WEBINAR AGENDA

- Creating a highly profitable annual fundraising plan
- Permission to ask the cage-rattling questions
- 10 steps to an organized and profitable fundraising plan
- 7 Must-do steps for developing your own Day of Giving
- Successful mobile and online fundraising case study
Poll

What are your biggest annual fundraising challenges?

1. Taking time to plan ahead
2. Knowing where to start
3. Developing the fundraising strategy
4. Deciding which fundraising tactics are best
5. Carrying out the plan
CREATING A HIGHLY PROFITABLE ANNUAL FUNDRAISING PLAN

Gail Perry
Nonprofit Consultant, Fired-Up Fundraising
What a plan will do for you

- Raise money by the numbers
- NO guessing
- It’s a great time to educate everyone about your organization’s fundraising program
Get the entire team on the same page

• Set realistic goals

• Maximize fundraising efforts = increased revenue

• Create the stage for calm, rational discussions about fundraising
Time to look at your fundraising infrastructure!
PERMISSION TO ASK THE CAGE-RATTLING QUESTIONS
Why are we doing it this way?

BLUE SKY DISCUSSION

What’s your biggest obstacle to creating an organized fundraising plan of action?
What happens when you don’t have a plan?

- Does everyone know what is supposed to happen when?
- Was your fundraising budget set out of scarcity, not abundance?

FUNDRAISING PAYS FOR ITSELF PLUS ADDS MORE REVENUE
What’s breaking the fundraiser’s heart? So much money left on the table!
10 STEPS TO AN ORGANIZED AND PROFITABLE FUNDRAISING PLAN
1. Data and donor trends

• What are the trends telling you?
• How’s your donor retention?
• What’s working?
2. Internal support for philanthropy

• How strong is the internal support for fundraising?

• Does the entire staff of your organization understand and support fundraising?

• Do they all act as ambassadors when needed?
WHY DIRECT MAIL WILL NEVER DIE
### 4. Fundraising events

“COST PER DOLLAR RAISED” OF VARIOUS FUNDRAISING STRATEGIES

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<th>EVENT</th>
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<td>MAJOR GIFT OR CAPITAL CAMPAIGN</td>
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5. Grants and sponsorships

6. Case for support and messaging
7. Online presence and revenue potential

8. Major gifts
9. Infrastructure, back office and staffing

10. Board and leadership support for philanthropy
The result? You get “shared responsibility” for fund development.
7 MUST-DO STEPS FOR DEVELOPING YOUR OWN DAY OF GIVING

Christy Noel
Digital Marketing Services, MobileCause
Share your message through multiple communication channels to increase the likelihood of them being seen and to keep your cause top-of-mind with donors.
2. Communicate frequently

Start early and continue to provide consistent communication up to and through your Day of Giving.

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3. Implement short videos

Share a video from a person who benefited from your organization or have the Executive Director provide an update to make it personal.
4. Increase social media posts on your Day of Giving

Boost your posts on your Day of Giving to be sure you are seen by a broader audience. Tailor messages to get the word out about other opportunities to support your cause outside of donations.

EXAMPLE MESSAGES

1. If you can't donate, that's OK, liking and sharing this post also helps our cause!

2. Can't donate? We're looking for volunteers, your time is just as valuable as a donation for our cause!
5. Give quantifiable updates

Letting donors know you are close to your goal can increase the number and amount of gifts. Include impact metrics for different donation amounts to make it personal and meaningful.

EXAMPLE MESSAGES

1. We need 20 more people to donate $25 to reach our $5,000 goal.
2. We need 50 more people to donate $5 to give two families of five meals for one week.
6. Ask donors if they can be acknowledged

Some donors prefer to be anonymous, but others use it as a way to share their passion for helping others, including your cause.

Share the names of donors or a link to your Real-Time Event Thermometer on your Day of Giving Day on social media.
7. Post Day of Giving

In addition to an email with their tax receipt, take it one step further and send a written thank you to stay connected with your donors on a personal level.

Send at least two updates on how donations are being used to make a difference through your organization.
Keep the donor at the center of your plan: Help them feel valued and involved in your cause—this reduces churn, creating less work for you.
CASE STUDY
Cheryl Lyn Welter Family Charitable Foundation was founded to deliver small grants of $50-250 to provide underprivileged high school students the funds needed to fully participate in school through sports, field trips, and the arts. The Foundation wanted to reach $37,000 by year end, which would endow the organization with enough to begin providing grants. Harold Welter, the founder and only a part-time volunteer of the Foundation, reached out to the community through social media, local media, school events, and peer-to-peer fundraising.

Visit [https://app.mobilecause.com/vf/CHERYL](https://app.mobilecause.com/vf/CHERYL) for more information on how to support the Cheryl Welter Foundation.

**Digital Marketing Services Success**

**Cheryl Welter Foundation**

**CAMPAIGN IMPACT**

- **154** Donors supporting local initiatives
- **$17,793** Raised to date
- **$115** Average gift

“"I can’t thank you enough for your help...and, especially for your PATIENCE! I know I’m paying you, but you’ve gone far beyond what I would have expected. Rest assured that, when we begin distributing grants to help those kids, YOU will be largely responsible for doing God’s work.”

— Harold Welter, Founder
Community support and social media success

https://www.facebook.com/harold.welter/videos/10210675503835799/

https://www.facebook.com/harold.welter/videos/10210899836003963/
QUESTIONS & ANSWERS
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to https://go.mobilecause.com/request-demo