

Dynamic Fundraising Campaigns: The Convergence of Philanthropy & Corporate Sponsorship

Session Flow

- Introductions (5 minutes)
- Presentation (30 minutes)
- Small Group Work (10 minutes)
- Question & Answer (15 minutes)

Sources of Fundraising

By the numbers(all charities):
2017 Giving USA

- Individual Support
 - Bequests
 - Major Donors
 - Recurring & Annual Donors
 - Occasional Donors
 - Events & Participants
- Corporate Support
- Foundation Support

\$390.05 billion

Where did the generosity come from?

Contributions
by source
(by percentage of the total)

**Giving by
Individuals**
\$281.86 billion

↑ 3.9% **72%**

increased 3.9 percent (2.6 percent when inflation-adjusted) over 2015

**Giving by
Foundations**
\$59.28 billion

↑ 3.5% **15%**

was 3.5 percent (2.2 percent when inflation-adjusted) over 2015

**Giving by
Bequest**
\$30.36 billion

↓ 9.0% **8%**

declined 9.0 percent (10.1 percent when inflation-adjusted) over 2015

**Giving by
Corporations**
\$18.55 billion

↑ 3.5% **5%**

increased 3.5 percent (2.3 percent when inflation-adjusted) over 2015

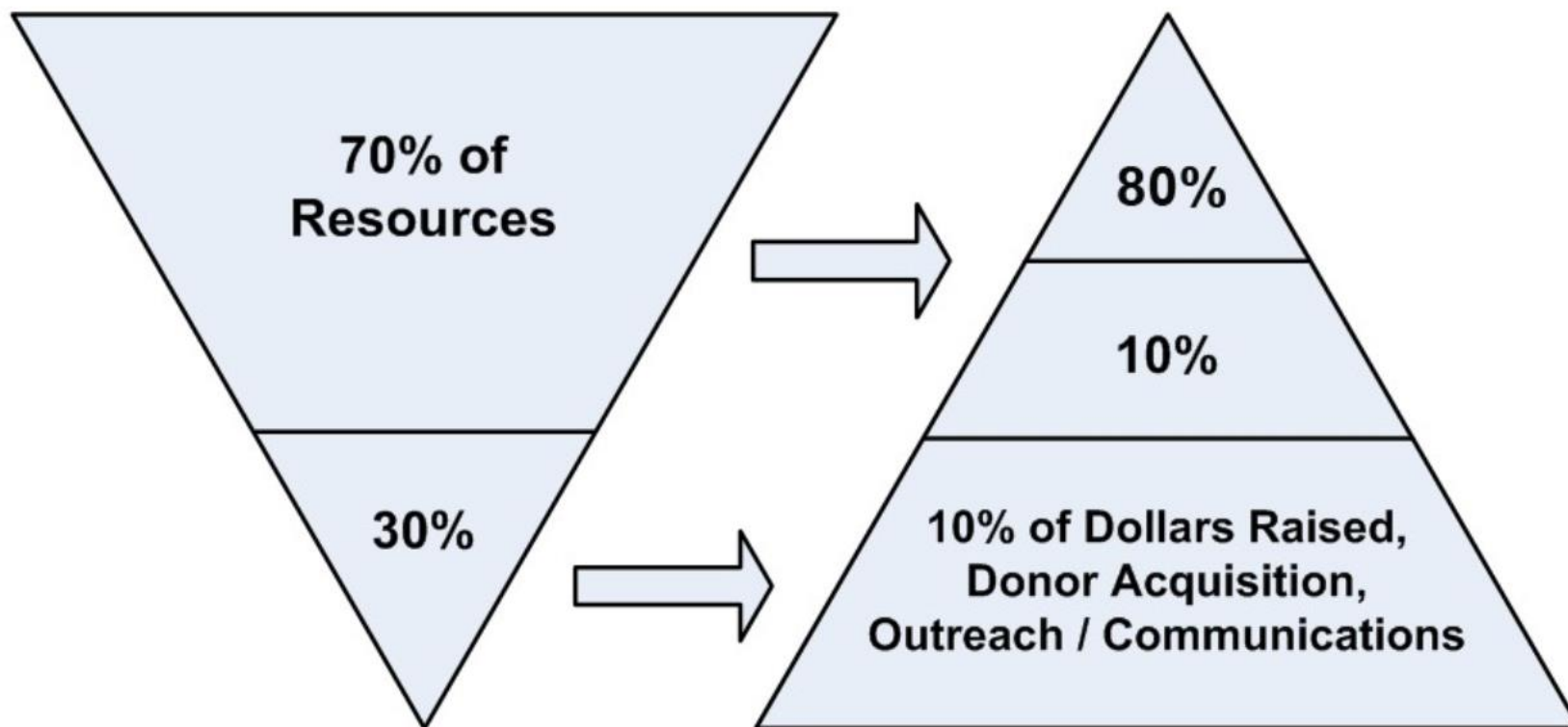
The single largest contributor to the growth in total giving was an increase of \$10.53 billion in **GIVING BY INDIVIDUALS**—offsetting declines from bequest giving.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2017: The Annual Report on Philanthropy for the Year 2016*.

* All figures on this infographic are reported in current dollars unless otherwise noted.

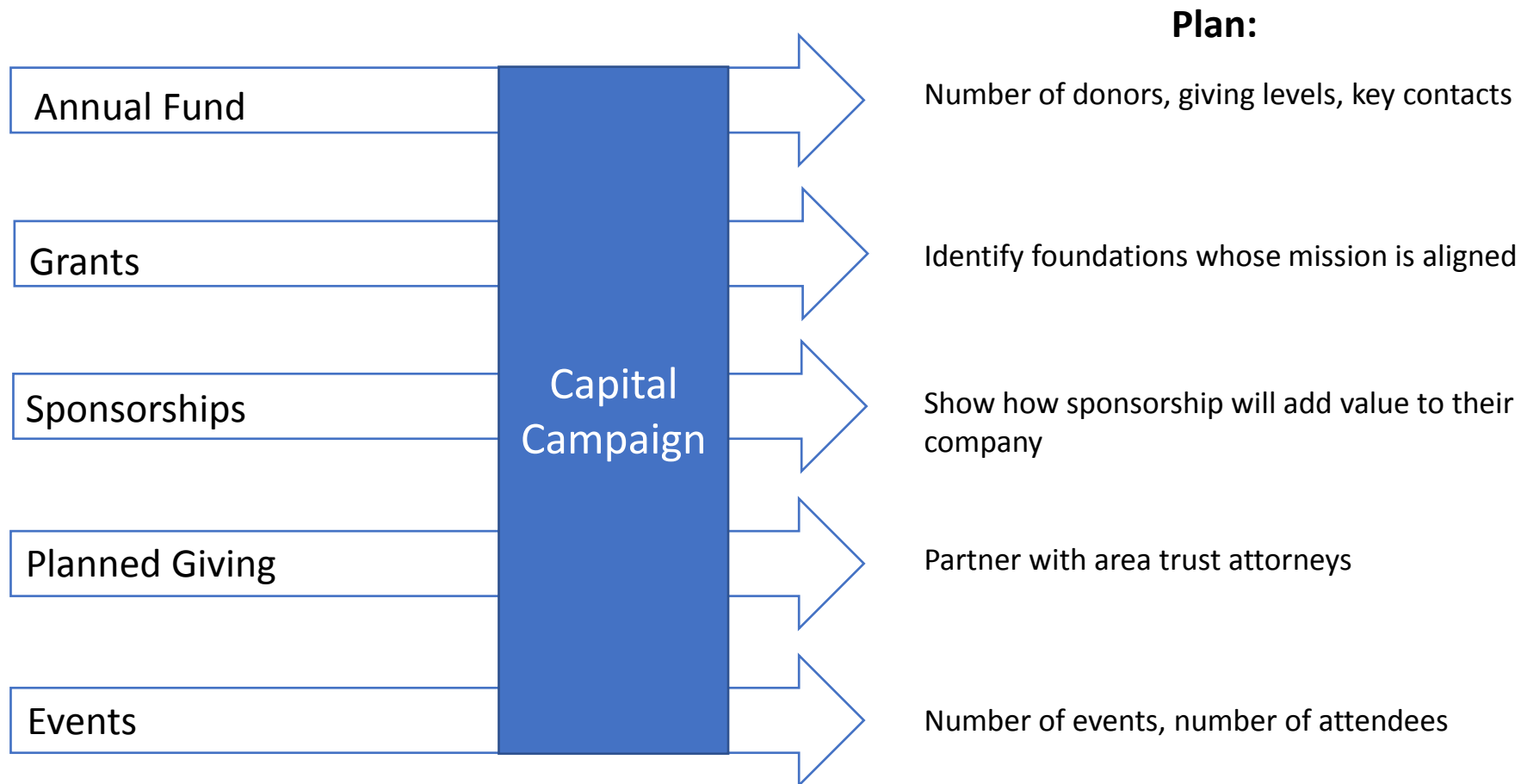
Allocation of Time and Resources Pyramid

80 / 20 Donor Pyramid



Comprehensive Fundraising

Involves Both Continuous & Episodic Activities;
All Require A Formal Plan







The Dos of Fundraising

Do...

- Have a plan
- Diversify your revenue streams
- Use technology effectively
- Develop relationships
- Approach each conversation through the eyes of the donor/sponsor
- Ask your sponsor/donor questions, and listen
- Target/tailor each ask/proposal to funder needs
- Steward your donors/sponsors

The Don'ts of Fundraising

Don't...

- Guess
- Ignore the market
- Be afraid to change (try new things)
- Overuse technical terms
- Don't include extraneous information
- Be afraid to talk to prospects
- Assume your donor/sponsor is happy
- Forget to steward your donor/sponsor

Small Group Work

Most of you in the room likely have something in mind that you are either already fundraising for or are considering.

The goal of this small group session is to help you identify where in the process you are, begin to articulate your case for support, and consider funders to approach.

Questions?

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Your Opinion Matters

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Thank you for attending this session