

Inspired Giving NOW!™ Workshop April 17, 2008
Northwest Oregon Volunteer Administrators Association

We are here today to train volunteer leaders to talk about the mission of their organizations and when appropriate, to ask for donations to support the mission.

We will talk about:

- the realm of philanthropy
- why donors give
- how to make it easy to talk about your organization and ask for the resources of both time and money

Growth of the Nonprofit Sector

Number of nonprofit organizations:

1993	575,000	
2003	965,000	(raising \$241 billion)
2006	1.5 million+	(raising \$295 billion)

In 2006, 65% of households with incomes under \$100,000 made donations.

Pieces of the Pie

Where it goes:

- 32.8% to religion
- 13.9% to education
- 10% to human services
- 10% to foundations
- 7.3% to public society benefit
- 6.9% to health
- 4.2% to arts, culture and humanities
- 3.8% to international affairs
- 2.2% to environment and animals
- 8.8% to unallocated giving

Where it comes from:

- 75.6% from individuals
- 7.8% from bequests
- 12.4% from foundations
- 4.3% from corporations

How do we make a difference for our organizations?

Five Reasons Why People Give: (compiled by the Nonprofit Times)

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| 1. They believe in what the organization does | 92% |
| 2. They believe that the nonprofit is a good steward of gifts | 83% |
| 3. They believe the nonprofit is effective | 82% |
| 4. Giving makes them feel good | 62% |
| 5. Their gift will be matched | 12% |

Five Ways People Contribute: (from the Nonprofit Times**)

1. Their time: though most of us are "time poor," volunteerism is a significant indication of loyalty.
2. Their talent: everyone has one. Involve your donors in this manner and watch an increased enthusiasm.
3. Their influence: engage your donors in exploring the idea of leveraging their place in life to further your cause.
4. Their resources: most corporations have an excess of "stuff" that your charity could use. Very often these gifts-in-kind help charities become more cost effective.
5. Their money: and actually, other than cash, there're a number of ways that donors can make a financial impact on your organization, such as stocks, bonds, life insurance, real estate, personal property, etc.

** Todd Baker, Masterworks, Poulsbo, Washington, November 10, 2005

I-P-O Exercise

- Information
 A brief history of your organization and its mission
- Public Benefit
 Summary of programs and public benefit
- Opportunity
 Describe what the support will provide

Steps to Getting Donors

- Identification
- Information
- Interest
- Involvement
- Investment

Asking for Money (from *Nonprofit Essentials – Recruiting and Training Fundraising Volunteers* by Linda Lysakowski)

- Always make your own gift first
- Be able to articulate the case for support
- Be prepared with donor information and giving history
- Rehearse what you will say
- Share with the donor that you have given
- Always ask for a specific amount of money
- Remain quiet once the ask is on the table
- Do not simply leave a pledge card to be completed and returned by the prospect
- Follow up on your prospect visits.