

JEFFERSON SPRING 2020 VIRTUAL FORUM

The Power of the Nonprofit Sector in Uncertain Times

Jefferson
 Regional
Foundation

 **jefferson**
COMMUNITY • COLLABORATIVE

**Thank you for joining.
The Session will begin
at 10 am.**

This session is being recorded.



JEFFERSON SPRING 2020 VIRTUAL FORUM

Today's Topic:

Resilient Fundraising, Keeping Your Revenue Streams Strong

Mary Phan-Gruber
CEO, Jefferson Regional
Foundation



Today's Session Offered in Partnership with



**BAYER CENTER FOR
NONPROFIT MANAGEMENT**

JEFFERSON SPRING 2020 VIRTUAL FORUM

Today's Topic:

Resilient Fundraising, Keeping Your Revenue Streams Strong

Carrie Richards

Programs Team Leader,
Bayer Center for
Nonprofit Management



How to Participate Today

- **Participants will be automatically muted – please remain muted throughout the call**
- **Ask questions at any point using the chat box on your screen**
 - we will answer as many as possible
 - Moderation and Q&A Support by me!
 - Tech Support will be provided by Jefferson Regional Foundation Program Associate, Colleen Cadman



Resilient Fundraising: Keeping Your Revenue Streams Strong

Emma Gilmore Kieran

Principal at Pilot Peak Consulting

June 3, 2020

AGENDA



State of fundraising



Ideas to try



Tried and true methods



Good Leadership



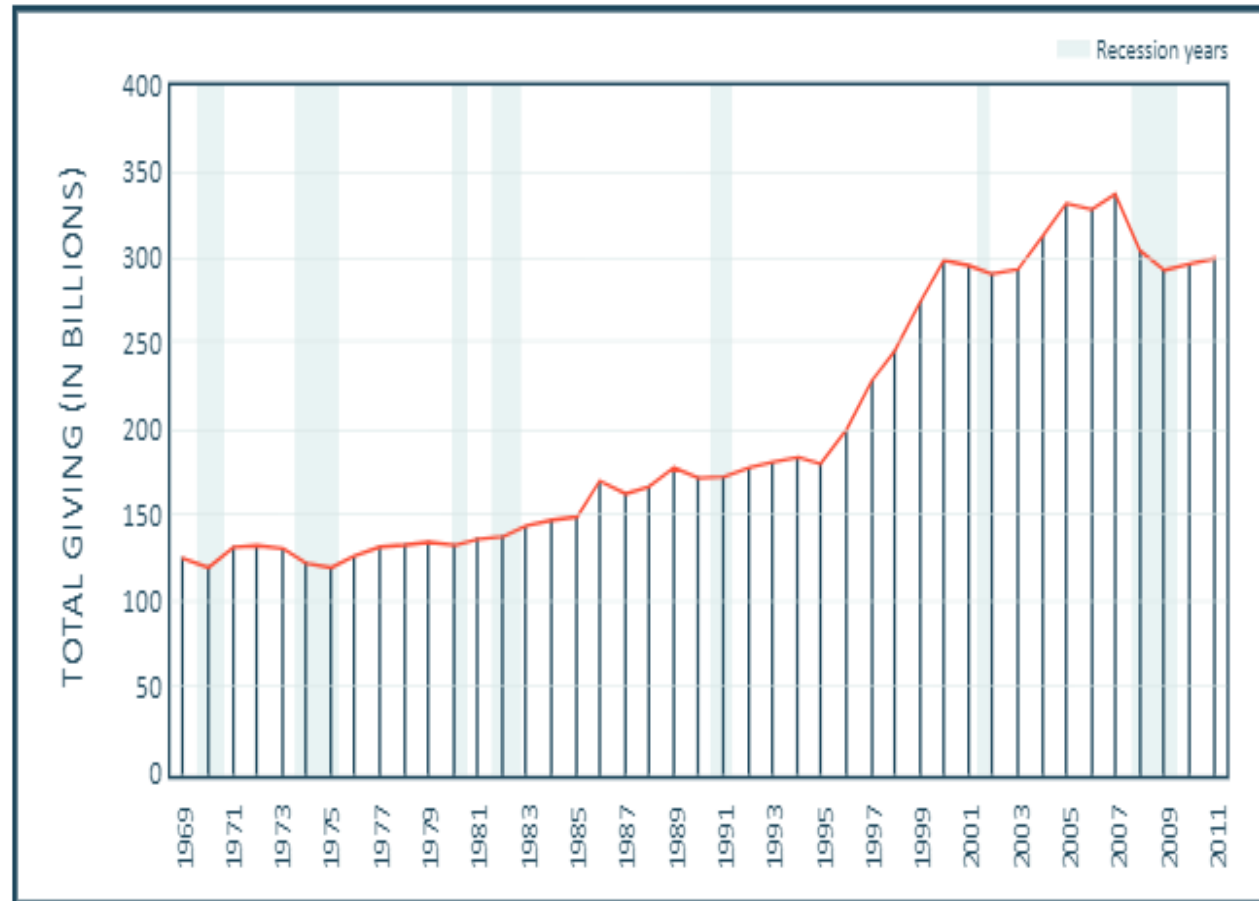
Q&A

A large, irregular orange watercolor splash or ink blotch serves as the background for the text. It has a textured, painterly appearance with various shades of orange and some darker spots.

Brief Poll

State of Fundraising

TOTAL CHARITABLE GIVING (INFLATION-ADJUSTED DOLLARS)



A large, vibrant orange watercolor splash or ink blot serves as the background for the text. The splash has irregular, feathered edges and is surrounded by smaller orange droplets and splatters on a white background.

Ideas to Try

What creative fundraising strategies has your organization leveraged during COVID-19?

Please share via chat

A circular logo with a white background and a thick orange border that has a splattered, paint-like texture. Inside the circle, the words "TRIED" and "TRUE" are written in a bold, black, serif font, slanted upwards to the right. A small ampersand "&" is positioned between the two words on the left side. The text is enclosed within a thin black double-lined circle.

**TRIED
& TRUE**

**Which “tried and true”
fundraising strategies is your
organization leveraging?**

Please share via chat

10 CHARACTERISTICS OF A GOOD LEADER



1. INTEGRITY
2. ABILITY TO DELEGATE
3. COMMUNICATION
4. SELF-AWARENESS
5. GRATITUDE
6. LEARNING AGILITY
7. INFLUENCE
8. EMPATHY
9. COURAGE
10. RESPECT

**Which helpful fundraising
resources do you use?**
(websites, blogs, platforms, books,
etc.)

Please share via chat

Fundraising Resources to Explore

- Chronicle of Philanthropy
- Veritus Group
- National Council of Nonprofits
- Gail Perry
- Nonprofit Partnership
- InsideCharity
- Bridgespan
- Network for Good
- Nonprofit Finance Fund



Please share via chat



PILOT PEAK
CONSULTING

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Next Steps for Enhancing Your Fundraising

**Sign Up Steps will be Provided
in Follow-Up Email**

Next Steps for Enhancing Your Fundraising

1

Schedule a 30-minute free consultation with Emma!

Next Steps for Enhancing Your Fundraising

2 **Schedule a 1 hour consultation with the Bayer Center's Executive Service Corps!**

Match with an expert to receive help with Fundraising, Board Governance, Finance, HR, or Leadership/Executive

**Available free to Collaborative Members or orgs providing services in the Jefferson Area.*

Next Steps for Enhancing Your Fundraising

3

Engage in Crowdfunding with ioby!

Miriam R Parson

miriam@ioby.org
412-879-0086



More than just crowdfunding. Community-led positive change.



Relationship-Based Crowdfunding

- Generate flexible, unrestricted funding
- Diversify and strengthen your donor base
- Engage MORE community
- Demonstrate public support
- Test new ideas



THE NUMBERS

\$818,489

Dollars raised

3,025

Neighborhood
leaders trained

208

Projects Launched

\$50

Median
donation
size

CROWD-RESOURCING

Resource organizing

+

Crowd-funding

! Know the truth about social media!

There's a common myth that in order to have a successful crowdfunding campaign, all you need to do is post to social media, then sit back and watch the money roll in. Before crafting a social media strategy, be sure you are aware of its limitations.



Social media is great for:

Building buzz. If donors hear about the campaign from multiple sources, they will perceive that the campaign is successful, and will be more likely to donate.

Storytelling. Get the project story out there and see who reacts. Then, follow up with social media contacts and make a direct fundraising ask.

Thanking donors. Double impact! First, the donor will feel appreciated with your public expression of gratitude. Second, you will reach new networks of potential donors by tagging a donor in your thank you post.



Social media is not so great for:

Asking for donations. You can expect less than 1% of your social media followers to donate, so it's best if you focus your time and energy on making direct asks.

Who's on your team?

Teams fundraise six times faster than individuals, and are more likely to meet and exceed their goal

Donors give because of:

- **A relationship to the person who is asking.**
- **A relationship to the place, where they know people.**
- **A relationship to the issue, they've experienced it.**

Be Specific



Visual, tactile, urgently implementing.

- **Rather than a general: "Please support our project."**
- **Specifically: "We believe in training our students for the next generation of technology, and so we are all pitching in to fund a coding summer camp. Will you join us with a \$40 donation today to grow our momentum? And your donation is**

Bhutanese Youth: Crossing Cultures, Creating Connections

The Bhutanese Community Association of Pittsburgh (BCAP) is engaged in a unique partnership with Center of Life in Hazelwood. Young people from different cultures and geographic areas are united through the arts.

SHARE THIS PROJECT



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[Overview](#) [Budget](#) [Updates](#) [Donors](#) [Donor List Detail](#) [Nearby Proje](#)

PROJECT DEADLINE:
March 1, 2019



project leader
paula k

location
4048 Brownsville Road
(Pittsburgh Region)

latest update
No updates yet.



the project

BCAP understands that the appreciation and respect for multicultural diversity leads to the creation of welcoming and strong communities. Bhutanese Youth: crossing cultures, creating connections is a unique partnership between BCAP and Center of Life. BCAP youth from the South Hills suburbs will meet with youth from the Hazelwood community to explore their common interests around music and technology. Together, they'll meet regularly to for opportunities to create original music, dance and videos. By working together and uniting through arts exploration,

TOTAL FUNDING NEEDED:
\$10,337

\$10,337
RAISED SO
FAR

\$0
STILL NEEDED



\$10

Community Supporter

Questions?

Miriam R Parson

miriam@ioby.org
412-879-0086

ioby.org/idea

**Sign up for these next
steps in the follow-up
email!**

Thank you to our fabulous speakers and participants!

Session recordings, next steps/sign-up info, and a survey will be sent later this week!



View on our website at www.jeffersonrf.org/forum

VIRTUAL FORUM

The Power of the Nonprofit Sector in Uncertain Times

Managing Stress in Uncertain Times: Self-Care During Social Distancing

Thursday, April 30th: 10:00-11:30 am

Growth Through Challenge: Moving Forward with Technology

Wednesday, May 6th: 1:00-2:30 pm

The Power of Nonprofit Voices: Advocacy & Civic Engagement Planning Thursday, May 14th: 10:00-11:30 am

Resilient Fundraising: Keeping Your Revenue Streams Strong

Wednesday, June 3rd: 10:00-11:30 am



View recordings at
www.jeffersonrf.org