



Be Fundraising Alert! Lift Your Nonprofit and Boost Your Career.

Presented By: Matt Hugg, Nonprofit.Courses
Thursday, June 17, 2021 | 2:00 – 3:00 p.m.



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



We will be live-tweeting!

Share your highlights and takeaways with the **#qgivwebinar** hashtag, and please make sure to follow **@Qgiv!**



We know the value of relationships and are proud to connect you with Nonprofit.Courses, a member of our partner network.

Powerful Fundraising Technology + Online Training for Nonprofits



Raise More, Manage Less

**Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions
Integrations & Data**



**Education & Training for Staff
& Volunteers**

Today's Speaker

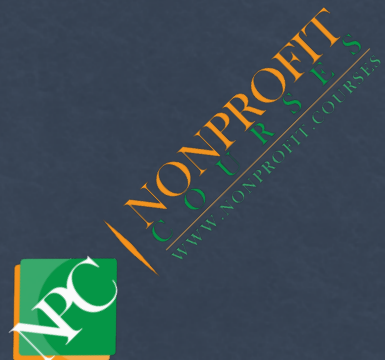


Matt Hugg | President & Founder of Nonprofit.Courses

Matt is the author of the Guide to Nonprofit Consulting, and teaches nonprofit management at several universities, via the web, and in-person in the United States, Africa, Asia and Europe. Matt's past work includes fundraising for the University of the Arts, Ursinus College, University of Cincinnati and the Boy Scouts of America. He has a BS from Juniata College and an MA in Philanthropy and Development from St. Mary's University of Minnesota.

Be fundraising alert!
Lift your nonprofit
and boost your career.

by Matt Hugg, President & Founder
Nonprofit.Courses



Why are we here?

- ◆ To **make you more valuable** to your nonprofit
- ◆ Thereby **making you more secure** in your job and career

It's a...

WIN-WIN SITUATION

A group of hands holding up large red letters that spell out 'WIN-WIN SITUATION'. The letters are held up by multiple hands, suggesting a collective effort or agreement.

Revenue, Client or Both

◆ It's Simple:

- ◆ The **closer you are to the customer** the more secure your job
- ◆ The **closer you are to revenue generation**, the more secure your job

◆ In nonprofits, that's two ways:

- ◆ Direct contact with **mission services** (the customer = your client)
- ◆ Direct contact with **revenue generation** (the customer = your donor)



The More You Know!



The more you understand
and support fundraising

The more secure you are
in a nonprofit.

Doesn't Fundraising = Sales? I'm not into "sales!"

- ◆ No, Fundraising ≠ Sales
- ◆ But, we all sell, all of the time.
- ◆ Solicit money?
- ◆ (No... but maybe you'd like it!)





Let's Look at the Problem

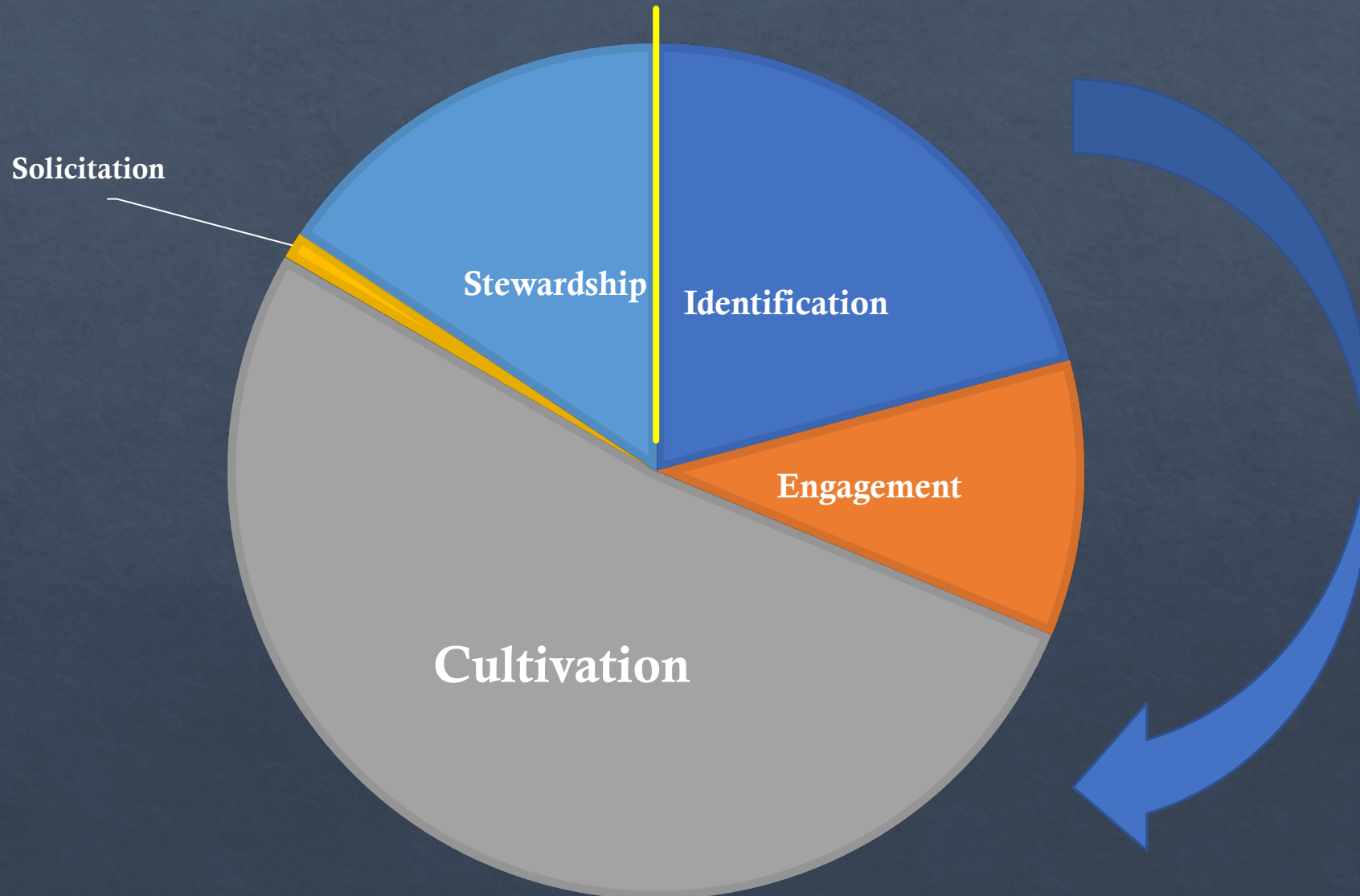
Try This...

How long does it take for you to say...?

"Can you help the people we serve with your gift of \$1,000?"



FUNDRAISING CYCLE % TIME



It starts with saying "yes."

Yes, I know, you have a LOT to do already



◆ Think of it as a diversion

◆ It's a strategic career move



“Yes” includes making your own gift.

◆ Whatever amount you feel comfortable with is fine.

◆ Yes, donors will ask if you did

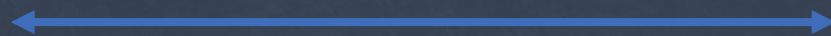


Fundraising vs. Development.



- ◆ Fundraising = Asking for money.
- ◆ Development = Building relationships
- ◆ Relationships lead to money, and much more

No Relationship
Small Gifts



Deep Relationship
Large Gifts



Fundraising vs. Development

Your efforts in development – the building relationships

- ◆ Will be noticed
- ◆ Lead to sustainability of your org
- ◆ Lead to the security of your job.



YOU are a Natural

- ◆ Each person has his or her "natural" fundraising style
- ◆ Each person can be successful in his/her own way



What's Your Talent?

- ◆ Write material **explaining** your mission
- ◆ Give **tours** of your site
- ◆ **Identify** people interested in your mission
- ◆ Run **events** that showcases your mission
- ◆ **Attend** an event to representative your nonprofit
- ◆ Make a thank you **call**
- ◆ **Write** a report on the use of funds
- ◆ Have **lunch or breakfast** with prospect
- ◆ **Invite** a donor **feedback**
- ◆ **Ask** the donor for their support



Is the development officer
not asking?

- ◆ Look behind the curtain!
- ◆ Good staff will not take away the board's fundraising burden
- ◆ Good staff will organize it and make you more effective at it.



The Theater Director



- ◆ Great fundraisers are theater directors
- ◆ *Your role is an actor*
- ◆ Directors get paid for the show, not by the gate

Everything is about

- ◇ Program
- ◇ Philanthropy
- ◇ Volunteering
- ◇ Fundraising

MISSION



Five Philanthropic Findings

- ◆ 70%+ of all American giving is from individuals
- ◆ Most people give for mission, not taxes
- ◆ Emotion drives philanthropy, not numbers
- ◆ Religion increases one's overall giving
- ◆ Giving helps the giver



Five Fundraising Fundamentals



- ◆ Behind every successful ask is the CIA: **Capacity, Interest, Access**
- ◆ The formula for successful solicitations: **1-2-1-4-1**
- ◆ **Never say "no" for someone**
- ◆ Asking for **sacrifice** does not work
- ◆ Nearly **all giving comes from asking**

How does this help your nonprofit?



- ◆ Donors want to hear from the people who do the work
- ◆ You, as an expert in what you do, lend credibility to the mission of your nonprofit
- ◆ *Your help lets the development officer to organize more solicitations*



How does this help you?

◆ You get advocates when your mission area gets exposure

◆ You meet interesting people and get a diversion from your routine.

◆ Your experience will make you a more valuable person in the organization.

EMPOWER
YOURSELF



Thoughts or Questions?

Learn about fundraising & more at:



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Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.



Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

contactus@qgiv.com | 888-855-9595

For more information on Nonprofit.Courses, contact:

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Resource Links

- Bonus for Qgiv webinar registrants: <https://mailchi.mp/nonprofitedu/qgiv-webinar-june-2021>
- Joe Isuzu sample video: <https://www.youtube.com/watch?v=oDK8BYS2d9s>
- To Sell is Human by Daniel Pink: <https://www.danpink.com/books/to-sell-is-human/>
- 10 Revenue Sources for Nonprofits: <https://www.nonprofit.courses/10-Nonprofit-Revenue-Sources>

