Essentials of Development
Overview of Fundraising

2018-2019
People Are the Biggest Givers

• Giving USA’s Charitable Giving Report:
  • $335 billion in charitable gifts
  • Grown every year over the last 50 years, except for 2 years
  • The vast majority comes from individuals
Where Charitable Giving Comes From

- 70% People
- 15% Foundations
- 8% Bequests
- 7% Corporations
Characteristics of Givers

• Very trusting – one of the most valuable things they will give is personal financial information

• About 20% of the population

• Demonstrated generosity with time, possessions and finances
Non-Givers

• Ask a lot of questions and can make you feel defensive

• Generally, the more questions, the lower the gift

• Are closed with information about themselves and their finances
Think About Your Top 5 Donors…

• How do they display “giver” characteristics?

• Why do they give to your organization?
Themes in Fundraising

• Time
• Your organization, you, board/committee/leaders, first and last gift, use of gifts, last ask, continuity of nonprofit, impact of nonprofit
• Relationships
• 180
• “Best time to raise money is...”
Themes in Fundraising

- “Lifetime” and “Important”
- Few do a lot; many do little
- Follow up
- Shoe leather: simple but hard work!
World of Fundraising

• Events
• Direct solicitation
• Planned and estate giving
Thank you.

360-694-8415

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