

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



WELCOME!

- 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

Audience Question

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

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

Incentivize action now!

Celebrate the impact!

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

Recognition of past impact. They are already invested.

An invitation for more impact. A partnership.

Ongoing connection.

Individual

- An invitation to support a specific project
- An acknowledgement of past impact, opportunity for more

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

Audience Question

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.