2021 Member Agency Conference

Feeding the Future: Embracing Innovation & Change

Fundraising for the Future (It’s All About the Donor!)

The Food Bank of Western Massachusetts
• All attendees will be muted while panelists are speaking.
• If you have any questions during the presentations, please put them in the chat.
• During the Q&A portion, we will ask questions from the chat, and you will have the option to un-mute yourself to ask your question.
Panelists

- Lev Ben-Ezra, Executive Director
  Amherst Survival Center

- Teresa Liberti, Grants & Strategy Manager
  The Gray House
Please respond to the following question in the chat:

How much of your revenue (estimated %) comes from individuals? (vs. Events or Grants)
Why do people give?

People give in order to make a change they want to see in the world.

- Belief in your mission & impact (your organization is working on the problem they want to solve)
- Trust in your agency and transparency in how their money is being spent
- Understanding the impact of their gift
- Personal connection
- Tax benefits

People give to you because they are asked; they keep giving to you because they are thanked.
The Narrative: Reducing Stigma

Make the shift from scarcity & pity → connection & strength

• Values for your programs = values for your fundraising.

• Be clear about what you are (and are not) impacting. Be real.

• Use fundraising messages as an opportunity to educate.
Making the Ask

**General Appeal**
→ A Facebook post with a donate link
→ An email blast with a specific goal, a match offer, and an end date
→ An annual appeal letter

**Individualized Appeal to a Specific Group**
→ An appeal to sustainers to increase their amount
→ An appeal to past attendees of an event to make a donation instead

**Individual**
→ An invitation to support a specific project
→ An acknowledgement of past impact, opportunity for more

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**The smaller the gift, the more concrete!**
(Except for big capital projects)

*Incentivize action now!*

*Celebrate the impact!*

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*Recognition of past impact. They are already invested.*

*An invitation for more impact. A partnership.*

*Ongoing connection.*
Online Fundraising

• Virtual Events
• Facebook fundraisers
• In-Kind wish lists
  • Amazon Charity Wish Lists
  • OneDeeds
• Text-to-give
• Peer to Peer

• Online Campaigns
  • E-appeals
  • Day long or week-long appeals
  • Match offers
  • Specific projects
Please respond to the following question in the chat:

How does your program manage donor information?
Acknowledging Donors

- Method matters
- Make it prompt
- Make it personal

The best ask is a well executed thank you.

It is a LOT easier to keep current donors than to find new ones.
Thank You!

- Please fill out the evaluation linked in the chat, it will also be emailed to you shortly.
- At this time, you may return to the main Zoom room and leave the meeting.