

Tips of the Trade: Donor Development & Fundraising Fundamentals

Vickie Mathews, CFRE, Senior Vice President

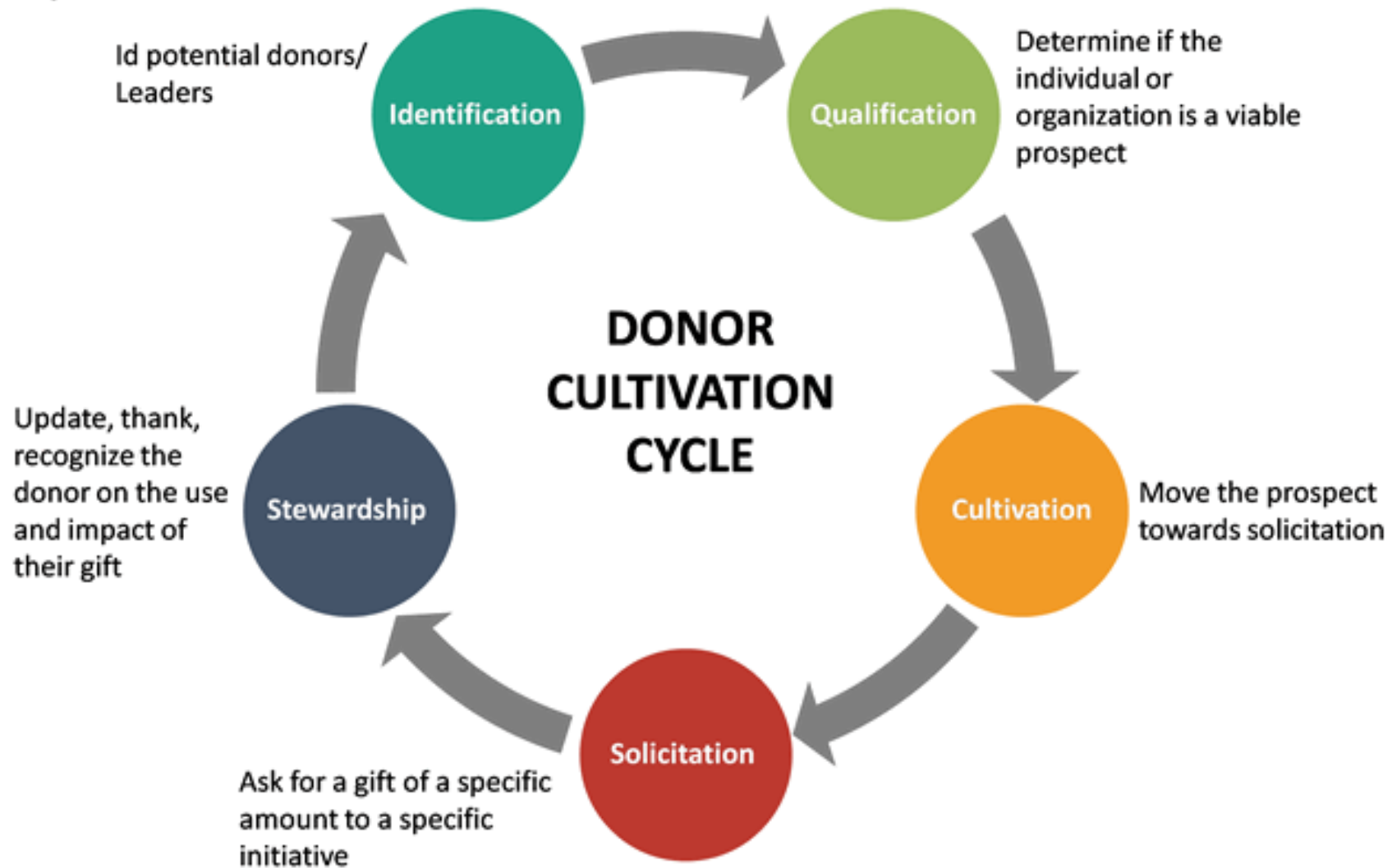
Brad Cecil &
ASSOCIATES

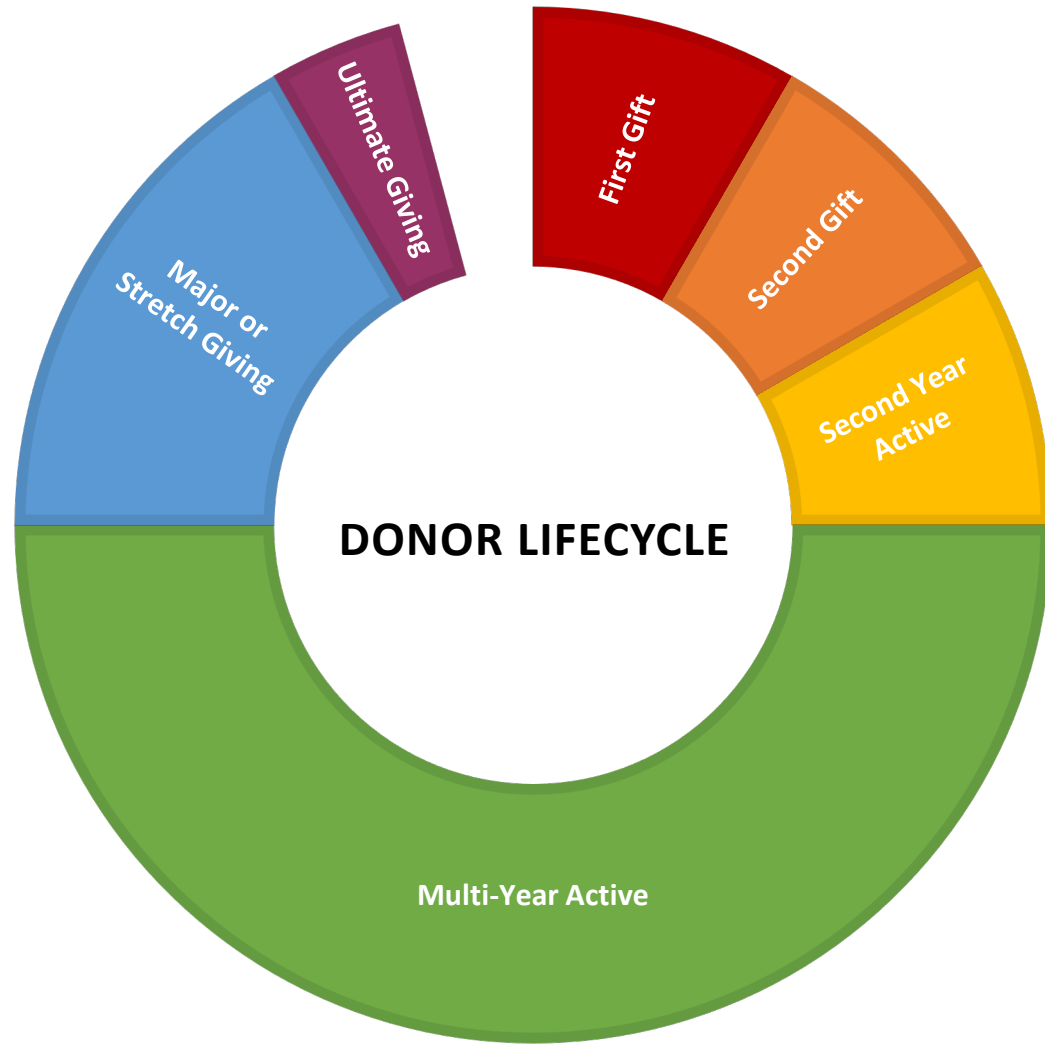
FUNDRAISING IS NOT ABOUT...

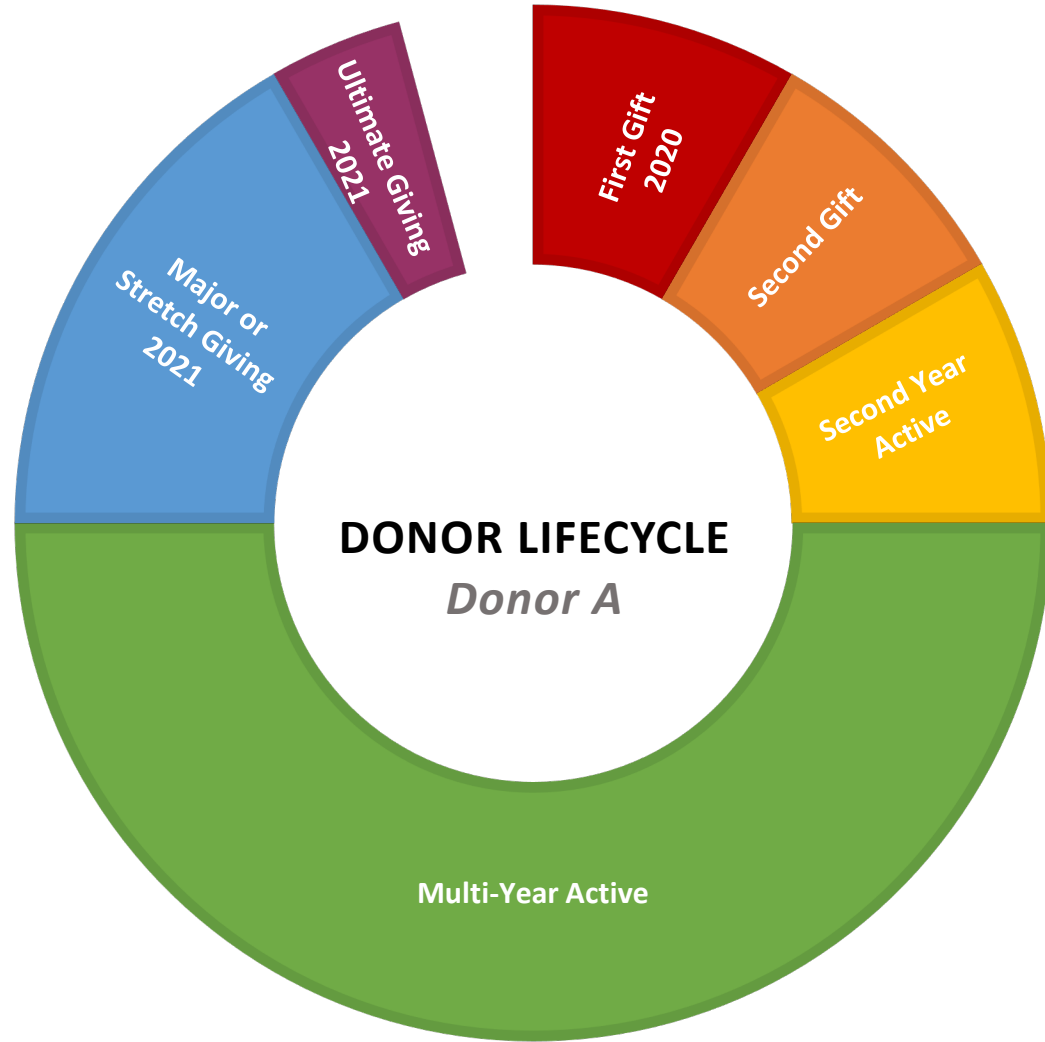


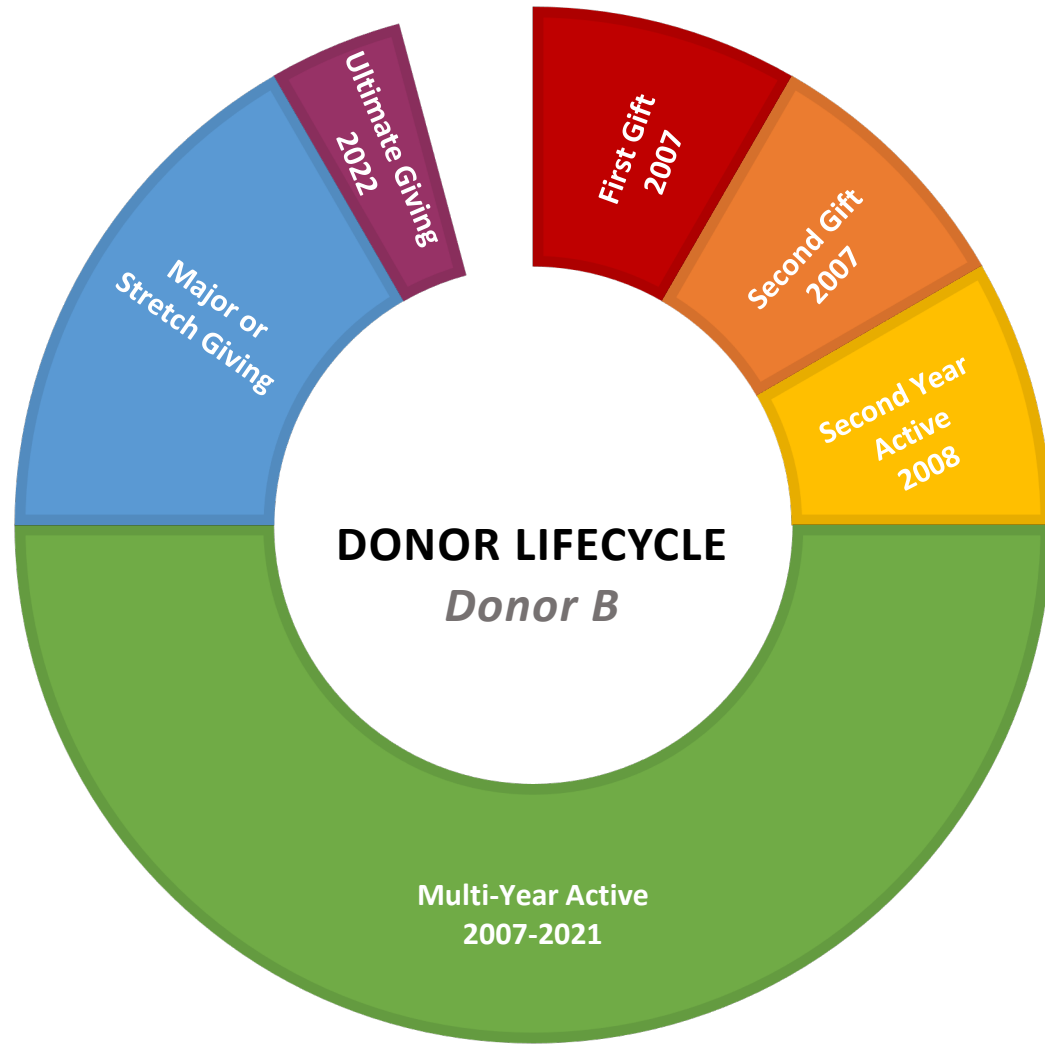
MONEY IS THE "BY-PRODUCT" OF...











Identification

STRATEGIES

- Acquisition
- Targeted Advertising
- Events
- Leaders/Advocates
- Prospecting

TOOLS

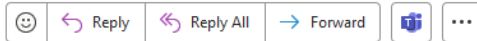
- Clear mission and goals = target audience
- Strong brand
- Research tools (iWave, Foundation Directory)
- Strategic vendor partners
- Multi-channel presence

FW: New \$2,500+ Gift



Mike Williams <Mike.Williams@nwafoodbank.org>

To Vickie Mathews; Helen O'Connor; Bethany Schwarz



Wed 11/18/2020 10:50 AM

Follow up. Start by Wednesday, November 18, 2020. Due by Wednesday, November 18, 2020.
You forwarded this message on 5/5/2021 1:37 PM.

From: Mike Williams <Mike.Williams@nwafoodbank.org>
Sent: Wednesday, November 18, 2020 10:23 AM
To: Paige Lauro <Paige.Lauro@nwafoodbank.org>
Cc: Kent <Kent@nwafoodbank.org>; Susie Shinn <SShinn@nwafoodbank.org>
Subject: FW: New \$2,500+ Gift

Paige,

Will you look Laurice up in DonorSearch and give us some more background?

Thanks,

Mike

-----Original Message-----

From: mike.williams@nwafoodbank.org <mike.williams@nwafoodbank.org>
Sent: Tuesday, November 17, 2020 10:00 AM
To: Kent <Kent@nwafoodbank.org>; Mike Williams <Mike.Williams@nwafoodbank.org>; Linda Phillips <Linda.Phillips@nwafoodbank.org>; Susie Shinn <SShinn@nwafoodbank.org>
Subject: New \$2,500+ Gift

Kent,

Please call or send a personal note to the following donor in recognition of this gift.

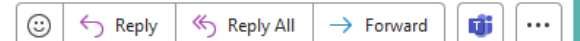
Gift Date: 11/17/2020
Donor ID: 17819
Donor Name: Laurice Hachem
Donor Contact Name:
Gift Amount: \$10,000.00
General Ledger: 403-2 Direct Mail
Solicitation Code: Q1120
Sub Solicitation: Q1120Z
Home Phone:
Business Phone:

FW: New \$2,500+ Gift



Mike Williams <Mike.Williams@nwafoodbank.org>

To Vickie Mathews; Helen O'Connor; Bethany Schwarz



Wed 11/18/2020 10:50 AM

Follow up. Start by Wednesday, November 18, 2020. Due by Wednesday, November 18, 2020.
You forwarded this message on 5/5/2021 1:37 PM.

Heads up on a potential 7 figure donor. She just made a first time gift of \$10k towards an acquisition campaign. See the links below for some more background on her.

Mike



Nexus Family Recovery Center

1,430 followers

6d • 🌐

Clear your Wednesday lunch plans! Pathways to Possibilities is tomorrow! This event is a free luncheon allowing guests to learn more about the heart and soul of our mission. This inspiring hour-long event will share how you can become a vital advocate, empowering women and their children to heal and rebuild their lives. Click here to claim your spot! <https://lnkd.in/gYgB4xeU> ✓

Change her life.
Change the world.



Pathways to Possibilities

Qualification

STRATEGIES

- Research
- Peer Insights
- Past donor activity
- Ability, Affinity, Access
- Discovery Meeting

TOOLS

- Development assessment
- Research tools (iWave, Foundation Directory)
- Compelling story in the right tone
- Supporting materials
- Volunteer leaders





Victoria,

As a generous supporter of our mission, we are so glad to have you as a partner to save homeless pets. And we would love to know more about you!

Please take a few minutes to **complete this brief survey** to help us learn more about you. It's also an opportunity for you to share any feedback that you have for **Operation Kindness**.

[Share my feedback](#)

Survey responses will be closed on August 1. You can also reach our team by email at development@operationkindness.org or by phone at 469-208-0142.

Thank you so much for everything you do for homeless dogs and cats. We couldn't do this without you.

Cultivation

STRATEGIES

- Peer Participation
- Tour
- Volunteer opportunities
- Communication channels
- Thoughtful touchpoints and updates

TOOLS

- Menu of opportunities
- Volunteer leaders
- Project management tools

SEPTEMBER IS



Hunger Action Month



Food for Thought

Monthly Information & Learning Series

Friday, September 6, 2024
8:15 am to 9:30 am

Hello Vickie,

We invite you to join us for September's Food for Thought - Hunger Action Month edition!

This free webinar will feature information about this year's annual month-long nationwide movement to bring attention to the realities of food insecurity and hunger and what we can do locally to join together to take action to end hunger.

Event Details:

- **Location:** Virtual - Webinar
- **Date:** Friday, September 6, 2024
- **Time:** 8:15am - 9:30am

During this presentation, Treasure Coast Food Bank team members will share stories of inspiration, special events happening throughout the month of September, volunteer opportunities, and more!

Every action counts- whether you donate, advocate, volunteer, or spread the word.

We hope to see you there! Register by clicking the button below.

[Register](#)

Solicitation

STRATEGIES

- Specific ask
- Made in a thoughtful way
- Multi-channel communication

TOOLS

- Database/CRM
- Strategic vendor partners
- Ways to give
- Donor agreement/pledge form
- Acknowledgement letter
- Thank you video

Amber Aiton aaiton@gssn.org via gssn.onmicrosoft.com

10/20/17

to rachel, Rori, Harriet

Hello, Rachel!

Just a friendly hello to say how much I enjoyed meeting you at the Girl Scout Philanthropy Conference, and how grateful I am for your suggestions, insights, and rock star donor engagement ideas.

I sent my first-ever Bomb Bomb (below) to someone who I have been trying to connect with for FOREVER. She immediately wrote me back asking if she can buy a table to our upcoming gala fundraiser!! (She has also officially opened the video six times. This tool is truly something awesome.)

Thank you, thank you, and keep being you 😊

Happy weekend,
Amber



Amber Aiton
Director of Development & Communications
Girl Scouts of the Sierra Nevada
[605 Washington Street](#)
[Reno, Nevada 89503](#)
T: 775-322-0642 x1232



Chad Landers CSCS @ChadLanders · 17h

Huge props to @CarissaGump2008 and @NSCA ...I've donated to many causes, but only one thanked me with a personal video message! 🙌



Wow! Thank you



Inbox x



Christopher Aaby <lglforms-submissions@littlegreenlight.com>

Sep 22 (5 days ago)



to rachel

Dear Rachel,

Thank you for your generous support of Catamount Institute. Your recent contribution of \$25.00 helps to ensure that students like Kelsey (pictured) have access to high-quality outdoor education experiences.

It is only through the continued generosity of good friends like you, we are able to achieve our mission. Because of your generosity and thoughtfulness, underserved children in our community will have the opportunity to connect with nature.

Thank you!

Warm Regards,

Christopher Aaby
Executive Director
[719-471-0910 x106](tel:719-471-0910)



Thank you for being a valued supporter of Catamount Institute. Catamount Institute is a 501(c)3 nonprofit organization. Your contribution of \$25.00 is tax-deductible to the extent the law allows. No goods or services were received in return for this gift. Please retain this letter as a receipt of your charitable gift.

Stewardship

STRATEGIES

- Schedule of communication and pipelines
- Thoughtful touchpoints and updates
- Events
- Tour
- Volunteer opportunities
- Donor recognition
- Portfolio managers

TOOLS

- Database/CRM
- Annual report
- Welcome kit

Exciting Updates from Our Trip to India Σ Inbox x



Rey Diaz <rdiaz@orphanoutreach.org>
to me ▾

Thu, Aug 8, 12:00 PM (11 days ago)



**Join us for our Focus: India Zoom Gathering on Thursday,
August 20th at 5:00 pm CST!**

Ronne Rock just led a team to India, and she will share the latest updates from our first in-person visit to Dar-UI-Fazl since 2019! It was wonderful to reunite with all the kids we serve, as the pandemic and major flooding had made travel impossible until now.

We're also thrilled to announce that the Gan Sabra community program is expanding to reach and support more children. We hope you can join us on August 20th to hear more about what all God is doing in India!

Register now to receive the special Zoom Webinar link. You may also submit a question in advance for our panel.

Registration is required and space is limited.

REGISTER TODAY!



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**“Firsts” happen every
day at the Y.**

**Thank you for making your
first gift, so their firsts
could happen too.**

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potential in spirit, mind and body.”

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Resources

- [CFRE](#)
- [DonorSearch](#)
- [Institute for Charitable Giving](#)
- [Amy Eisenstein](#)
- Local AFP Chapter
- [Fundraising is Funny Podcast](#)
- [We Are For Good](#)
- [Virtuous Responsive Nonprofit Summit](#)



Thank You

vmathews@cecilcommunication.com

cecilcommunication.com

Brad Cecil &
ASSOCIATES