Unleashing Your Inner Fundraiser Superhero...
Lay the groundwork for ‘The Ask!’

UA Foundation Gift Center
Grants for Lunch Presentation
Wednesday November 18, 2015
Overview

How do gifts go from $500 to $5,000...? $5,000 to $50,000...? And on and on...

• ‘Cultivation’: a nice word for ‘being polite and inclusive’
• The power of the UNusual suspects!
• Relationships, Relationships, Relationships...
• Raise your profile: here, there & everywhere
Before all that... who are (24 of us) in this room?
Do you know what amount of your work is reliant upon funds from privately donated sources?
How much?  From very little to 100%
Do you have a role in helping secure or re-secure those funds?
Your Role in Fundraising:

• Development Staff
• Communications and marketing
• Grant writer
• Limited; I create connections
Would you like to be more supportive of fundraising efforts?
Comments:

- I’d like to do more
- I am always looking for ways to be more supportive of fundraising
- I'd like our fundraising efforts to be efficient and would like new ideas to implement.
- I'm always happy to help with what is needed
- The future of my unit depends on it
- I think I could add a lot of value to the fundraiser's efforts
- I could have a positive impact on those efforts
- Better security for my department, diversification of resources
- Fundraising is an increasing need of staff
- I'd like to raise funds directly
What fundraising knowledge challenges do you have?

• How to know when to move past cultivation to solicitation and the right amount to ask
• Feel like I'm flying by the seat of my pants
• Starting conversations, reaching out to appropriate people, utilizing and connecting to our alumni base
• What to do beyond letters, social media and special events.
• Getting to "over-asked" donors
Fundraising knowledge challenges (continued)?

- I feel uncomfortable asking for money.
- Don’t know capacity of potential donors.
- Not knowing who/what to target; don't have a "sexy product" to promote.
- How to solicit major donors - what are the steps to prepare and steward after, and best ways to keep those donors engaged between asks?
Who is helping you fundraise?

- Development staff x 13
- Colleagues x 10
- Advisory board x 4
- Department head x 2
- Supervisor x 2
- Volunteers x 2
Anything else you would like us to know?

My Development Officer is outstanding!!!
And....

We’re off!
‘Cultivation’

Sowing the seeds of loyalty, and financial support
‘Cultivation’ ~ sowing the seeds of financial support

• Best practice in the world of fundraising
• Loyal relationships for the organization/project
• Connect say thank you funders, let them know how things are going.
• Be thinking about the NEXT round of funding!
• 60/40 chat rule...
Your Cultivation Plan

E-blast monthly, 5 donor phone calls, 5 donor lunches/year...

‘Make it manageable and make it happen!’
Sample Cultivation Plan

Refer to Handout
And... umm... what exactly would I SAY?! 

Refer to Handout

Culture of Philanthropy & Art of the Ask
“Hi Jane, this is Susan Smith from the U of A Lavender Pachyderm Research Project.”

“Great, thank you! How are you and Bob? Last we spoke you were off to Tahiti....”

“We are so grateful for your elephantine concern and the support you provide. Our work would not be as in-depth without your funding. I’d love to get together and update you on our goings-on... Things are always exciting on the elephant front! What does your schedule look like in the next week or two?”
The UNusual Suspects

• There ARE more than six major donors to the University of Arizona!
• Connection and capacity
• Remember: Grants for Lunch’s DIY Prospect Research podcast online
• Vet them for your fundraising team
Don’t call development officer because a student’s parents drive a BMW.

BUT

if a student says, ‘My parents paid $500,000 to have my high school gym redone so that I could participate...”

Then yes, please call...
It happens!

Real life examples
‘Relationship Mapping’
Yeah........ no.

Spreadsheets vs. meaningful connections
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<th>Prospect</th>
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<tbody>
<tr>
<td></td>
<td>Deborah Dale</td>
<td>Jan. 1, 2016</td>
<td>Research capacity,</td>
<td>On-going E-blast monthly</td>
<td>Call to schedule lunch/</td>
<td>April Call thank again, update on any new developments.</td>
<td>May 15 Send update on Purple Elephant Project</td>
<td>Dec. Update send holiday card</td>
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<td></td>
<td>Dale</td>
<td>Research ID/Research</td>
<td>connection, is she alum, her partner, her child? Etc.</td>
<td>Send periodic updates on news re: area of interest.</td>
<td>Discuss Purple Elephant project.</td>
<td>Make sure donation is acknowledged by dean or college.</td>
<td>July Sched tour of Purple Elephant Project/Ask for Contribution</td>
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<td>Utilize linked-in, social media and Foundation/Gift Center for donor history</td>
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<td>Ask for support.</td>
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<td>Add to e-blast</td>
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<td>Hand-write Thank You letter for a) meeting and b) either making gift or considering gift.</td>
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<td>Joe Smith</td>
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From Cyber Networks to Trader Joe’s

Who do YOU know and
WHAT/WHO do they know,
and HOW can they connect you...
and vice versa

Online Networks/Resources
• University of Google
• LinkedIn
• Facebook!
And get out there and get yourself connected!
Raise your profile!

• Internally & externally, on campus and off
• Build new relationships, expand your circle of influence
• Be a solution
• Working with YOUR unit’s core supporters, in conjunction with your leadership...
So... how do gifts go from $500 to $5,000...? $5,000 to $50,000...? And on and on and on...

RELATIONSHIPS

• Cultivation never stops!
• UNusual suspects ~ connection and capacity
• See & be seen, NETWORK!
• Make a plan
• Script yourself and practice
Your Passion. Our Experience.

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