





# Dunn Institute

- Funding Your Vision
  - Dealing with Donors and Donations
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# What we want to discuss

- Faith and Giving
  - Structuring the Giving Plan
  - Successful Church Fundraising
  - Sample Communication
  - Donor Bill of Rights
  - The Joy of Giving
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# FAITH and GIVING

- Giving as a central tenet of faith teachings
  - Making sense of the Religious Giving Sector
  - Making Sense of the Shifts in Religious Giving
  - Making Sense of Christian Religious Motivations
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# Structuring the Giving Plan

- ▶ Tools for Understanding and Planning
  - ▶ The fundraising pyramid
  - ▶ The gift range chart for Annual Giving

## What is a donor pyramid?

A fundraising pyramid is a visual that categorizes prospects by their engagement level. Further, it provides nonprofits a path to move donors from lower levels of giving to greater commitment.





# The Gifts Range Chart


- ▶ Determines the amount needed and whether it is achievable using giving records from largest to smallest and segment into categories of givers
- ▶ Identify non-givers and determine several entry level giving amounts
- ▶ Decide how many gifts are possible in each category and the number of givers which are likely based on giving history
- ▶ <https://www.wealthengine.com/donor-calculator/>

### Annual Fund Gift Range Chart---\$100,000 Goal

<u>\$ Gift Range</u>	<u># Of Gifts</u>	<u>Cumulative # Of Gifts</u>	<u># Of Prospects</u>	<u>Cumulative # Of Prospects</u>	<u>\$ Per Range</u>	<u>\$ Cumulative</u>
5,000	2	2	10 (5:1)	10	10,000	10,000
2,500	6	8	30 (5:1)	40	15,000	25,000
1,000	18	26	72 (4:1)	112	18,000	43,000
500	34	60	136 (4:1)	248	17,000	60,000
<b>10% Of Donors</b>			<b>60% Of Goal</b>			
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250	48	108	144 (3:1)	392	12,000	72,000
100	80	188	240 (3:1)	632	8,000	80,000
<b>20% Of Donors</b>			<b>20% Of Goal</b>			
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Under 100	412	600	824 (2:1)	1,456	20,000	100,000
<b>70% Of Donors</b>			<b>20% Of Goal</b>			



# Model Church Fundraising

- Why do donors stop giving
  - Build a clear, shared goal
  - Don't just talk about the need, show it
  - Focus on the donor's role
  - Provide different giving options
  - Figure out how your donors prefer to communicate
  - Say thank you
  - Keep donors updated
  - Honor the wishes of your donors
  - Report your finances
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# A DONOR BILL OF RIGHTS

## DEVELOPED BY:



Association of Fundraising Professionals (AFP)



Association for Healthcare Philanthropy (AHP)



Council for Advancement and Support of Education (CASE)



Giving Institute: Leading Consultants to Non-Profits

**PHILANTHROPY** is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

### I

To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

### II

To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

### III

To have access to the organization's most recent financial statements.

### IV

To be assured their gifts will be used for the purposes for which they were given.

### V

To receive appropriate acknowledgement and recognition.

### VI

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

### VII

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

### VIII

To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

### IX

To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

### X

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.



# The Joy of Giving

- Psychological Benefits of Giving
- Social Benefits of Giving
- Physical Benefits of Giving
- The Importance of Motive
- Maximizing the Joy of Giving
- Why Then is Giving Good for People?
- Recipe for Giving