

SOCIETY OF CHRISTIAN SCHOOLS IN BC CONFERENCE MARCH 11, 2014

Is Fundraising a Calling?
Meg Clarke

IS FUNDRAISING A CALLING?

- ◉ What is the difference between philanthropy and fundraising?
- ◉ Does it matter?

PHILANTHROPY

- ◉ Means love of humankind
- ◉ Implies giving to create social change
- ◉ Gives meaning to life
- ◉ Instills values in children
- ◉ Targets pressing problems
- ◉ It is NOT primarily about money, or funds

FUNDRAISING

- ◉ Servant to philanthropy
- ◉ Tools of philanthropy
- ◉ The “how” versus the “why”
- ◉ Philanthropy is ancient, fundraising is new

KENT DOVE, KEY COMPONENTS OF A CAPITAL CAMPAIGN

- ◉ “The ultimate objective is not simply to raise money, and the means is never people just giving away financial resources. Successful campaigns seek and secure investments in a better society, a higher quality of life, and an enriched culture. They showcase humankind at its best, expressing love and hope and caring ... There is clearly an evangelical aspect of fundraising, one that motivates most professionals, volunteers, and donors. Never lost sight of that fact.”
p.6

**MONEY CAN BUY
YOU A FINE DOG,
BUT ONLY LOVE
CAN MAKE HIM WAG
HIS TAIL.**

KINKY FRIEDMAN

QuotePixel.com

FAMOUS PHILANTHROPISTS



THE NEW PHILANTHROPISTS

- Sergey Brin, founder of Google:
- “I think that philanthropy is the most important thing to me. I don’t think my quality of life is going to improve that much with more money.”

ORIGINS IN CANADA

- ◉ First Nations peoples shared: felt responsible for all living things, and for the land
- ◉ 1685 in Quebec created Bureau of the Poor, Canada's first Christian charity
- ◉ 1759 British traditions from era of Elizabeth 1 in 1601, the Statute of Charitable Uses
- ◉ 1918 Community Chests started in Toronto

HISTORICAL ORIGINS

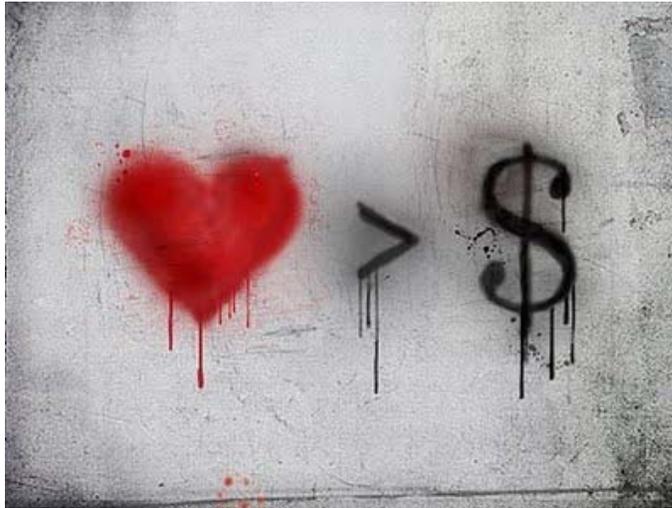
- ◉ 2000 BC code of Hammurabi: "see that justice be done to widows, orphans, and the poor"
- ◉ 1500 BC Moses originated the idea of the tithe
- ◉ Leviticus 19:5 "when you reap the harvest of your land, you shall not reap to the very edges of your field - you shall not strip your vineyard bare - you shall leave them for the poor"

ARISTOTLE AND CONFUCIUS

- ◉ Aristotle's systematic analysis of ethics earliest record in western societies of the value of giving - ca 350 BC
- ◉ "Right giving stems directly from the character of the individual and from his desire to achieve happiness by living a choiceworthy life."

CONFUCIUS 551-478 BC

- ◉ "Love others, honor your parents, do what is right rather than advantageous."
- ◉ "What you do not wish for yourself, do not do to others."



ALL RELIGIONS FOCUS ON GIVING

- ◉ Buddhism: monks embody personal restraint, charity to the poor
- ◉ Hinduism: dana (giving) is key to dharma (duty) - wealth is for the extended family
- ◉ Islam: zakat (obligatory charity) - share resources
- ◉ Judaism: Maimonides, 1135-1204, codified 8 degrees of charity

CHRISTIAN TRADITION

- ◉ Matthew 25:35-37
- ◉ “I was hungry and you gave me food. I was thirsty and you gave me something to drink. I was a stranger and you welcomed me, I was naked and you gave me clothing. I was sick and you took care of me, I was in prison and you visited me.
- ◉ St Thomas Aquinas adopted Aristotle, categorized charity

MOTIVATIONS FOR GIVING

- ◉ Make our world (locally and/or globally) a better place
- ◉ Make a difference
- ◉ Belief in mission of an organization
- ◉ Asked by family member or friend
- ◉ Creates feeling of belonging
- ◉ Creates happiness
- ◉ Privilege brings responsibility

ESSENTIAL ELEMENTS OF PHILANTHROPY

- ◉ Shared values primary, money secondary
- ◉ Stewardship and meaningful communications
- ◉ Donor-centred
- ◉ Research and cultivation
- ◉ Many options for solicitation
- ◉ Clear and definable impact

WHAT ARE DONORS LOOKING FOR

1. Evidence of good management
2. Evidence of reasonable planning
3. Evidence of prior support
4. Persuasive presentation by credible volunteers
5. Absence of pressure
6. Invitation to join/share

WHAT IS STRATEGIC PHILANTHROPY?

- ◉ Clarity of goals
- ◉ Define desired impact
- ◉ Specify indicators of success
- ◉ Create a plan commensurate with resources
- ◉ Insert feedback points for possible course corrections
- ◉ Determine evaluation metrics

LOVE TRUMPS MONEY



CAPITAL CAMPAIGNS

INGREDIENTS FOR SUCCESS

- ◉ Commitment of time and support from Board, Administration, Teachers, Parents, and Families
- ◉ Clear organizational self-image and strategic plan for growth
- ◉ Fundraising objectives based on important institutional goals
- ◉ Compelling Case for Support

KEY INGREDIENTS FOR SUCCESS (CONT.)

- ◉ Enlistment and education of leaders
- ◉ Ability and readiness of major donors to give substantial lead gifts
- ◉ Market survey addressing internal and external preparedness
- ◉ Competent fundraising staff
- ◉ Funds for expenses

DOVE PREPAREDNESS INDEX

- ◉ Assess each ingredient on 1-10 scale
- ◉ 75 or higher - ready to go
- ◉ 60-75 some areas need attention
- ◉ Under 60, be careful

PARETO'S LAW

- ◉ 80/20 Rule
- ◉ 80% of the returns will come from 20% of the donors
- ◉ Focus energy/time/resources on identifying, cultivating, stewarding that 20%

HOW TO IDENTIFY THE 20%

- ◉ Multigenerational families
- ◉ Previous major gift donors
- ◉ Consistent donors
- ◉ Those who give generously to other causes
- ◉ Those who are passionate about your school

CREATE PROFILES

- ◉ Before solicitation, create a backgrounder on each prospective family:
 - Names of everyone, grandparents, aunts and uncles etc
 - Connection to the school
 - Contact information
 - Professions, educational background
 - Past giving record to SCS
 - Gifts to other charities
 - Honors and Awards

DETERMINE ASK LEVEL

- ◉ Some institutions take highest previous gift level and multiply by 7
- ◉ Others use prospecting meetings where knowledgeable colleagues suggest amount
- ◉ Analytics are useful in mature development programs with years of data to analyze
- ◉ Still, more art than science

MAKE A GIFT TABLE, START AT THE TOP

- ◉ 15% of total goal for campaign is minimum largest gift
- ◉ Next 10% of total, and 5% etc
- ◉ Based on research, approximate how many in each category are necessary
- ◉ For upper levels, 4 prospects for each donor

START SOLICITATIONS AT THE TOP

- ◉ Ask for the biggest gifts first
- ◉ Use that success to ask for lesser
- ◉ When 50-60% of the goal is committed, host a celebration and involve your community