

PREVIEW-Finding New Donors Week One
WildWomanFundraising.com

Week One: Speaking Engagements & Other Places to find new donors offline

Foreword.....	3
Introduction to Finding New Donors.....	5
Connections Worksheet	9
9 places to find donors offline.....	10
How to have a successful speaking engagement to find new donors.....	13
Don't overdo the statistics, focus on the stories.....	17
Your Speaker's Toolkit.....	18
Places to speak for your nonprofit.....	20
Worksheet on speaking for your nonprofit	21
Speaking Engagement tracking worksheet.....	23
Speaker Toolkit Checklist.....	24
Buying a Mailing List.....	25
Churches and other faith-based institutions.....	26
Smart partnerships with complementary service providers.....	28
Conclusion.....	29
Further Resources.....	30

Introduction to Finding New Donors

Where does the money come from?

Let's take a look at sources of funding for nonprofits in the US from this chart from Giving USA. It's crazy. There are \$1 trillion dollars in the nonprofit industry. If we were a single industry, we would be the nation's largest.

One in ten people in the US work for nonprofits.¹ Each nonprofit has to have a source of funding, and to be successful, most need a person or a whole department dedicated to finding funding.

You may have seen Special Event signs in the street in your city, or gotten a letter in the mail from a nonprofit, asking for money. You may have seen an article in a newsblog about a nonprofit getting a large grant. When most people think of fundraising, they think of grantwriting or events.

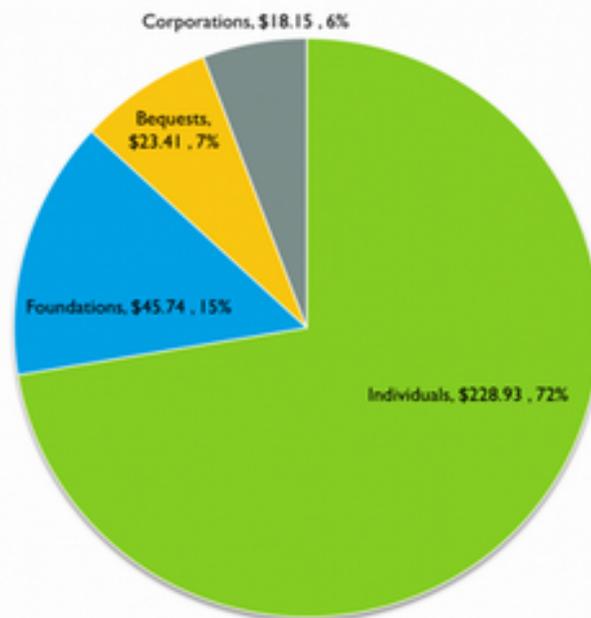
Surprisingly, over 75% of funding comes from individuals!

14% comes from corporations, 14% from foundations, and 8% from bequests.

This chart above is from GivingUSA. From 2009 to 2014, I've looked at this chart, and the ratios have not really changed. It's always about 75% of funding that comes from individuals.

Most people in North America are not rich. And most people who give to your nonprofit will not be rich. But these are the people who are committed to your cause and will sustain your organization.

**2012 Contributions: \$316.23 billion by source of contributions
(in billions of dollars - all figures are rounded)**



¹Source: <http://www.philanthropyreports.org/>

As Kim Klein says, “I don’t want a gift, I want a giver. I don’t want a donation, I want a donor.” So how to get from here to there? Well, the short answer is, go to the people with the ability to give the most.

Spend the majority of your time with the people who give you the most money. If you can walk into a house and ask a donor for \$60,000, wouldn't that be easier than spending 3 months on an event?

Do you remember mega-churches advertising on TV in the 80s? Why do they succeed?

They ask all the time!

You have to ask as often as you possibly can. Everything else is a detail.

We ask our most faithful, most loyal people for money most often. They act as if this is a gift you're giving them! It's an exchange. Seven out of ten adults give away money. Who to ask? Well, 92% of all gifts made and 60% of all money given comes from families who make \$70,000 and under every year. That's most people.

Finding Donors

How do you identify those who want to give to you?

It's all about you and your community.

First, every board member needs to be giving to your nonprofit.

Board members need to be fundraising from their social circle, too. They may kick up a fuss, but how can they be good fundraisers for you, if they don't give themselves?

If you're afraid of driving board members away, say, “Give what for YOU is a significant gift. We'd like you to make us one of your top three giving priorities.”

Beyond your board, it's a rectangle dance. Start to identify all of the people you know, and all of the people your board or staff know.

Start in the center of a rectangle -Here's you

Then move out – Your family/friends

Then move out another level- Acquaintances/ neighbors/ faith based organizations

Then move out another level-Your vendors, your power company, your phone company, your local grocery store, etc.

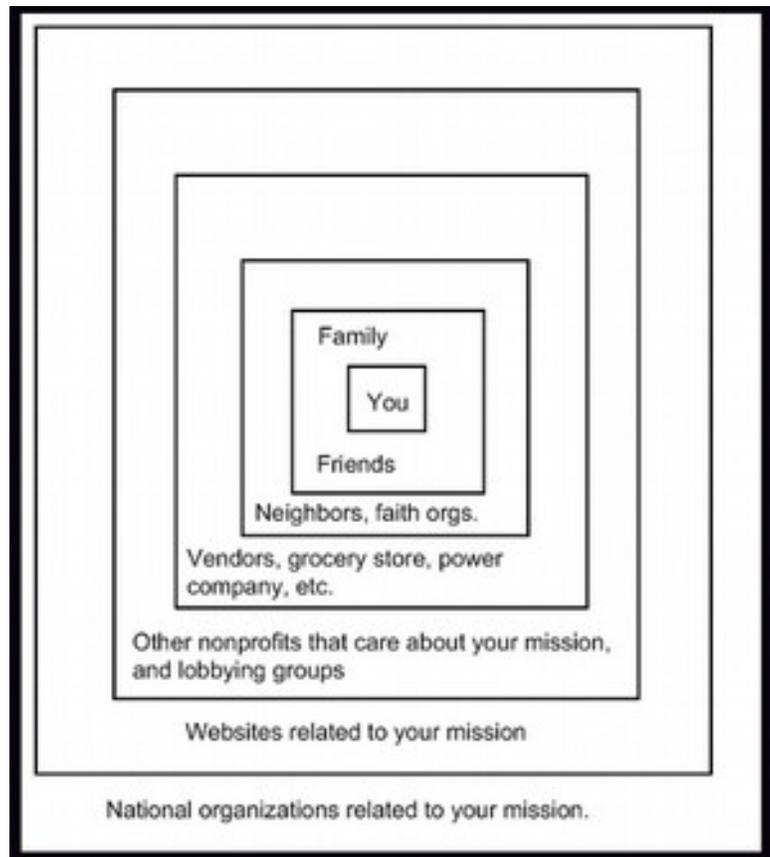
Then move out another level-Another nonprofit in your area who cares about the mission you care about, or a lobbying group.

Then move out another level-Websites and forums related to this mission topically

Then move out another level-National organizations devoted to this mission

There's more help available than you knew, isn't there!

Check out the bigger version of this diagram on Page 9.



You can fill this out, and copy and pass out to your executive director, other staff, volunteers, board, and advisory board. This will help everyone see where there are areas of overlap. Does each person at your nonprofit use one utility company, grocery store or telecom? As loyal customers, you're in a better position to ask them for money. This is one of the best ways to find new individual and corporate donors.

Aside from your current donors and those in the rectangles of influence, look at the annual reports of other nonprofits with missions similar to yours. Ask if you can buy their mailing lists. Also, look at the Book of Lists put out by the Business Journal in your city.

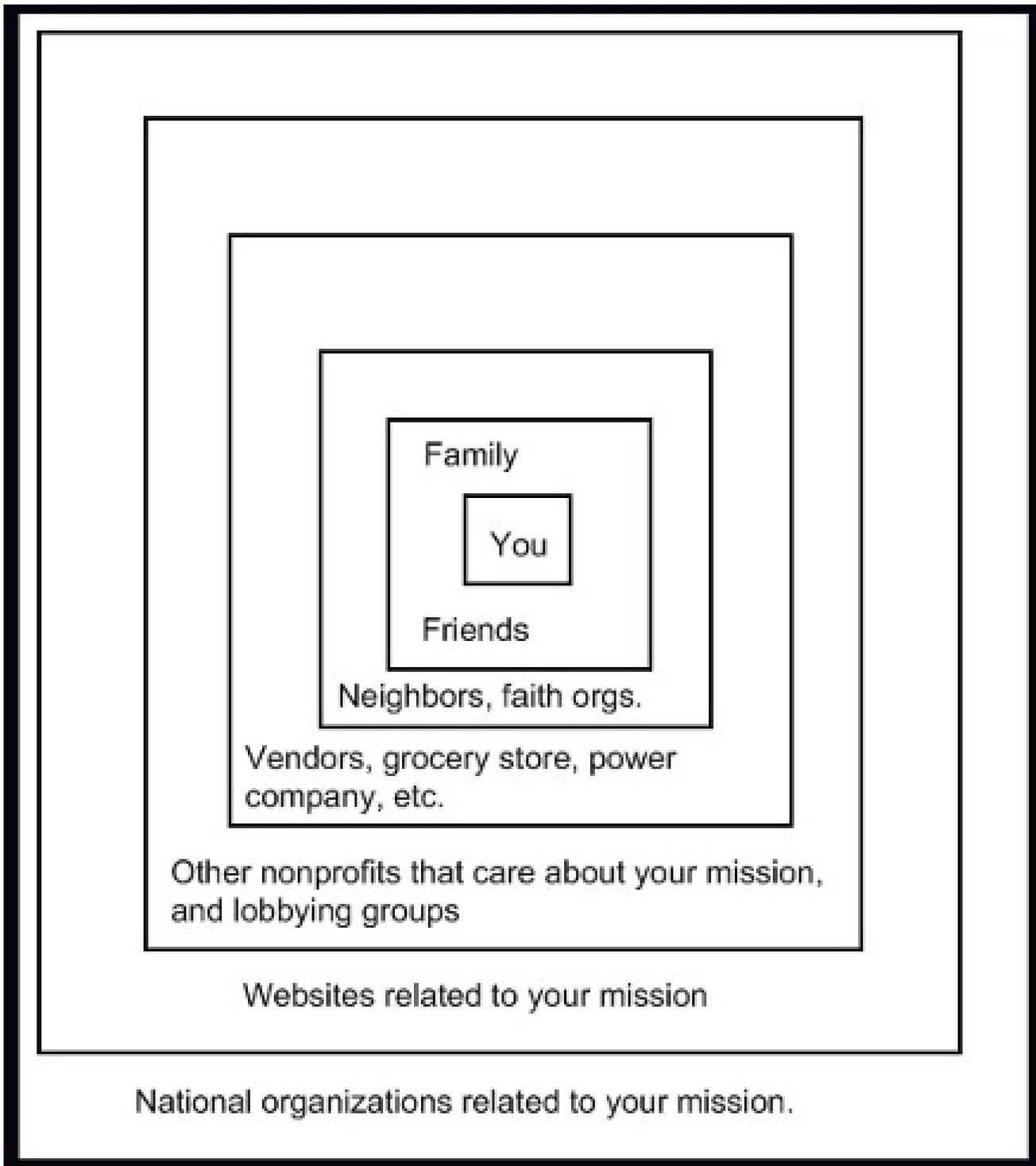
As you can see, once you fill out your sheet, you are surrounded by all of the people you need to know to make all of the money you need to raise. When you don't ask your own community for money, you're saying. "Give it somewhere else!"

All organizations, even ones which are only online, need to create a strong community somewhere that has a life of its own which can be mobilized by the nonprofit but can and will exist even if the nonprofit does not.

The strongest currency any organization has is its community, and not its cash. Cash is an outcome and the foundation of good community. Your business profitability will coincide directly with your ability to create community. Why? As

the information age moves to the knowledge age, people of talent will gravitate toward areas where they are respected and given worth. If your business or nonprofit or church fails to build community, you can forget about profit, donors and attendance.

Connections Worksheet



9 places to find donors offline

Where do you find donors offline?

1. Your Volunteers!

This is the most natural, and best place to start. Volunteers give 10 times as much as non-volunteers, and if you don't ask, you won't get their donations!

2. Annual reports of other similar nonprofits

These are usually readily available on their websites. You can look at sponsors and donors above a certain amount, and ask a service like Fancyhands or Fiverrr to research these donor names and come up with addresses and phone numbers for you and put them into a google doc spreadsheet.

3. Your Database

If you don't have a database, then this will be more difficult for you. Chances are, you have a list, somewhere, of people who gave before, then stopped giving. This list or database is a place to go to find old donors and renew them. If they haven't given in over 5 years however, you may not want to bother contacting them. Contacts 2 years old and under are usually the best bet for this method.

4. Faithbased organizations

When does this work the best? When your mission is something that churches/mosques/synagogues can get behind. (More on this later)

5. Buying mailing lists

You will want to tread carefully with this one. Much of the time, this method does not work. You have to find a good list vendor, ask them the right questions (more on this later) and even then it might take 4-5 mailings to even see any return at all from these lists.

That's it for our free preview of finding new donors!

What will you find in the four weeks of this course?

Week 1: Speaking Engagements & Places to find new donors offline

- How to have a successful speaking engagement for more donors
- 9 new places to find donors offline
- Buying potential donor mailing lists: How do you vet the list? How can you use the list?
- Churches and other faithbased institutions
- Smart partnerships with complementary service providers

Week 2: Creating Donors From Your Volunteers

- Making a special appeal to volunteers
- Volunteers and Workplace giving
- Asking volunteers to make connections for you
- Stewarding your volunteers towards larger gifts

Week 3: New Corporate Donors

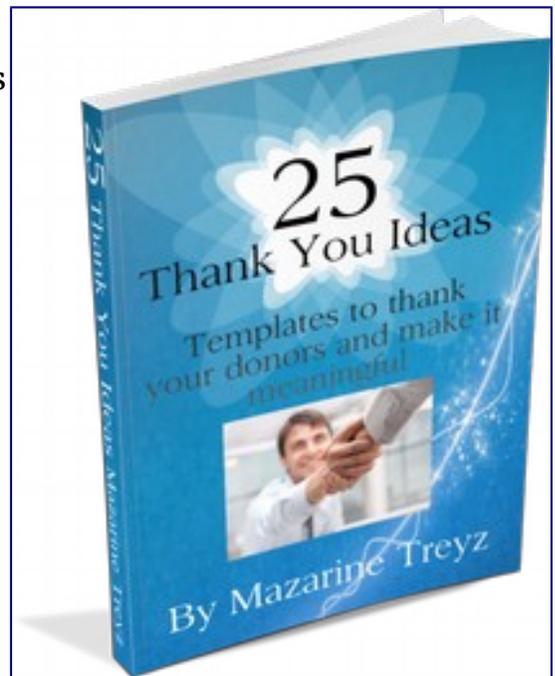
- Finding the most charitable corporations
- Creating connections that lead to long term relationships
- Sponsorships and so much more

Week 4: Finding New Donors Online

- What are 4 effective ways of building your email list?
- When to email and mail your list?
- How often to mail and email your list?
- Touching your potential donors multiple times
- How does transparency raise you more money?

The following bonus materials are included with this E-course

1. Diagram to help you find new donors
2. Sample compelling online form to help you build your email list, PLUS
3. Ebook of Templates to thank donors and make it meaningful





PLUS: A recorded webinar on finding new donors (\$87 value)



AND a Recorded webinar on KEEPING your donors once you find them. (\$77 value)

[Click here to learn more](#) about this e-course!

OR Join us in [Fundraising Mastermind Elite](#), and get this course, and 10+ other courses and 60+ expert led webinars for one low yearly price!