

# Developing More Sustainable Fundraising Sources

Presented By:

**Paul Krizek and Sarah Curry**

**Christian Relief Services**

# Outline

- Improving conventional fundraising
- Encouraging planned giving
- Cultivating major donors
- Branching out online
  - Keys to a successful website
  - Utilizing social media
  - Blogs, Facebook, twitter, flickr and YouTube
- Other online tools

# Is your fundraising strategy multi-faceted?

Mail

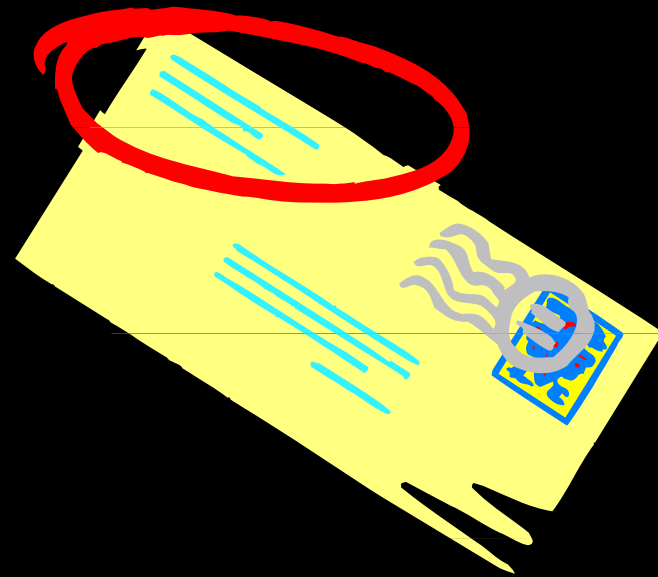
Personal

Online

Events

# Improve conventional fundraising

- Communicate with your donors!
- Have a clear “brand”
- Make sure mailings reflect your mission
- Make your mailings **stand out**
- ... and make them personal!



# Legacies/Planned Giving

- Let your donors know that you have staying power
- Encourage donors to remember you in their wills/insurance policies even if this isn't a major part of your fundraising strategy
- Create a special “society” dedicated to those who have pledged to make a bequest to your organization

# Major Donors



- ...are *SPECIAL!*
- So treat them like they're special
- Build a personal relationship with these donors
- Create “giving levels” to encourage donors to think about larger gifts

# Direct Debit



- Encourage regular gifts
  - Monthly
  - Quarterly
  - Annual
- It's the “green” way to give
- Check out [networkforgood.org](http://networkforgood.org) for direct debit tools and resources

# Websites/Social Networking

# www.feedingamerica.org

The screenshot shows the homepage of Feeding America. At the top, there is a navigation menu with links for [Donate](#), [Advocate](#), [Find a Food Bank](#), [About Us](#), [Newsroom](#), and [My Community Center](#). The Feeding America logo is prominently displayed on the left, featuring a stylized wheat stalk above the text "FEEDING AMERICA". To the right of the logo is a search bar with a "GO" button. Below the logo and search bar is a secondary navigation menu with links for [HOME](#), [FACES OF HUNGER](#), [OUR NETWORK](#), [TAKE ACTION](#), and [PARTNERS](#). A "GET HELP" link is also present.

The main content area features a large banner image of a young girl with the text "Real Stories" and a sub-headline: "We got the opportunity to revisit a family in Massachusetts." Below this is a "Read more" link. To the right of the banner is a "DONATE NOW" button. Below the banner are three columns of content:

- Disaster Preparedness:** "Feeding America is poised to help victims of disaster across the U.S." with a "Learn more" link.
- Blog:** "Our bloggers are writing about a variety of topics about hunger to start conversations." with a "Visit the Blog" link.
- Latest Hunger News:** Two news items are listed: "06/10/2010 Feeding America Applauds Introduction of Child Nutrition Legislation" and "06/10/2010 Feeding America Honored With Three Cause Marketing". There are "See All" and "RSS" links.

On the right side of the page, there are two sections:

- ADVOCATE:** "Join the Hunger Action Center to help start solving the problem of hunger in your community."
- VOLUNTEER:** "Help your local community with a volunteer opportunity that's right for you."

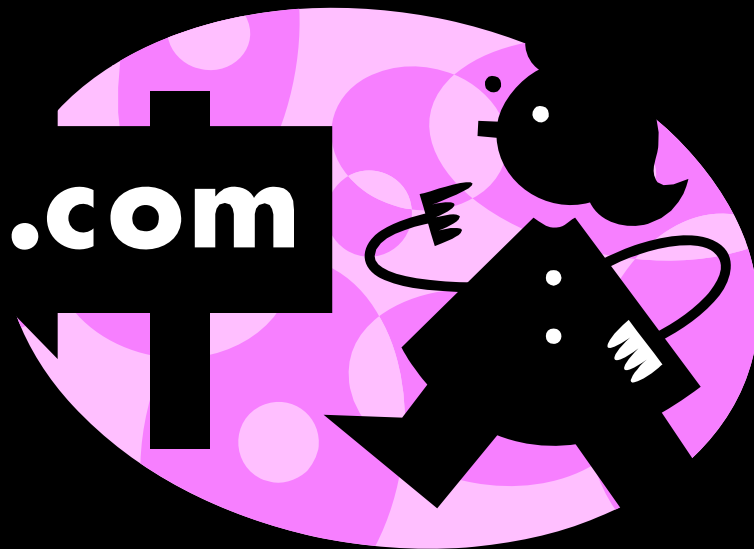
At the bottom right, there is a "FOOD BANK LOCATOR" section with the text "Find the Feeding America food bank that serves your local community." It includes a search by zip code field, an "Or by state:" dropdown menu, and a "GO" button. Below the dropdown is a "Select a State" dropdown menu and a link to "Add this to your site".

At the bottom left, there is a green box with the text "Stay informed with the latest hunger-related news." and a form with "ENTER YOUR EMAIL" and a "SUBMIT" button.

At the bottom center, there is a "OUR LEADERSHIP PARTNERS:" section with the Kroger logo.

The footer contains a navigation menu with links for [Donate](#), [Careers](#), [Blog](#), [Contact Us](#), [Privacy Policy](#), [Search](#), [Site Map](#), and [Terms of Service](#). Below the footer is the copyright notice: "©2010 Feeding America. All rights reserved."

# Websites: Best practices



- Update as often as you can
- Make sure it's short, sweet, and user friendly
- Encourage partners and other organizations to link to your site
- But websites alone aren't enough anymore...

# What is “social media”?



- Interactive online forums
  - Facebook, twitter, blogs, etc.
- Encourages donors to engage with your organization
- Allows for two-way donor communication
- Not a big fundraising tool, but still very important

# Benefits of social media outlets



## *Facebook and Twitter*

- Connect directly with donors
- FB: Update donors via your causes page or personal messages
- FB: Raise money directly through your causes page
- T: Short, quick minute-by-minute updates
- T: Maintain ongoing conversations with donors



- Great for more in-depth updates about your charity
- Not as overwhelming as they seem
- Post articles, videos or other posts relevant to your cause
- Can even use blogs as the platform for your website!

# Benefits of social media outlets



- Allows you to show who you're helping and how you're helping them in a personal way
- Youtube is the internet's #2 search engine after Google
- No video? No problem! Check out [www.animoto.com](http://www.animoto.com)
- Flip Video is also an inexpensive way to start making videos for your organization ([www.flipvideospotlight.com](http://www.flipvideospotlight.com))



- A picture is worth a thousand words!
- Easy to upload
- Your donors love photos!

# Search Engine Optimization

*Search Engine Optimization (n.):  
The art and science of making web pages attractive to the search engines.*

- Having all of these sites link back to your webpage will help with your SEO
- Use keywords abundantly
- Search “[search engine optimization webmasters](#)” on Google for an article with helpful hints

# Google Grants/YouTube Nonprofit



- [google.com/grants](https://www.google.com/grants)
  - Up to \$330 of free advertising per day for accepted applicants
  - Very selective
- [youtube.com/nonprofits](https://www.youtube.com/nonprofits)
  - Allows nonprofits to have free access to premium benefits
  - Raise money directly through your YouTube page

# Online Tools

Google Analytics

Google Reader

Fundraising Blogs  
(see handout)

Fundraising123.com

**Don't be afraid to team up!**

# Questions?

...or contact us by email at:

[Paul@christianrelief.org](mailto:Paul@christianrelief.org), or

[Sarahc@christianrelief.org](mailto:Sarahc@christianrelief.org)