



Perspectives on Fundraising

**IPOPI Biennial Meeting
October 30, 2014**

Presented By:
Marcia Boyle
Immune Deficiency Foundation



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What is Fundraising?

What you think you're doing...

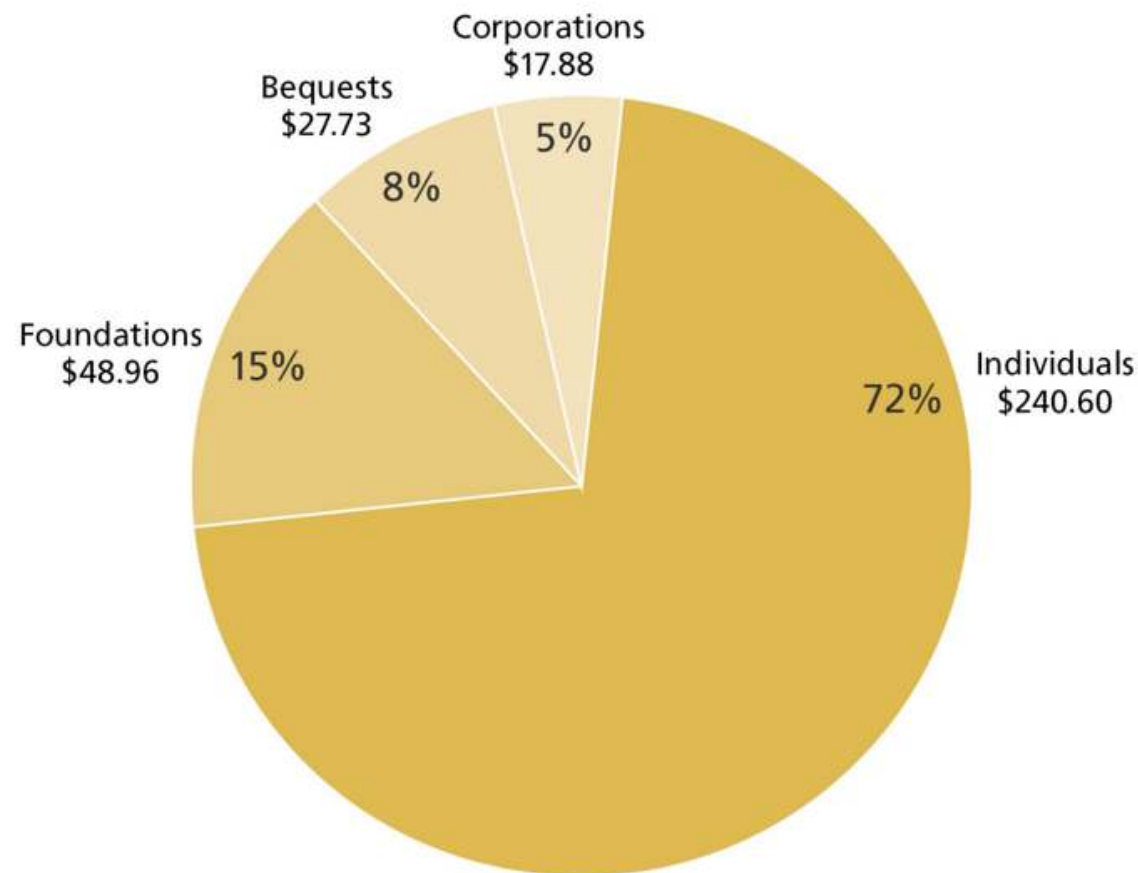


What you're ACTUALLY doing...

✓ You are giving someone the opportunity to make a difference!

Funding By Source (USA)

2013 contributions: \$335.17 billion by source of contributions
(in billions of dollars – all figures are rounded)



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SOURCE: Giving USA Foundation | **GIVING USA 2014**

Funding Sources: Individuals

Likeliest funders include:

- Adult patients
- Parents and grandparents of young patients
- Extended family members of patients
- Friends and co-workers of patients
- Medical professionals
- Members of the general public

Funding Sources: Corporate

Likeliest funders include:

- Industries that produce products/services used by our community
 - Plasma manufacturers
 - Specialty pharmacies
- Those with a history of giving, established giving procedures

What they are willing to fund will vary

- Unrestricted giving is preferable
- Some will want to give to a specific project or initiative

Some will be gifts/ grants, others will be sponsorships

- Sponsorship requires careful planning to ensure both sides adequately benefit

Funding Sources: Other

Foundations / Non Government Organizations (NGOs)

- Funders may be international, national, or local organizations
- Will typically fund through grants, not outright gifts
 - You must fulfill the terms of the grant (provide reports, etc.) to be considered for future grants
- Funds are usually given to advance an objective that is core to their mission, not yours
 - Be careful of pursuing funds that are not in direct alignment with your current mission

Governments

- May include national, state/regional, or local health agencies
- Opportunities for funding vary widely from country to country

The Giving Pyramid

80% of your funds likely come from 20% of your donors



Planned Gifts

- *Rare, highest value*
- *Given once*

Major/ Leadership Gifts

- *Uncommon, high value*
- *Some are one-time, some repeat*

Annual Gifts

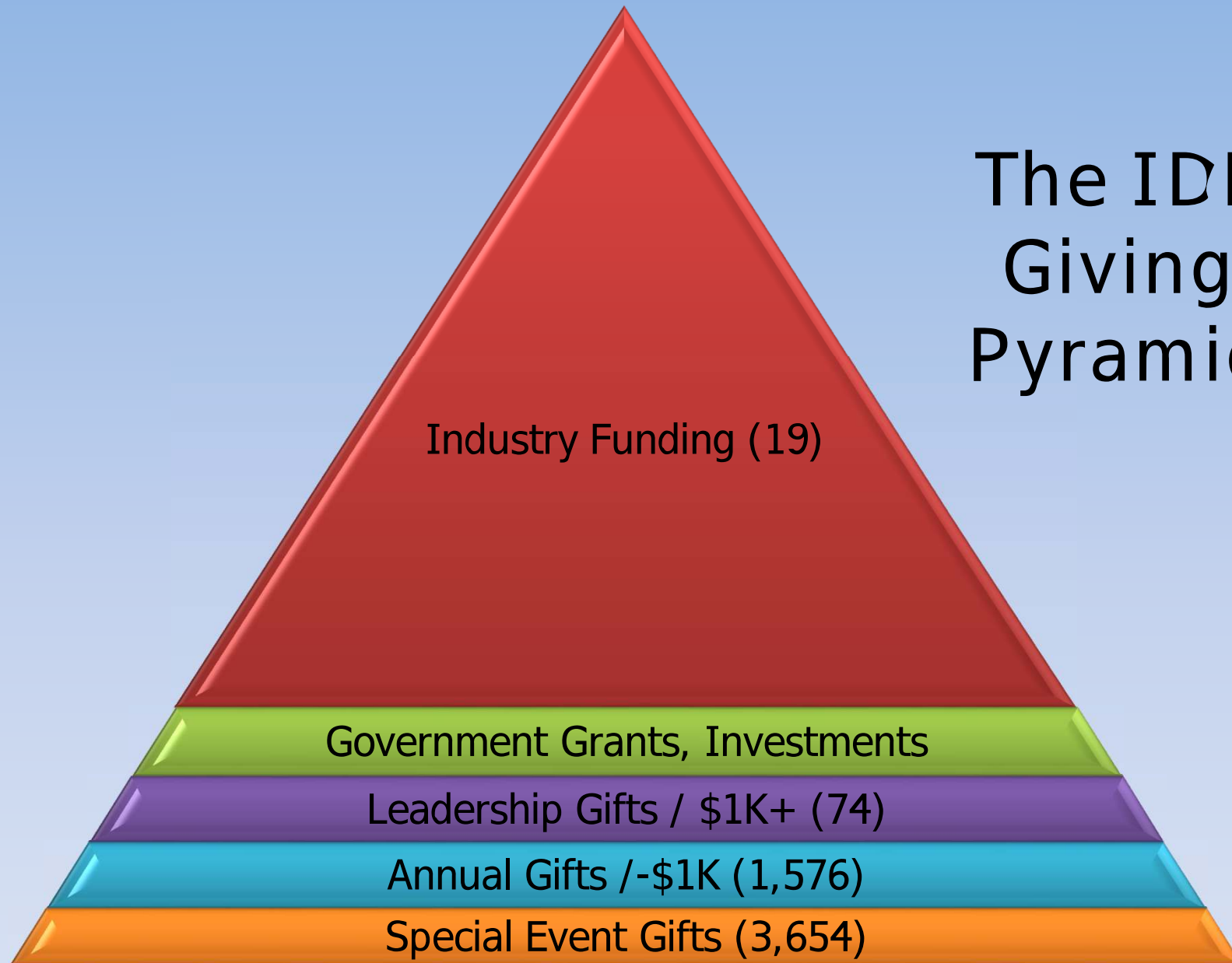
- *Common, moderate average value*
- *Many will be repeat donors*

Event Gifts

- *Numerous, low average value*
- *Many will be one-time donors*

Source: Nonprofit Expert – www.nonprofitexpert.com

The IDF Giving Pyramid



Creating a Case for Support

You need to have a clear case for support (or reason for giving) if you are:

- Planning a walk or event
- Developing a proposal for corporate, foundation, government, or individual support

Your case for support should include the following:

- Background
 - Information about PI and your organization
- The Key Issue(s)
 - Example: lack of information and awareness about PI
- Solutions to the Key Issue(s)
 - Example: education meetings around the country
- Your Proposal
 - Your plan, the number of people impacted, the cost of the solution
- Recognition
 - How the donor(s) will be recognized.

Fundraising Approaches

■ General Guidelines:

- Online giving is usually the most cost-effective, but direct mail is still often the best way to reach someone: use them together
- Event-based giving can be high-risk/high-reward
- Test different methods and messages; don't be afraid to be bold
- Make sure that you capture all of your donor/constituent information in a single database
- Thanking donors repeatedly helps ensure future donations
- Look at your event/annual donors for future major gift donors
 - Look for those who have *capacity* and *inclination*

Fundraising Approaches

■ The Annual Appeal

- Use your newsletter/website to inform your community of the upcoming annual appeal
- Mail a solicitation letter to your mailing list
 - Consider mailing costs and whether you send it to your entire list, or those most likely to give
 - Message: call to action, personal story, or something else?
- Follow up with an e-mailed version of the letter
 - Include a link to your online donation page
- Thank everyone who donated!

Fundraising Approaches

Online Giving

- Ensure that you have a donation page linked to your website that is prominently displayed and always available
 - This allows people to give at any time, and minimizes the effort spent on processing checks
- The best online giving solution is one where the information about the donor and donation is automatically captured in your database
 - If that is not feasible, there are solutions that will process the gifts for you, but will take a processing fee

The screenshot shows the 'IDF Web Donation' page. At the top is the IDF logo and a search bar. A navigation bar includes links for Home, About IDF, Learn About Primary Immunodeficiencies, Living with Primary Immunodeficiencies, Take Action, Resources, Connect, and a prominent 'Donate' button. The main heading is 'IDF Web Donation'. The 'Donation Amount' section offers radio button options for \$10,000.00 (Chairman's Circle), \$5,000.00 (Platinum Club), \$2,500.00 (Gold Club), \$1,000.00 (Silver Club), \$500.00 (Bronze Club), \$250.00 (Achievement Club), \$100.00 (Friends of IDF), \$50.00, \$25.00, and an 'Other Amount' field. Below this is an 'Email Address' field. The 'Honoree or Memorial Information' section includes a note that gifts can be made in memory of someone who has passed away or in honor of someone alive, with radio buttons for 'In Honor of' and 'In Memory of' (the latter is selected). A 'clear' link and a prompt to include the name of the person are also present. The 'IDF Web Donation' section lists 'Giving Options' with radio buttons for 'Unrestricted Support for IDF' (selected), 'IDF SCID Initiative', 'IDF Eric Marder Scholarship Program', 'IDF NEMO Initiative', 'IDF Marvin Shapiro Fund', and 'IDF Varun Bhaskaran Scholarship Fund for Wiskott-Aldrich Syndrome (WAS)'. The 'Donor Information' section features a 'Prefix' dropdown menu (currently showing '- select -'), and 'First Name' and 'Middle Name' text input fields.

Fundraising Approaches

■ Event Based Giving

- Fundraising walks/runs
 - Requires planning, but can be an cost-effective fundraising and awareness-raising approach
- Galas
 - High profile, but can be difficult to make profitable
- Auctions, raffles
 - Enjoyable, but the return-on-investment is not always good
- Volunteer-organized events
 - Great if the volunteers absorb all costs

Fundraising Approaches

- Fee for Service
 - Charging for publications
 - Membership dues
 - Event and activity fees

Resources

IPOPI Guidelines on Corporate Sponsorship

<http://www.ipopi.org/uploads/Guidelines%20on%20Corporate%20Sponsorship.pdf>

Immune Deficiency Foundation

www.Primaryimmune.org/giving

www.walkforPI.org

Peer to Peer Professional Forum

<https://www.peertopeerforum.com>

Network for Good's NonProfit Marketing Blog

<http://www.nonprofitmarketingblog.com>

Blackbaud

<https://www.blackbaud.com/nonprofit-resources/fundraising-whitepapers>

International Fundraising Congress

<http://www.resource-alliance.org/pages/en/about-the-ifc.html>

The Chronicle of Philanthropy

<http://philanthropy.com>

Association of Fund Professionals

<http://www.afpnet.org/>



Final Thought

What is the number one reason that people do not give?

They were never asked!

*Or they don't remember being asked