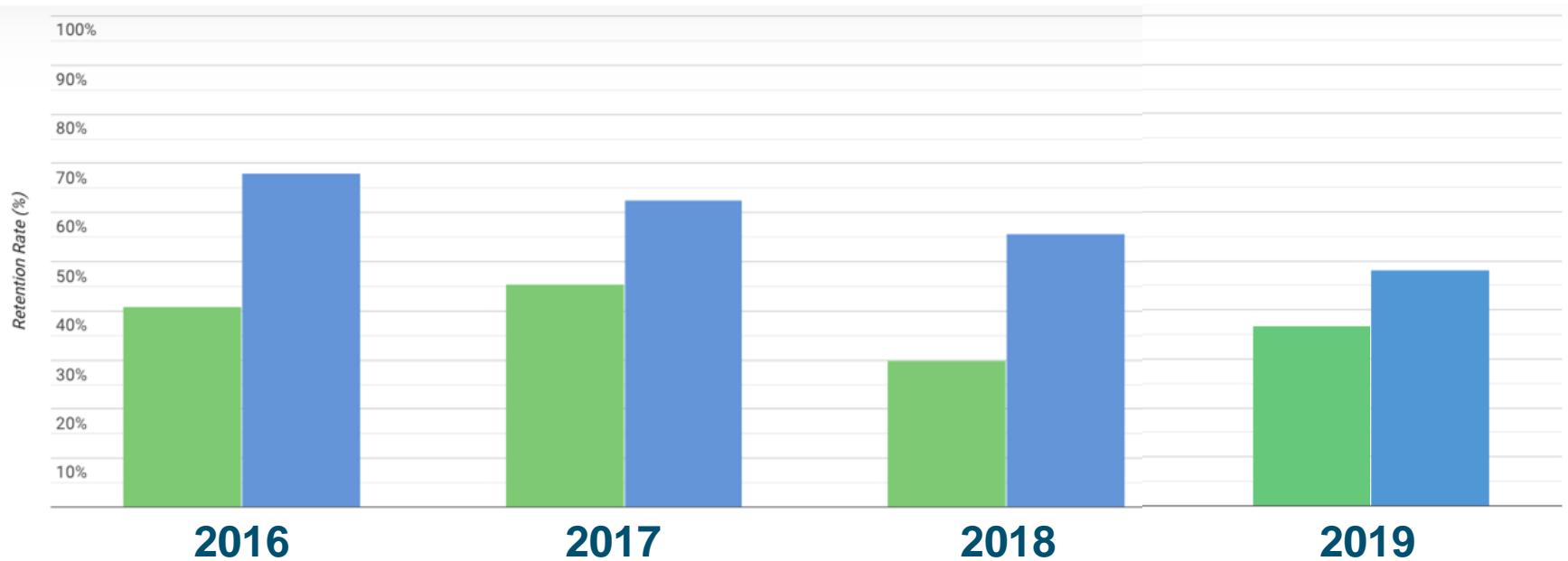
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www.fundraisingreportcard.com/benchmarks

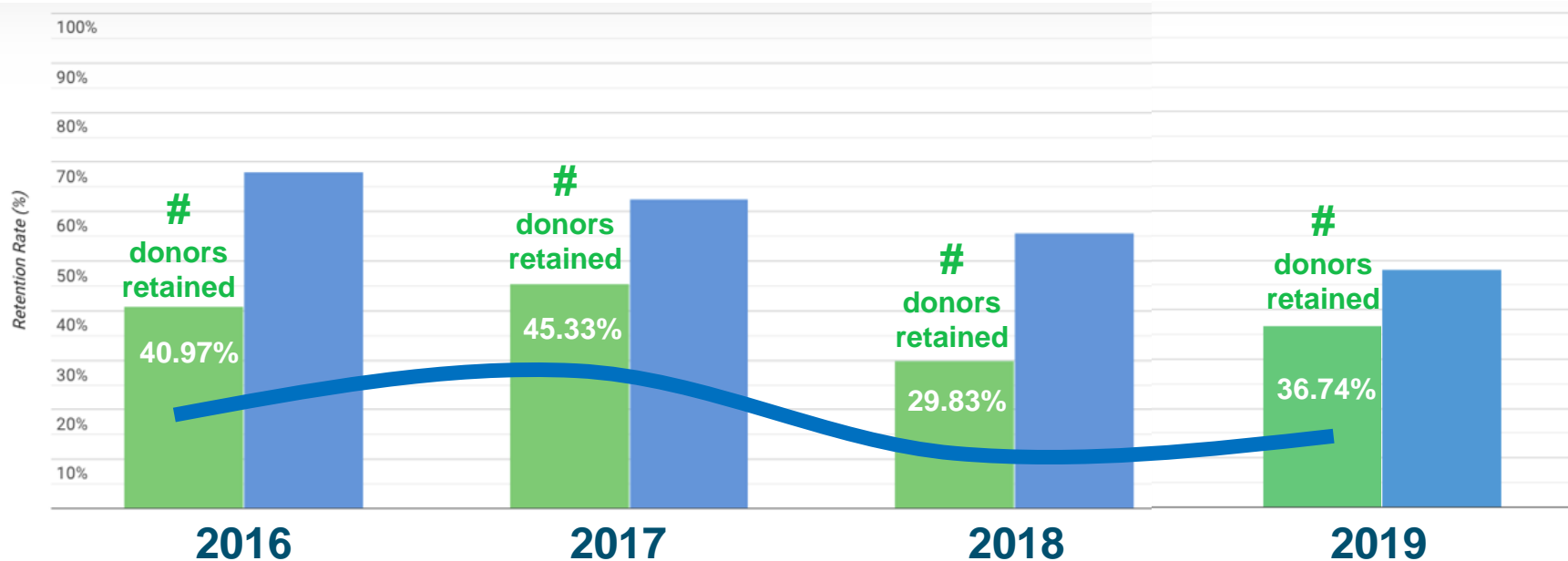


Daily analysis of \$77+ billion in charitable giving
using data from 8,500+ organizations



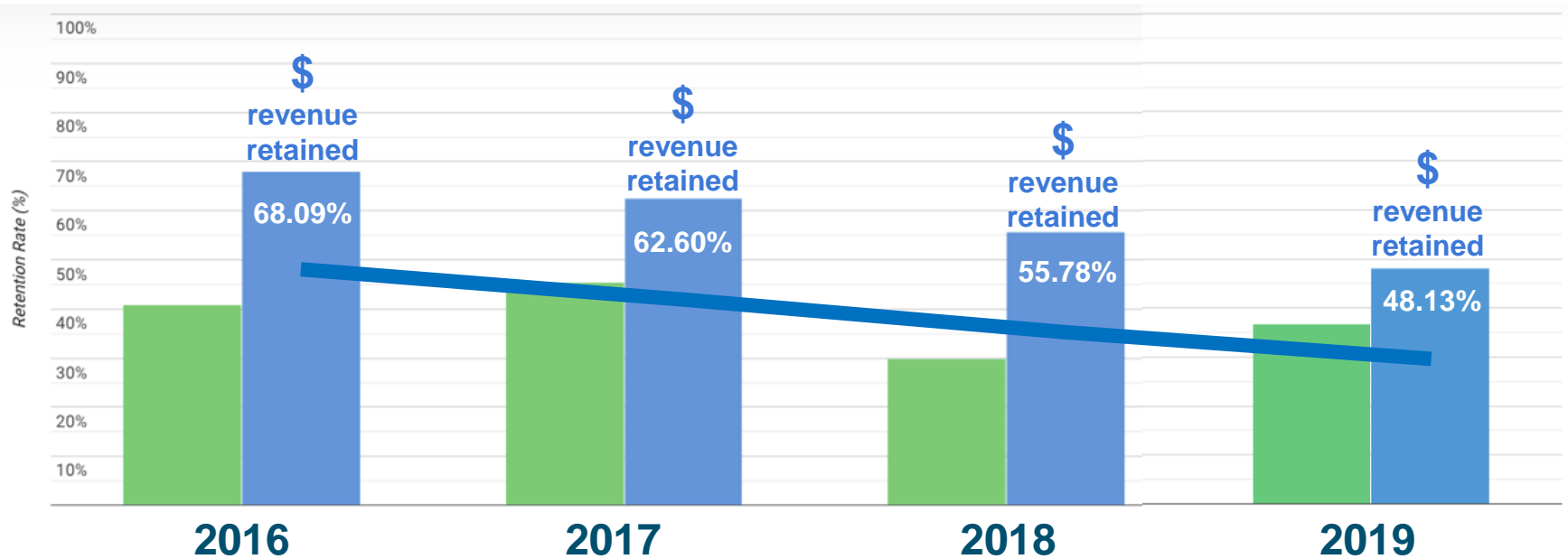
www.fundraisingreportcard.com/benchmarks





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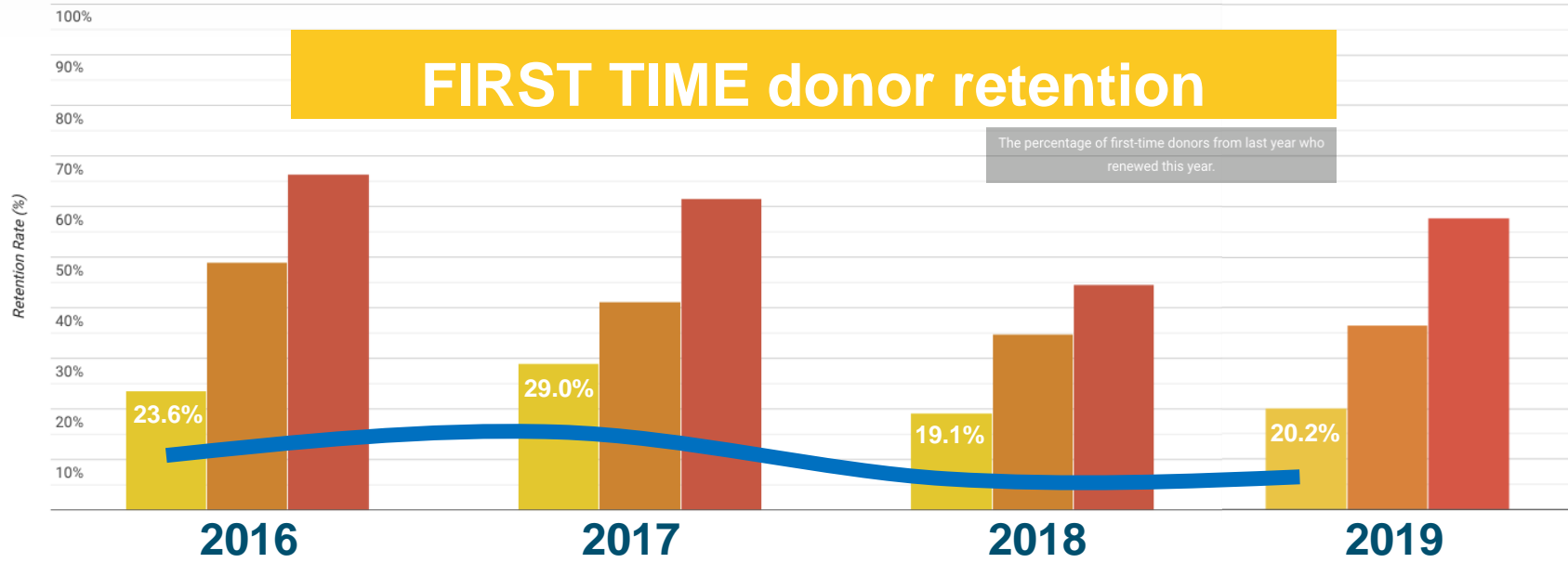




www.fundraisingreportcard.com/benchmarks

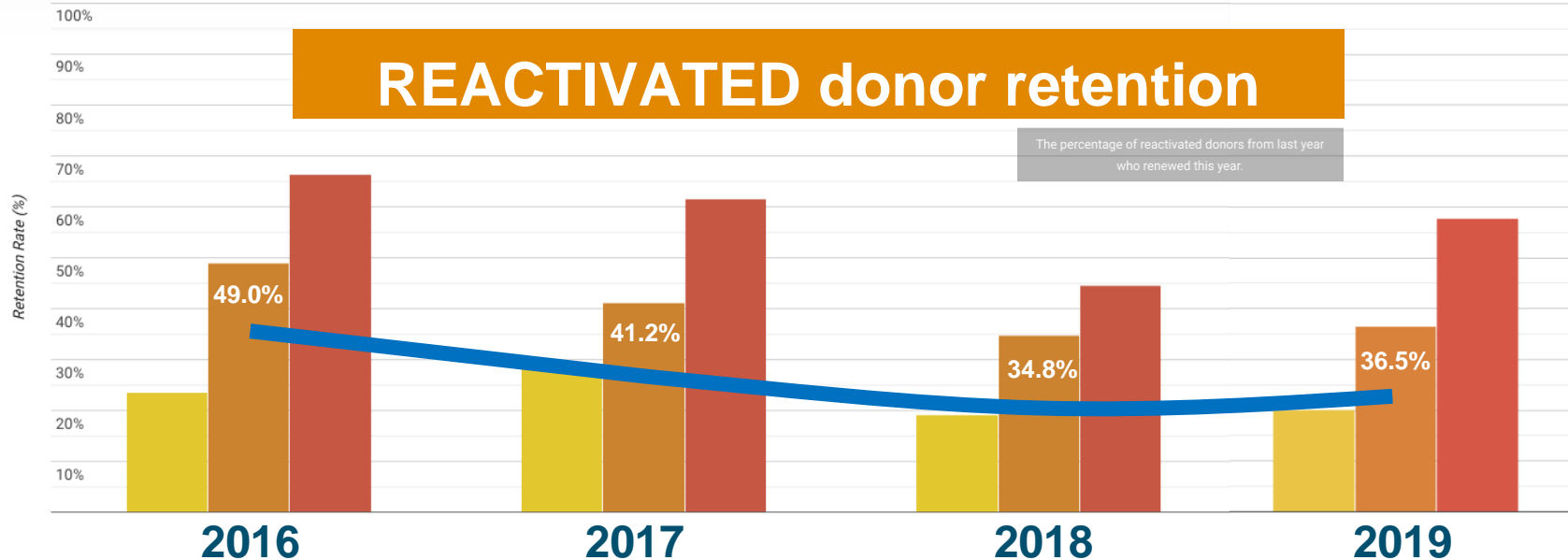


FIRST TIME donor retention



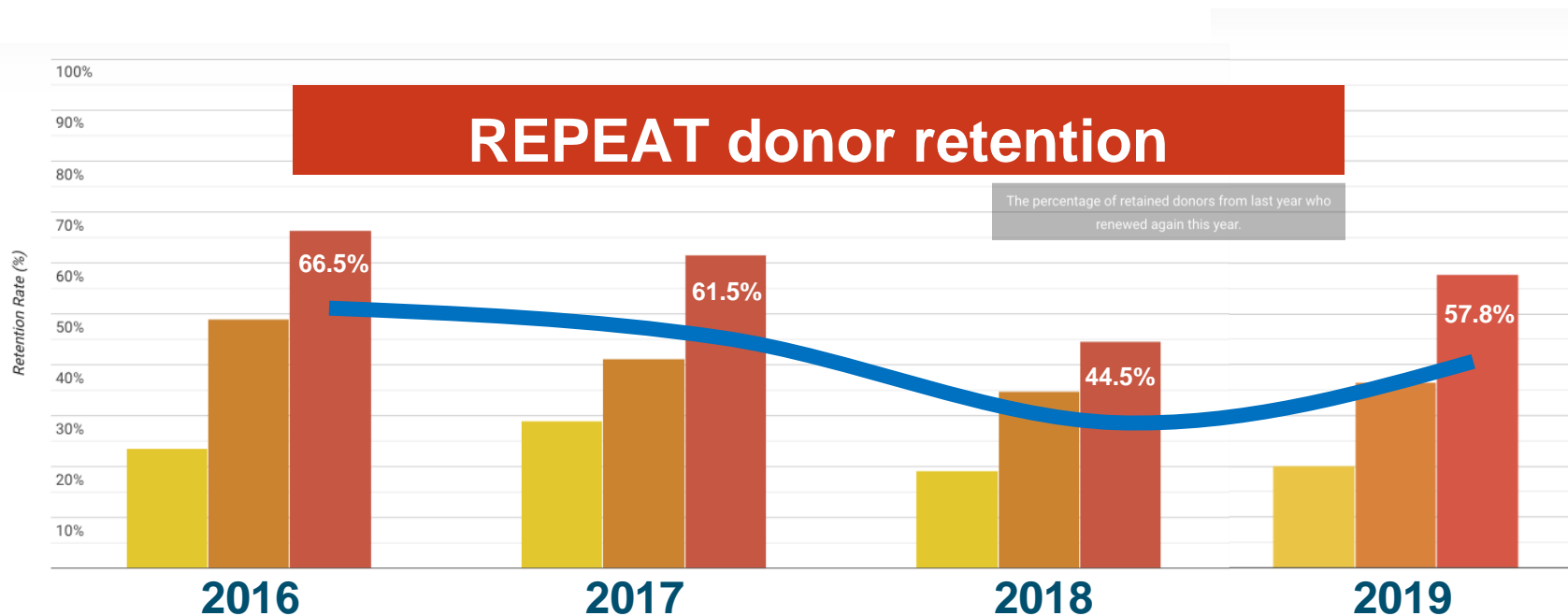
www.fundraisingreportcard.com/benchmarks

REACTIVATED donor retention



www.fundraisingreportcard.com/benchmarks





www.fundraisingreportcard.com/benchmarks



Under \$100

\$100 to \$250

\$250 to \$1,000

\$1,000 to \$5,000

\$5,000 and up

Average Donation Amount [?]

\$25.13

Donor Retention Rate

23.24%

Lifetime Value [?]

\$44.59

September 2020 Data

www.fundraisingreportcard.com/benchmarks



Daily analysis of \$77+ billion in charitable giving
using data from 8,500+ organizations

Under \$100

\$100 to \$250

\$250 to \$1,000

\$1,000 to \$5,000

\$5,000 and up

Average Donation Amount [?]

\$30,016.48

Donor Retention Rate

37.48%

Lifetime Value [?]

\$75,735.87

September 2020 Data

www.fundraisingreportcard.com/benchmarks



Daily analysis of \$77+ billion in charitable giving
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Under \$100 donors

Under \$100

\$100 to \$250

\$250 to \$1,000

\$1,000 to \$5,000

\$5,000 and up

Average Donation Amount [?]

\$25.13

Donor Retention Rate

23.24%

Lifetime Value [?]

\$44.59

Over \$5,000 donors

Under \$100

\$100 to \$250

\$250 to \$1,000

\$1,000 to \$5,000

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Average Donation Amount [?]

\$30,016.48

Donor Retention Rate

37.48%

Lifetime Value [?]

\$75,735.87

September 2020 Data

www.fundraisingreportcard.com/benchmarks



Daily analysis of \$77+ billion in charitable giving
using data from 8,500+ organizations

80/20 rule is now 69/.62

Donors giving over \$5,000

= .62% of an org's donor base
but make up **68.82%**
of all donation revenue

Donors giving under \$100

= 80.02% of an org's donor base
but make up only **7.44%**
of all donation revenue

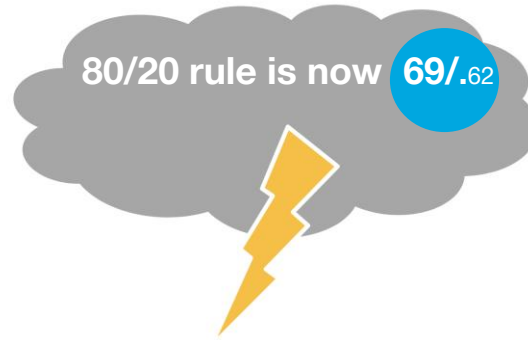
September 2020 Data

www.fundraisingreportcard.com/benchmarks

**FUNDRAISING
REPORT CARD**



Daily analysis of \$77+ billion in charitable giving
using data from 8,500+ organizations



Populist fundraising?

September 2020 Data

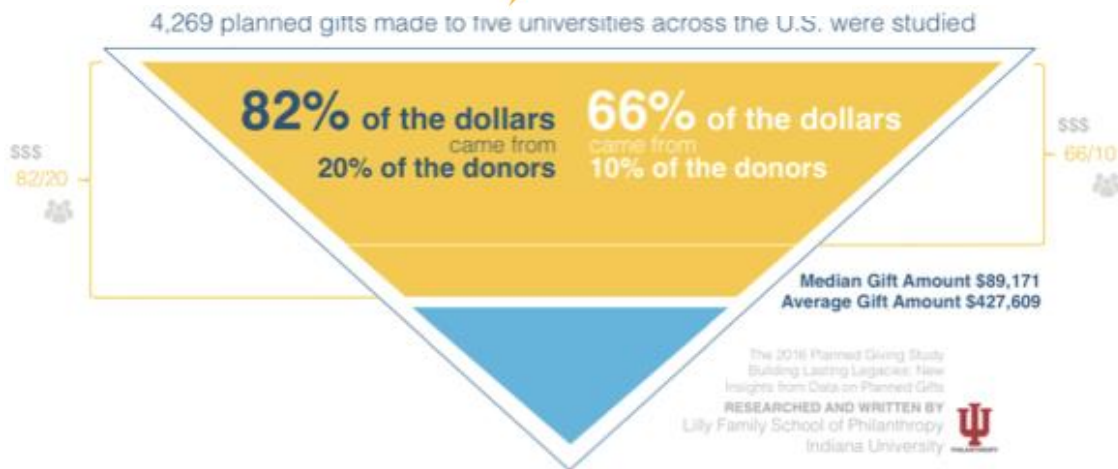
www.fundraisingreportcard.com/benchmarks

**FUNDRAISING
REPORT CARD**



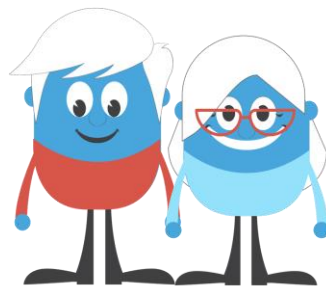
Daily analysis of \$77+ billion in charitable giving
using data from 8,500+ organizations

80/20 rule is now 82/20



Channels fragmenting

Old channels

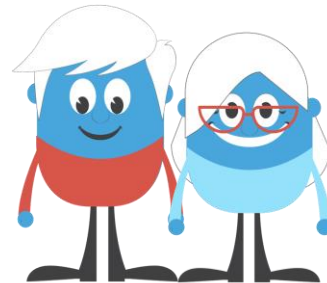


Channels fragmenting

Old channels



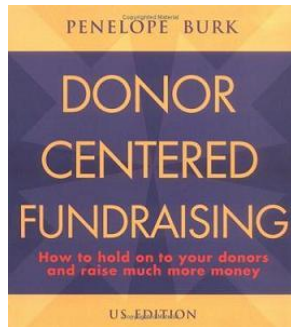
New channels



Google



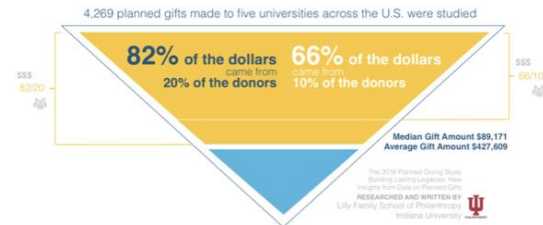
Give Well



Donor self-sufficiency is growing

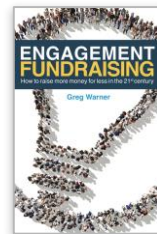
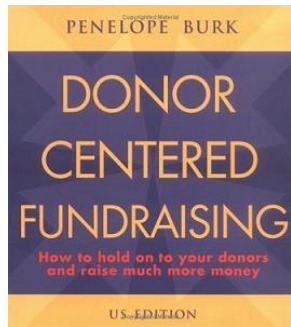
Surveyed 3,000 bequest donors

“Do you have a planned-gift officer?”



Only 18% said, “YES”

The majority said, “They give me everything I need, but I don’t need much from them.”



Donor self-sufficiency is growing

The *'four selfs'*

Self-qualify	Allow opt-in / ask for permission
Self-educate	Make information accessible
Self-involve	Enable immersive engagement
Self-solicit	Support self-actuation / fulfillment

Donor
preferences changing



JUNK MAIL



TELEMARKETING



SPAM





Donor: 92-year-old Olive Cooke
Mailings received: 3,000+/year



Donor
preferences changing

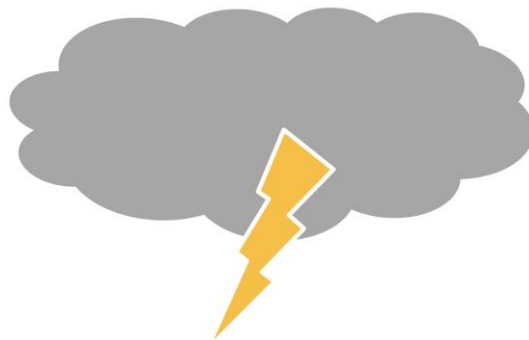


OPT-IN / PERMISSION
OPT-OUT EASILY

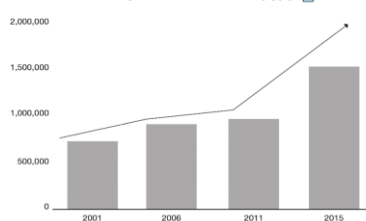


GDPR

The General Data Protection Regulation



of U.S. public charities 501(c)(3) ↑



721,456

1.56 million

Source: National Philanthropic Trust

\$ given to charity rising ↑

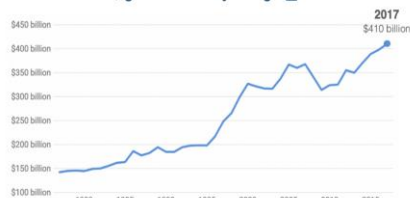


Chart: The Conversation, CC-BY-ND - Source: Giving USA Foundation/Indiana University Lilly Family School of Philanthropy

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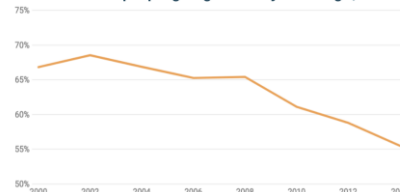


Chart: The Conversation, CC-BY-ND - Source: University of Michigan/UPUI Lilly School of Philanthropy Panel Study - Get the data

Competition increasing

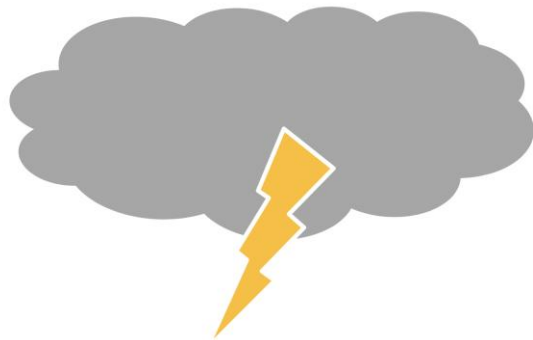
Less people giving

Trust declining

Fraction of donor base making up majority of revenue

Channels fragmenting

Preferences changing

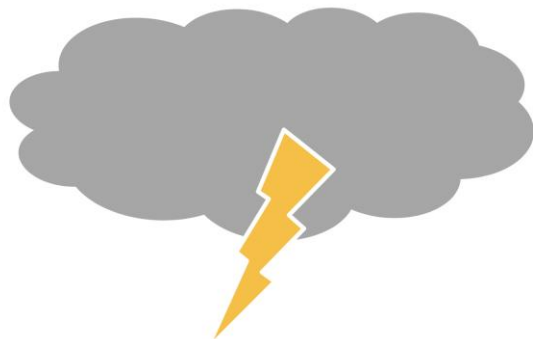


“

Giving is increasing because of **larger gifts from richer donors.**
Smaller and mid-level donors are slowly but surely **disappearing**—
across the board among all organizations.”

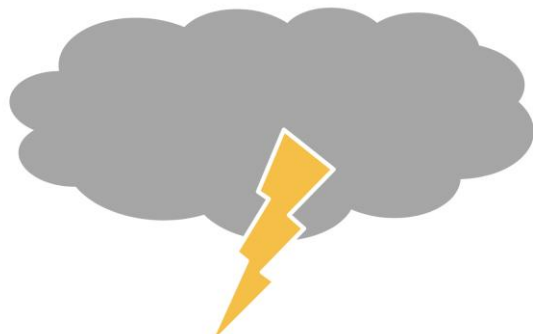
Elizabeth Boris
Chair of the Growth in Giving Initiative





“Nonprofit organizations in the United States are now being challenged by major political, demographic, economic, and technological factors outside of their control, and **most organizations find themselves flat-footed, unable to easily adapt.**”

Brian Lauterbach, ACFRE
Vice President of Programs & Collective Impact



WHAT SHOULD WE DO?
MORE?

Donor
preferences changing



FEDUP!



Donor
preferences changing



CONTROL

ASKED FOR
PERMISSION

OPT-IN &
OPT-OUT

SELF-
NAVIGATE

CONVENIENCE

RESPECT

FAIRNESS



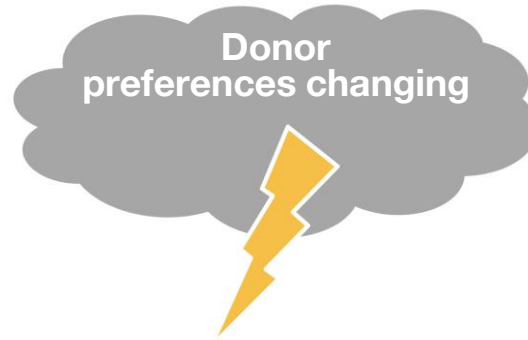
VALUE

Donor
preferences changing



WE'RE
READY!





“Hounding a donor for attention or action before they’re ready will only annoy them and burn your bridges.”

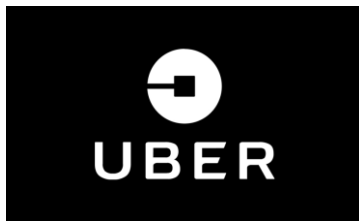


Greg Warner
CEO & Founder
market  **smart**

WINNERS VS. LOSERS



WIKIPEDIA
The Free Encyclopedia



NETFLIX

TECHNOLOGY

WINNERS VS. LOSERS

EDUCATION DIVE						
Deep Dive Opinion Library Events Jobs Topics						
SIGN UP SEARCH						
We're keeping track of major college and university closings, mergers, acquisitions and other consolidation from 2016 to the present. Did we miss something? Let us know by using this form . Read our ongoing analysis of the list.						
Institution	Region	Year	Type	Status	Deal	Dive Insight
Abington Memorial Hospital Dixon School of Nursing	Northeast	2017	Private	Nonprofit	Closed	
Abraham Baldwin Agricultural College	South	2017	Public	Nonprofit	Merged (Bainbridge State College)	
Alabama Southern Community College	South	2016	Public	Nonprofit	Merged (Faulkner State CC and Jefferson Davis CC)	
Allied American University	National	2016	Private	For-profit	Closed	
Altierus Career Colleges*	National	2017	Private	For-profit	Closed	
American Health Institute	South	2016	Private	Nonprofit	Closed	
American Jewish University (undergraduate program)	South	2018	Private	Nonprofit	Closed	
American School of Technology	Midwest	2016	Private	For-profit	Closed	
Argosy University*	National	2018	Private	Nonprofit	Closed	

<https://www.educationdive.com/news/tracker-college-and-university-closings-and-consolidation/539961/>

MOODY'S

According to Moody's credit rating agency

“One in five small private colleges in the nation is under *‘fundamental stress’*.”

“A quarter of private colleges are in the red.”

<https://www.insidehighered.com/quicktakes/2018/07/25/moodys-private-college-closures-11-year>

WINNERS VS. LOSERS



NETFLIX

COSTS

A pair of blue scissors icon positioned as if cutting the word "COSTS".

TECHNOLOGY

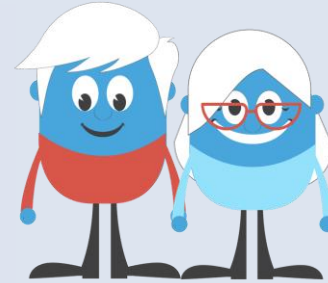
WINNERS VS. LOSERS



BOARD & LEADERSHIP



FUNDRAISERS

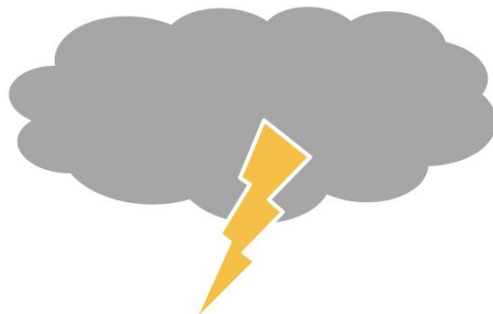


DONORS

TECHNOLOGY

FUNDRAISING CLIMATE CHANGE AND WHAT YOU CAN DO ABOUT IT

How to survive and thrive during the most turbulent yet transformative era ever to face fundraisers.





QUICK POLL #2



WHAT YOU CAN DO ABOUT IT

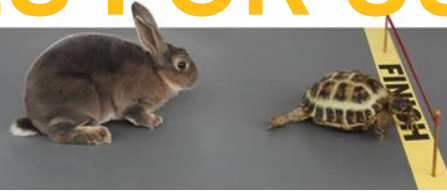


**TRADITIONAL
INTERRUPTIVE,
TRANSACTIONAL,
ARMS-LENGTH APPROACH
FOCUSED ON ASKING FOR SMALL GIFTS
TO BE MADE MOSTLY IMPULSIVELY BY DONORS**



WHAT YOU CAN DO ABOUT IT

3 STRATEGIES FOR SUCCESS

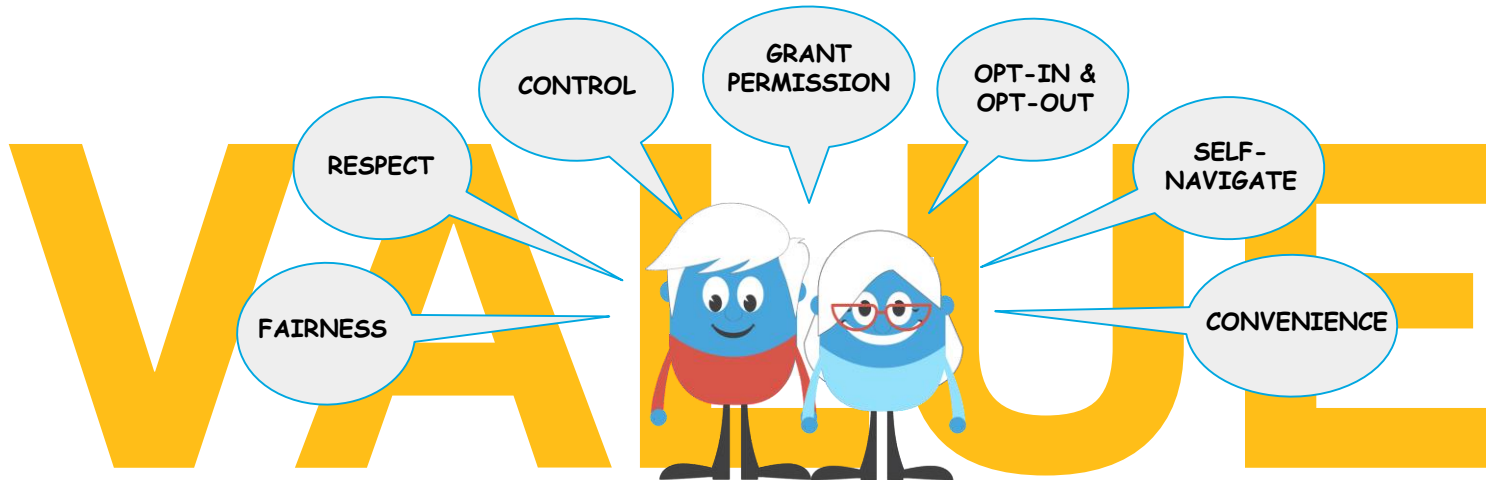
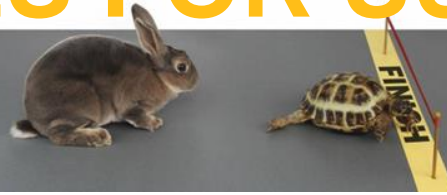


**A CONTEMPORARY,
TECHNOLOGY-ENABLED,
COMPASSIONATE APPROACH THAT
FIRST HELPS SUPPORTERS SELF-NAVIGATE
THE DECISION-MAKING PROCESS IN A WAY THAT IS
NECESSARY FOR HIGHLY-CONSIDERED DECISIONS**



WHAT YOU CAN DO ABOUT IT

3 STRATEGIES FOR SUCCESS





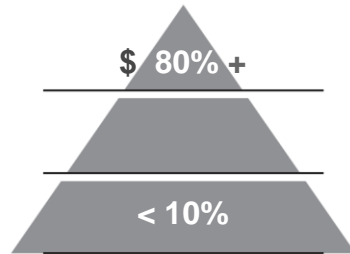
WHAT YOU CAN **DO ABOUT IT**



WHAT YOU CAN DO ABOUT IT

1 FOCUS ON THE 80/20 OR 69/.62

**% of your fundraising
REVENUE \$**





WHAT YOU CAN DO ABOUT IT

1 FOCUS ON THE 80/20 OR 69/.62

Find new major donors at low cost

Referrals

Do you have any friends/colleagues/family members who would be interested in furthering Benedictine College's mission?

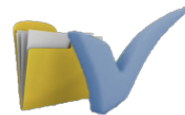
☒ Yes

☐ No

Please let us know the most convenient way to connect.

☒ I would be happy to make a personal introduction.

☐ I would like to share information about Benedictine College with them on my own; please provide that for me.



Board meeting packets

PREVIOUS

NEXT



WHAT YOU CAN DO ABOUT IT

1

FOCUS ON THE 80/20 OR 69/.62

They are in your midst

49.7%

of high net worth
individuals volunteer

**Find new major donors
at low cost**

They are testing you

55.9%

volunteer at 2 or
more organizations

✓ Referrals

✓ Volunteers

They want to give

84.3%

gave to some, most or all of
the organizations for which
they volunteer

Source:
2016 U.S. Trust® Study of High Net Worth Philanthropy
Based on a survey of U.S. households with a net worth of \$1 million or more (excluding
the value of their primary home) and/or an annual household income of \$200,000+



WHAT YOU CAN DO ABOUT IT

1 FOCUS ON THE 80/20 OR 69/.62

Find new major donors at low cost

- ✓ Referrals
- ✓ Volunteers
- ✓ Social media

facebook



Cost only \$900
43 new major
donor prospects
signed up for a
newsletter

Digital Major Gift Lead Generation

by Bentz Whaley Flessner on October 22, 2017 in Bentz Whaley Flessner

CASE STUDY 1

Background

A southern, top-tier research university was approaching the end of a \$1+ billion dollar campaign when they had the opportunity to relocate their medical school as part of a new municipal redevelopment plan. Their top donors were already committed to the existing campaign priorities, and they needed a creative solution to open doors to people who had never supported the university. They turned to Bentz Whaley Flessner (BWF) to help develop a new digital strategy.

While social media has long been recognized as a tool for annual giving programs, the information these companies are collecting is massive. They know individuals' interests, social connections, education, and other behavioral data – and now they are purchasing the data and layering onto their records the data used to drive wealth scores. The result is an amazing (perhaps alarming) marketing tool.

Campaign

Working with BWF experts the university's marketing team used Facebook's back end tools to build a custom audience. Their target audience was looking for individuals who had:

- A net worth of \$1 million or more.
- A history of giving to cancer and other health causes.
- Lived within a 25-mile radius of the downtown metropolitan center where the new facility would open.

<https://www.bwf.com/bwf/digital-major-gift-lead-generation/>



WHAT YOU CAN DO ABOUT IT

2 SUPPORT YOUR SUPPORTERS AND THEY'LL SUPPORT YOUR MISSION

UNDERSTAND
WHO THEY ARE
WHY THEY CARE
& **WHERE THEY ARE**
IN THEIR CONSIDERATION PROCESS



WHAT YOU CAN DO ABOUT IT

2 SUPPORT YOUR SUPPORTERS AND THEY'LL SUPPORT YOUR MISSION

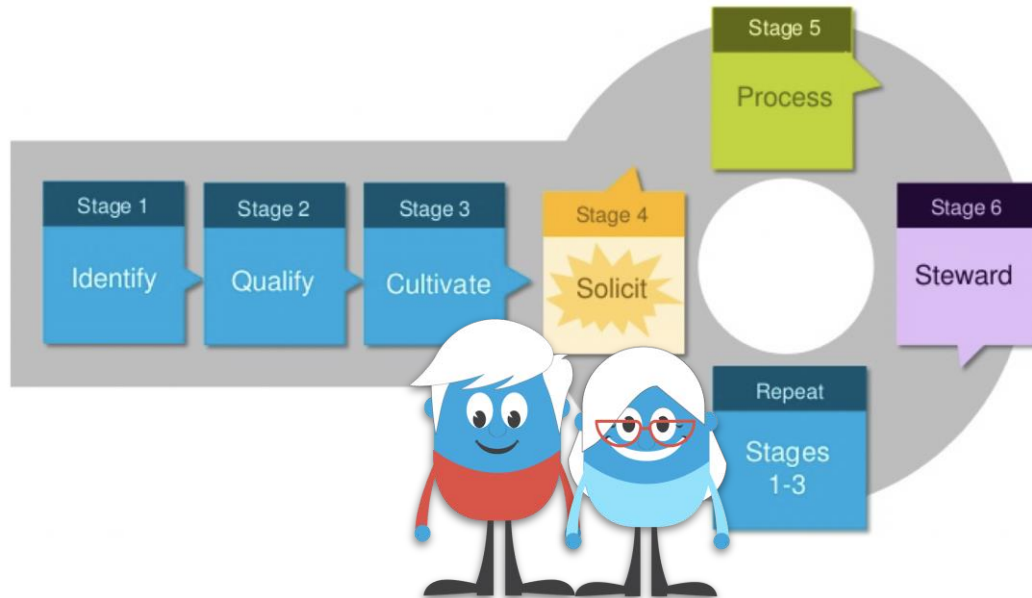
FOCUS MORE
ON THEM AND THEIR NEEDS

FOCUS LESS
ON YOUR PROCESS



WHAT YOU CAN DO ABOUT IT

2 SUPPORT YOUR SUPPORTERS AND THEY'LL SUPPORT YOUR MISSION

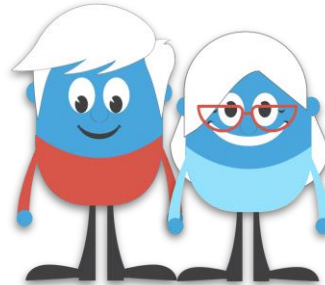




WHAT YOU CAN DO ABOUT IT

2 SUPPORT YOUR SUPPORTERS AND THEY'LL SUPPORT YOUR MISSION

**LOW-DOLLAR
IMPULSE-ORIENTED
DECISIONS**



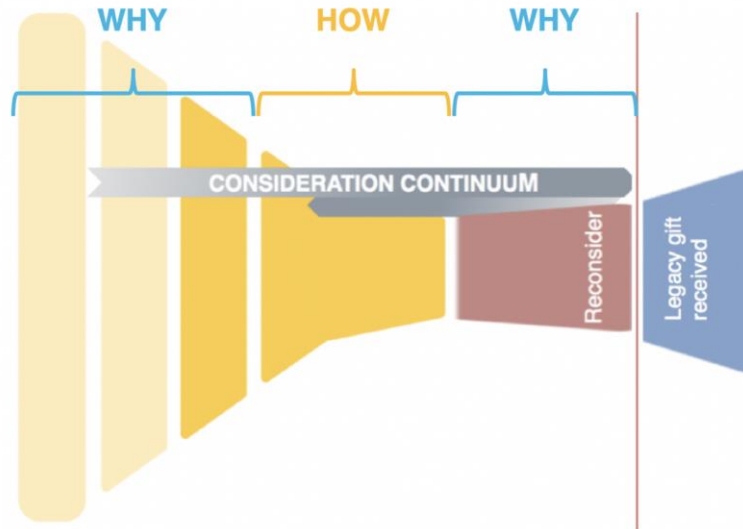
**HIGH-DOLLAR
HIGHLY-CONSIDERED
DECISIONS**





WHAT YOU CAN DO ABOUT IT

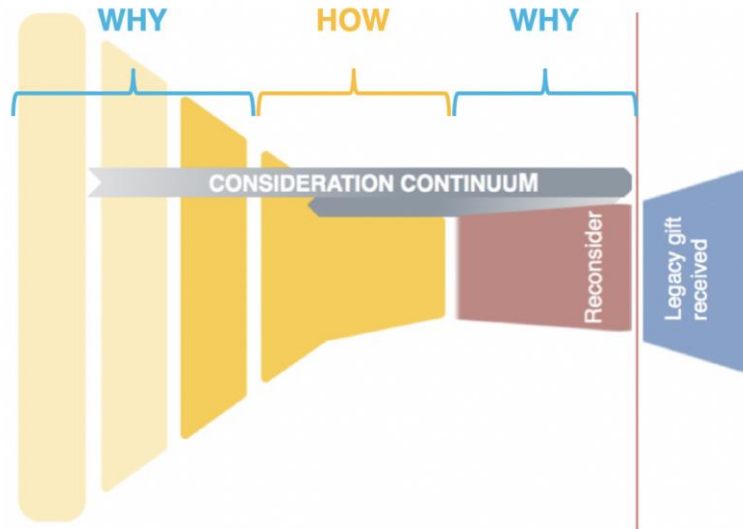
2 SUPPORT YOUR SUPPORTERS AND THEY'LL SUPPORT YOUR MISSION





WHAT YOU CAN DO ABOUT IT

2 SUPPORT YOUR SUPPORTERS AND THEY'LL SUPPORT YOUR MISSION



**TRUST
&
VALUE**



WHAT YOU CAN DO ABOUT IT

2

SUPPORT YOUR SUPPORTERS

AND THEY'LL SUPPORT YOUR MISSION

HELP THEM

- ✓ Build trust in you
- ✓ Think about their lives
- ✓ Contemplate their own heroism
- ✓ See others finding joy from giving
- ✓ Socialize with like-minded people
- ✓ Etc.

**TRUST
&
VALUE**



WHAT YOU CAN DO ABOUT IT

2

SUPPORT YOUR SUPPORTERS AND THEY'LL SUPPORT YOUR MISSION

LEARN ABOUT THEM

- ✓ Why do they care?
- ✓ Who inspired them to care?
- ✓ What are their interests?
- ✓ What are their needs?
- ✓ Etc.

**TRUST
&
VALUE**



WHAT YOU CAN DO ABOUT IT

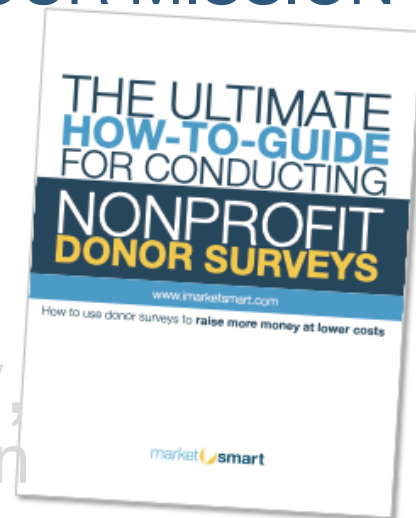
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**SUPPORT YOUR SUPPORTERS
AND THEY'LL SUPPORT YOUR MISSION**

DONOR SURVEYS

TECHNOLOGY

for donor discovery,
qualification & prioritization





WHAT YOU CAN DO ABOUT IT

2

BENEDICTINE COLLEGE
ATCHISON, KANSAS

Give now from your Donor-Advised Fund

DONATE NOW TAKE OUR SURVEY

HOME SHARED VISION WHY GIVE MAKE AN IMPACT SUPPORTERS LIKE YOU BLOG CONTACT US GIVING TOOLKIT

Give from your donor-advised fund:

Fidelity

FIDELITY CHARITABLE

FIDELITY INVESTMENTS CHARITABLE GIFT FUND

YOU AGREE TO THE [TERMS OF SERVICE AND PRIVACY POLICY](#).

MEET PEOPLE LI

goals — you're making it happen!

DON'T SEE YOUR FUND? LET US KNOW.

YOUR COLLEGE — NOW AND LATER

THE IMPACT YOU HAVE

As a fellow Raven, whether you're an alum, parent or friend of the College, you know what is important to you for Benedictine and what you envision for its future. We want you to see how, together, we're stewarding that vision.

READ MORE

You've helped us make great strides toward improvements to Benedictine College that will help educate America's future leaders. There's still more we can achieve together.


TELL ME MORE

EASY WAYS TO MAKE AN IMPACT






2



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MEET PEOPLE LIKE YOUAccomplishing Benedictine 2020 goals — you're making it happen!


#WHEREGREATNESSBEGINS



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EASY WAYS TO MAKE AN IMPACT



WHAT YOU CAN DO ABOUT IT

3

GIVE TO YOUR GIVERS

THE LAW OF RECIPROCITY IS POWERFUL





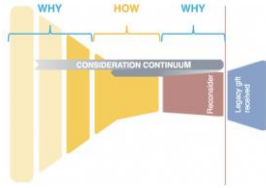
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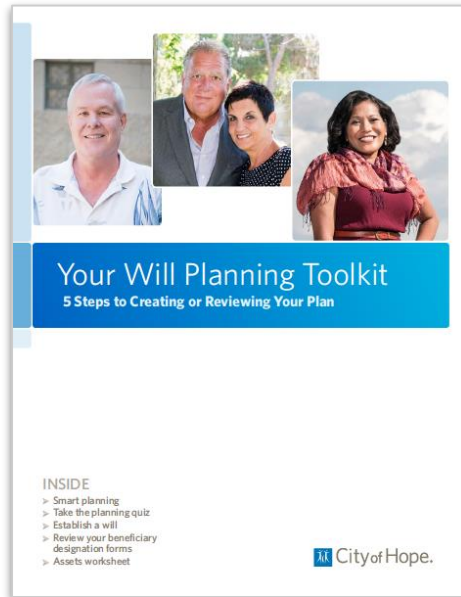


WHAT YOU CAN DO ABOUT IT

3

GIVE TO YOUR GIVERS

THE LAW OF RECIPROCITY IS POWERFUL





- 1 FOCUS ON THE 80/20**
- 2 SUPPORT YOUR SUPPORTERS
AND THEY'LL SUPPORT YOUR MISSION**
- 3 GIVE TO YOUR GIVERS
THE LAW OF RECIPROCITY IS POWERFUL**



WHAT YOU CAN DO ABOUT IT

BONUS

FOCUS MORE ON BEQUEST GIVING



Donna

\$250 annual
fund donation

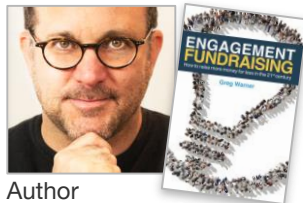


Sharon

\$57,000
legacy gift

Donna would have to give for **228 years** to
equal the impact of **Sharon's legacy gift**

THANK YOU



Author
Engagement
Fundraising
Greg Warner
CEO & Founder

Buy it here:
www.engagementfundraisingbook.com

Or order a free copy by emailing:
info@imarketsmart.com



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