

Leadership Training: Donor Development



Setting the Stage

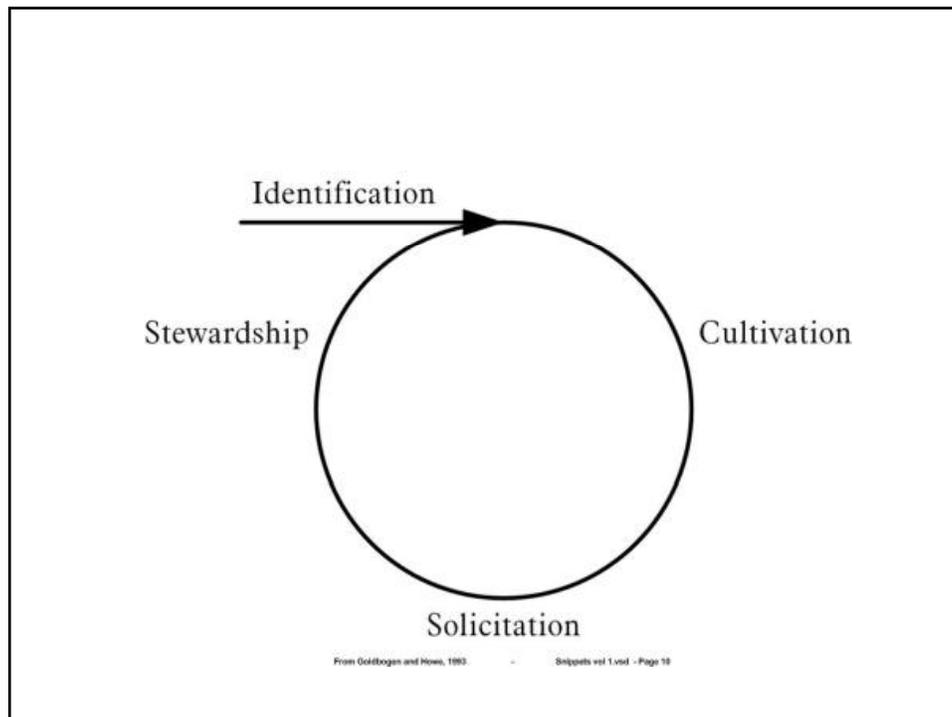
- What did you come here to learn?
- Are there particular challenges that you are facing that you would like to address?

Successful Fundraising is....

- Not about you – it's about the donor
- All about relationships
- Donor-centered
- Not one size fits all

Basic Steps to Successful Fundraising

- Identification
- Cultivation
- Solicitation
- Stewardship



Step 1: Identification

- Who will you ask?
 - Volunteers
 - Event attendees
 - Food donors
 - Existing donors
 - Referrals

Step 2: Cultivation

- Meaningful engagement & involvement with your organization
- Builds donor trust, loyalty and commitment
- It is strategic, planned and coordinated

Donors give for a reason: Find out what it is!

- Donors give based on personal passion, past experience and life stories.
- Ask good questions and LISTEN!
 - What is it about our mission that speak to you?
 - Why do you think our cause is important
 - Tell me about your personal experience with our organization

Asking Questions

Another great way to cultivate a donor relationship is to ask for their advice or feedback:

- How do you think we are doing?
- How can we best address the need?
- How can we improve our work?
- Who else would be interested in hearing about our work?

Cultivation: growing relationships

- Invite for a tour of your pantry or to have lunch at your soup kitchen
- Personal invitation to events
- Volunteer Opportunities
- Touchpoints – send items of interest

Solicitation

The #1 reason donors give: BECAUSE THEY ARE ASKED

- Effectively communicate your need
 - Know what you are asking for and why
- Give the donor a clear understanding of the impact he/she will have
 - Be able to tell what you will do with the gift

Most Common Ways of Asking

- Send letter
- Personal face to face request
- Peer asking

Stewardship

- Timely recognition and continued engagement
- The goal of good stewardship is to keep the donor relationship strong
- The first step towards the next gift

Stewardship

- Personal thank you note
- Phone call
- Small token of appreciation
- Public recognition

Questions?

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