



Strengthening charitable causes to change the world through generosity

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Re-Shaping Our Fundraising Discovering the Next Chapter In Building Cultures of Generosity





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Aired 1988 to 1993

Set 1968 to 1973

If it were today...

IT WOULD TAKE PLACE IN 2001!



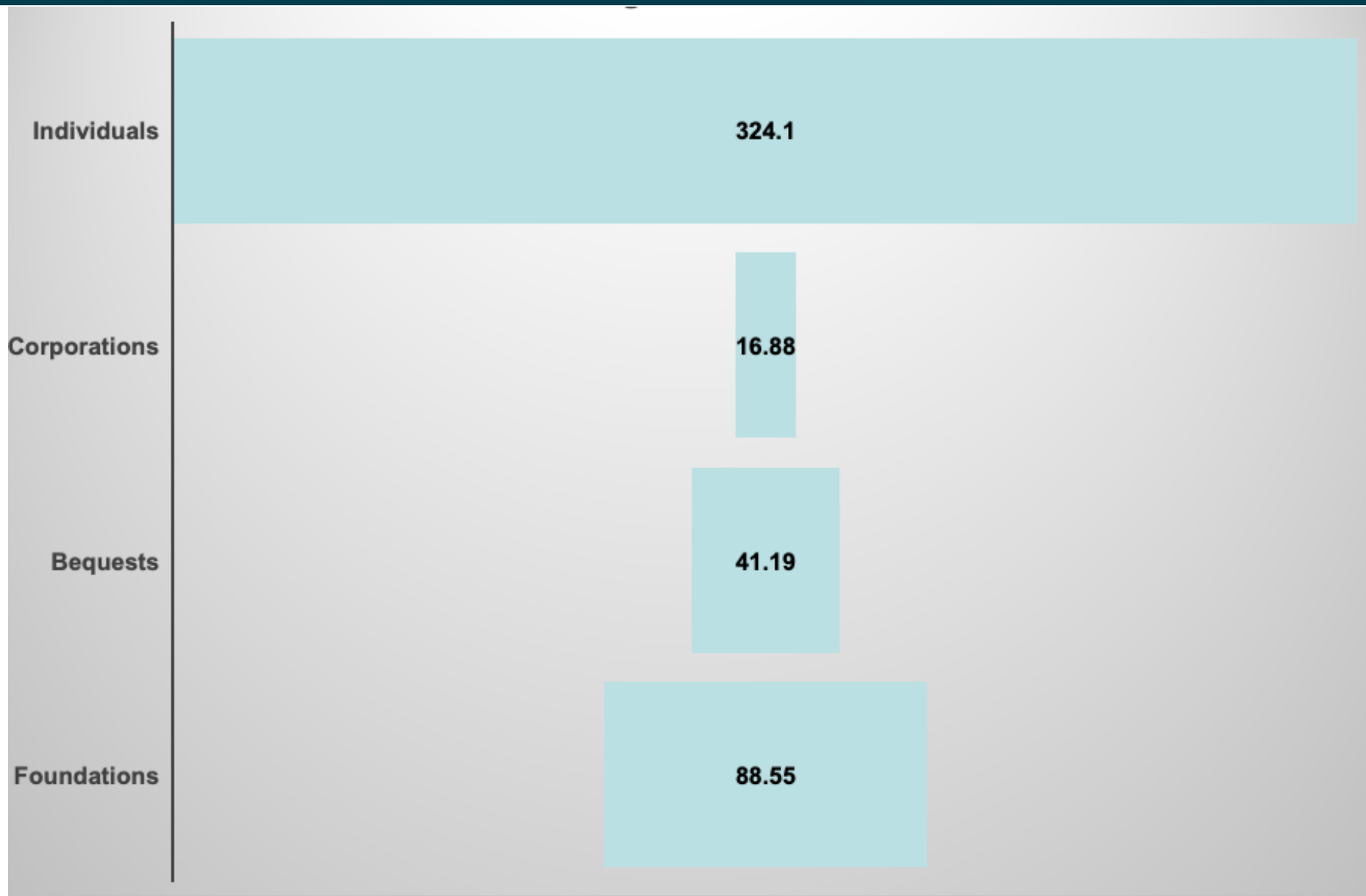
**Have a purpose
Be Missional
Be innovative in Service**

It won't be enough for your donors to be business as usual

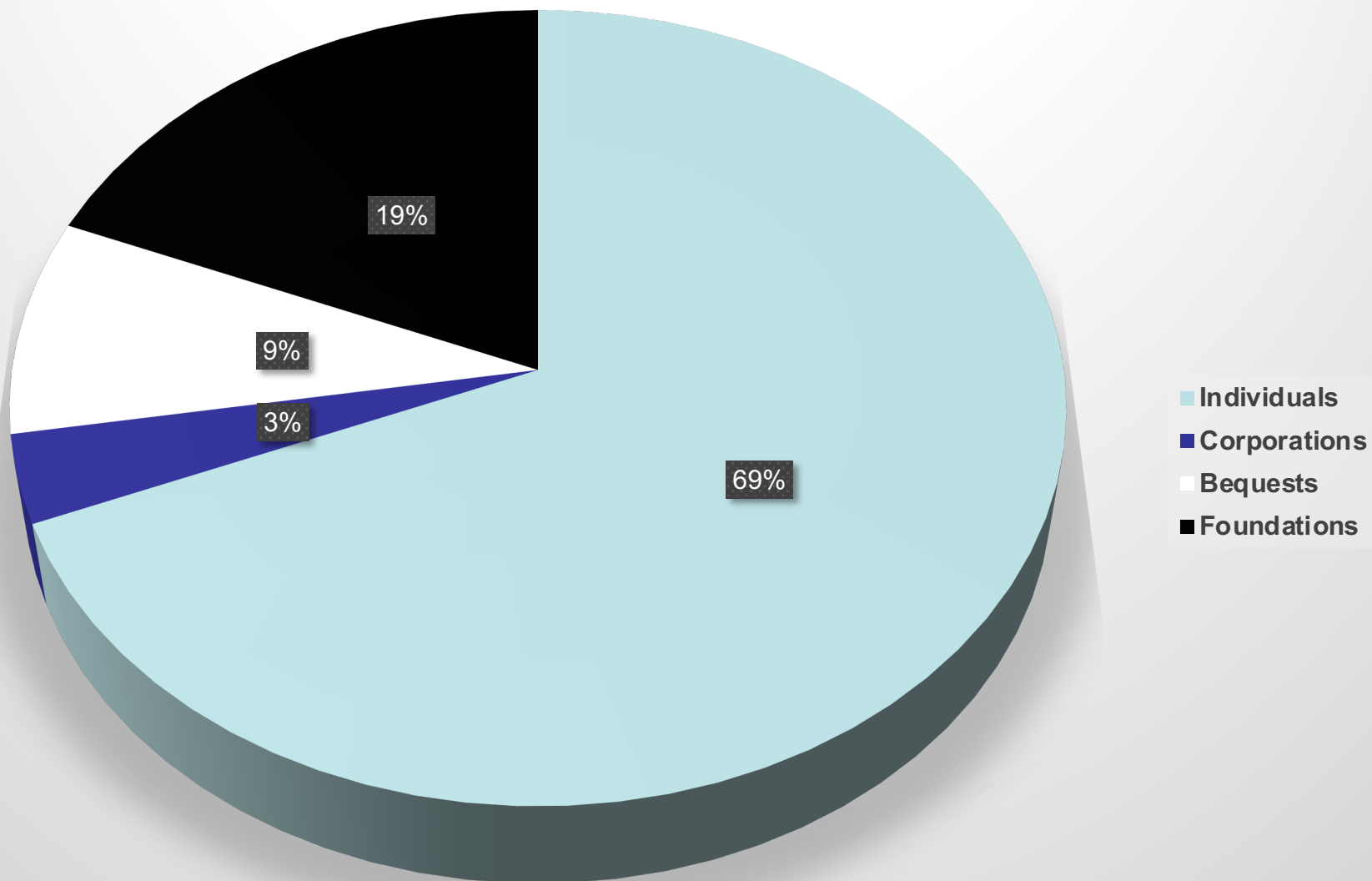


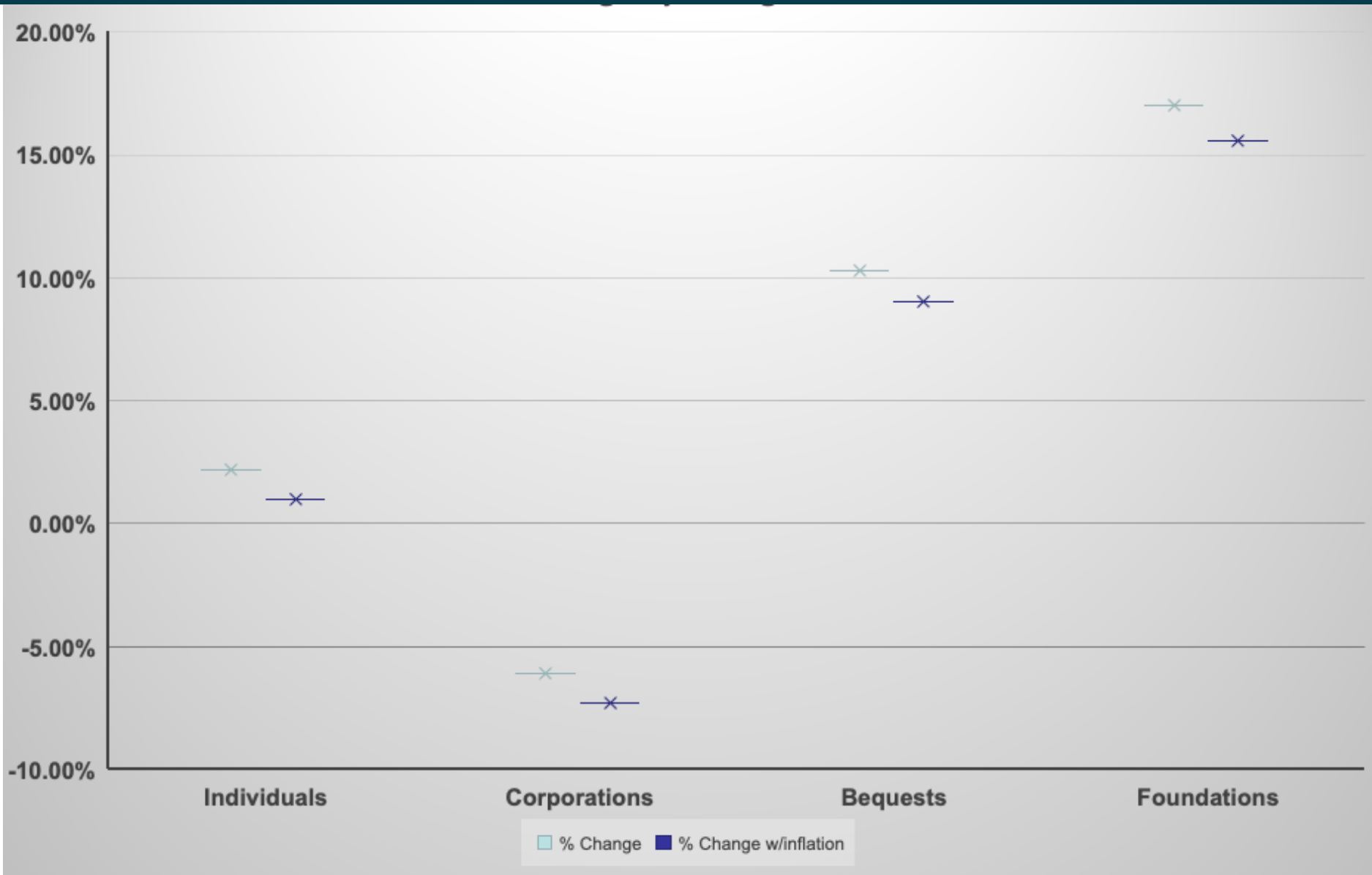
- Total Giving in the US Grew 5.1% in 2020
- Totaling \$471.44 B (2019 – \$448.66B)

All data sourced from Giving USA Foundation



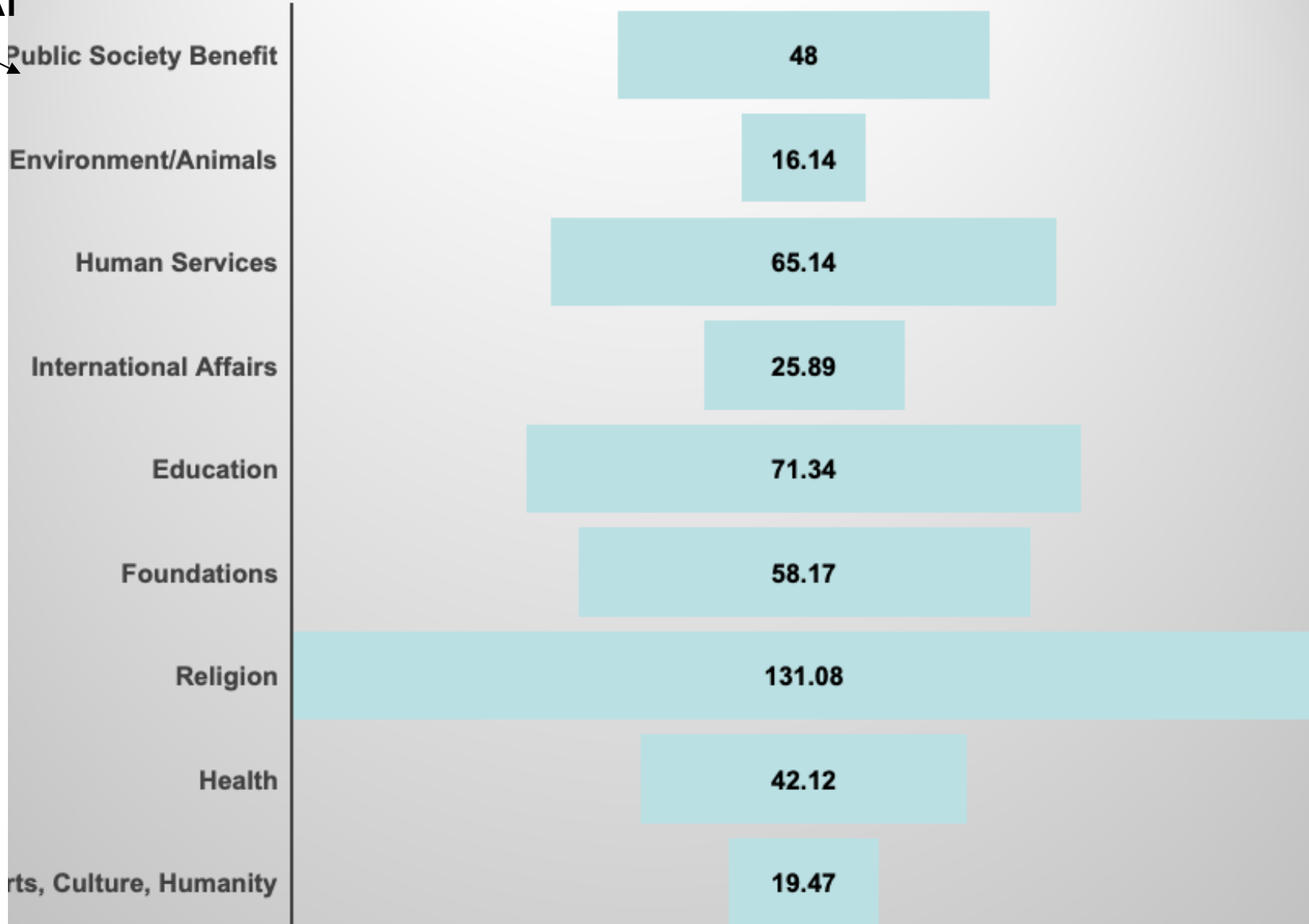
Giving Source %



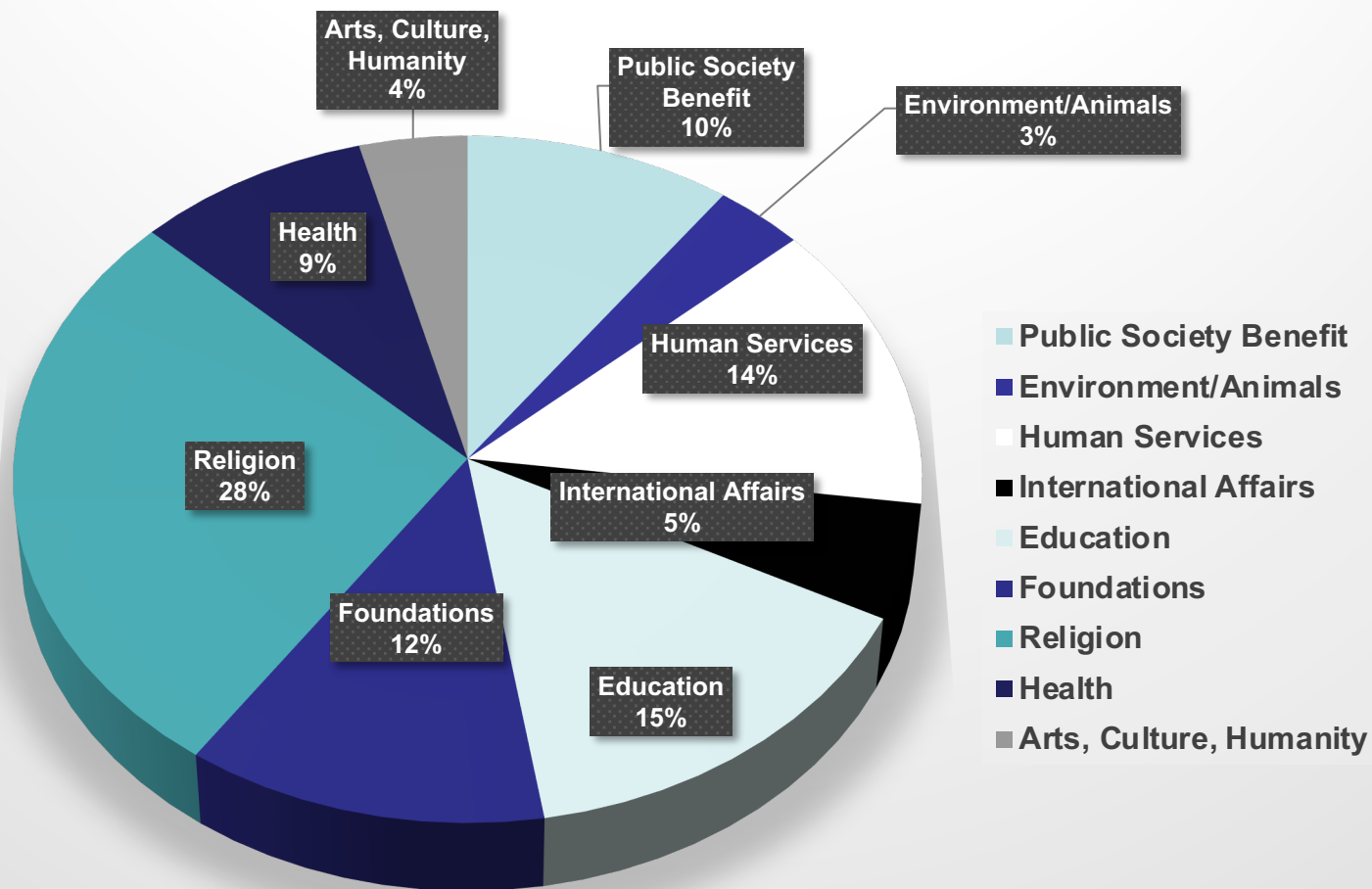


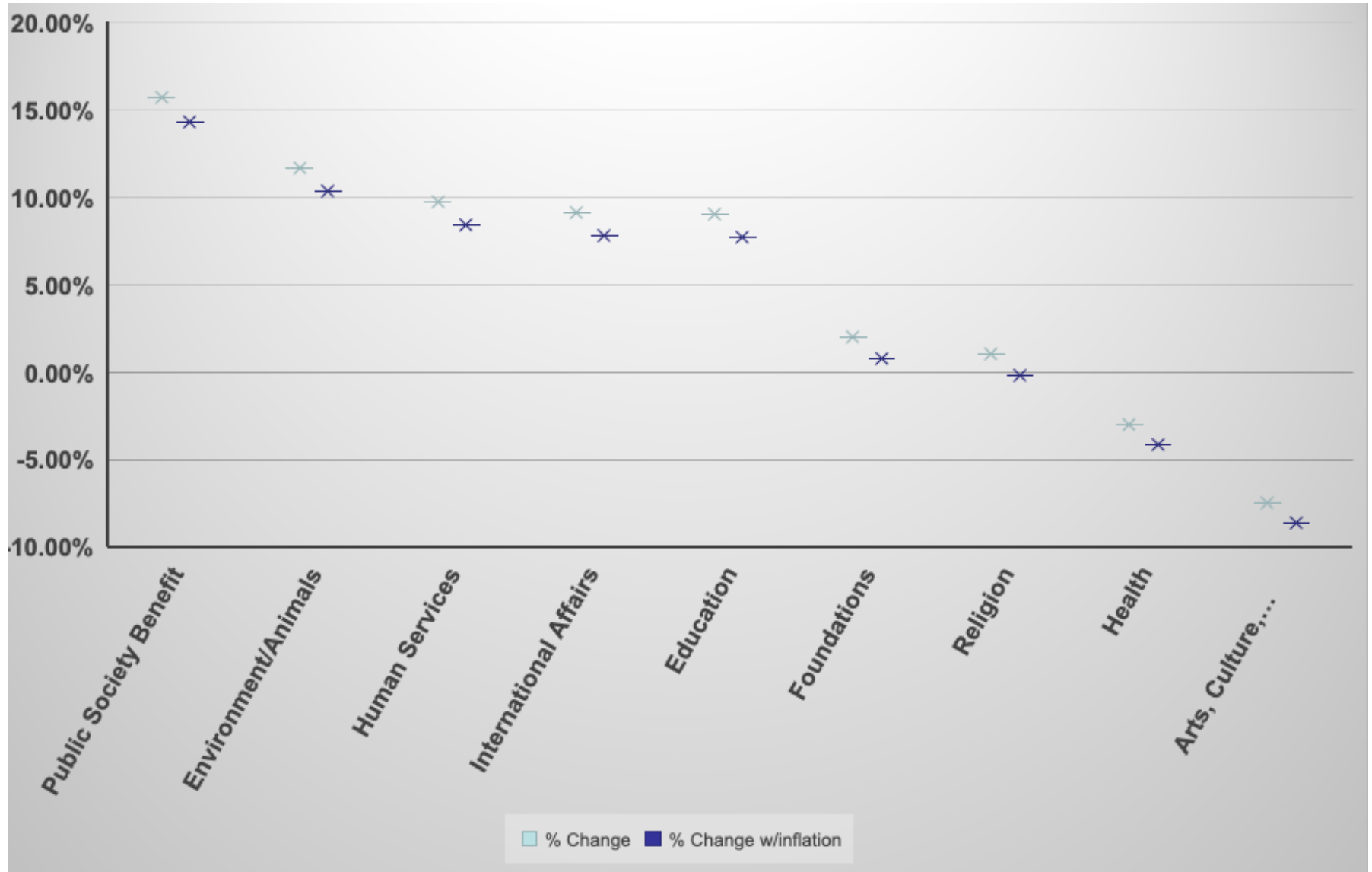


DAF



Giving in Billions

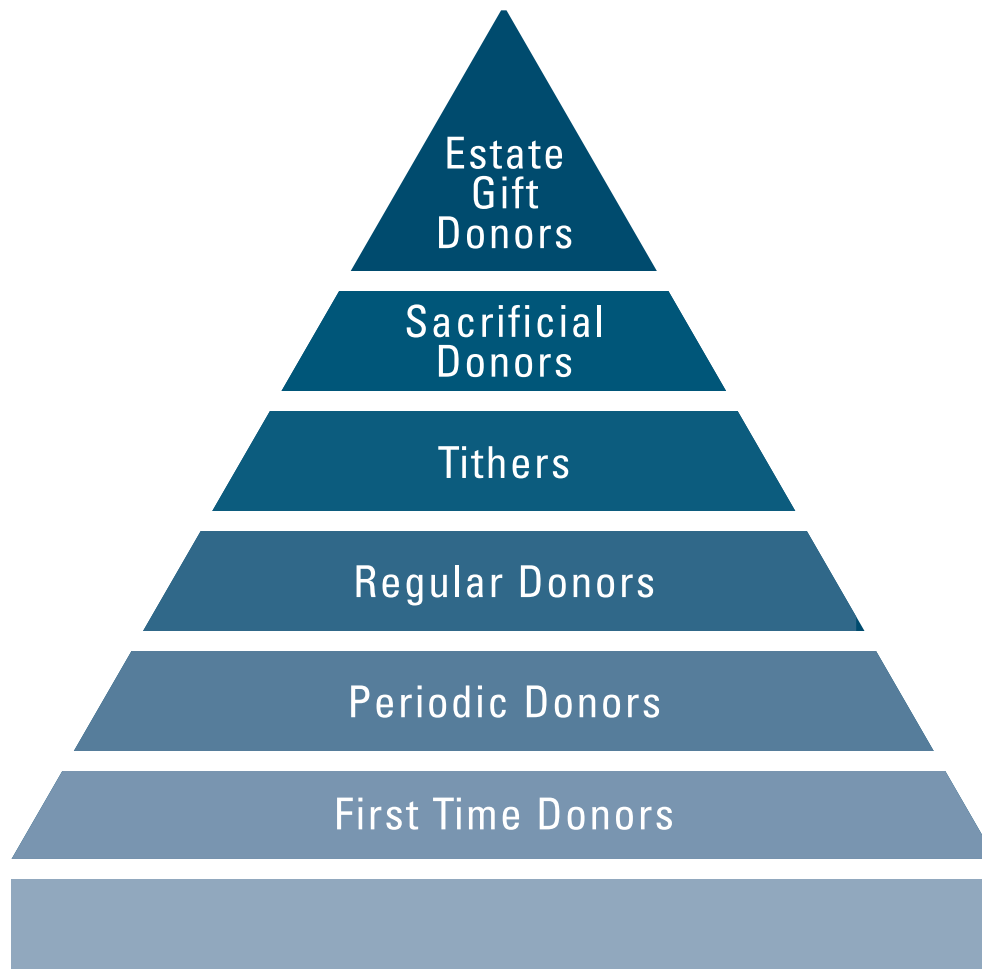




Principles of Giving

1. Your _____ is bigger than your _____.
2. Offer a _____ of giving.
3. The Giver _____ to _____.
4. Giving _____ giving.
5. Differentiate between _____ and _____.
6. Remember the _____ Rule.
7. _____ are key.
8. Interest follows _____.
9. People give to _____.
10. People give to _____.
11. Largest single reason people do not give is that _____.
12. Best prospects are those who have _____.

===== The Pyramid of Giving =====



The pyramid shape is used to illustrate that the larger the gift sought, the fewer the prospects for such gifts. And, the fewer the prospects, the fewer the number of gifts.



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Three-Legged Stool





What Is An Appeal?

An Appeal is an intentional, organized and scheduled effort

To **Inform** people of the ministry plans for the coming year and the need for increased giving to fund those plans;

To **Motivate** people to gratefully respond to God's grace by sharing and investing in ministry;

To **Ask** people –in a compelling, specific and gracious fashion – to consider increasing their giving toward a specific goal that will fund ministry initiatives.

To **Thank** people for their faithfulness and generosity to God's Kingdom through this congregation.

An Appeal provides the opportunity and the means by which people can respond to the invitation to participate more fully in supporting the work of the congregation. It is an educational process that conveys information persuasively and thoroughly.



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A close-up, slightly blurred photograph of a hand writing the words 'Thank you!' in cursive on a yellow notepad. A blue pen is visible on the right side of the frame, having just finished writing the exclamation mark. The background is a soft, out-of-focus gradient of purple and blue.

A GOAL
WITHOUT A PLAN
IS JUST A WISH



Evaluation and Planning

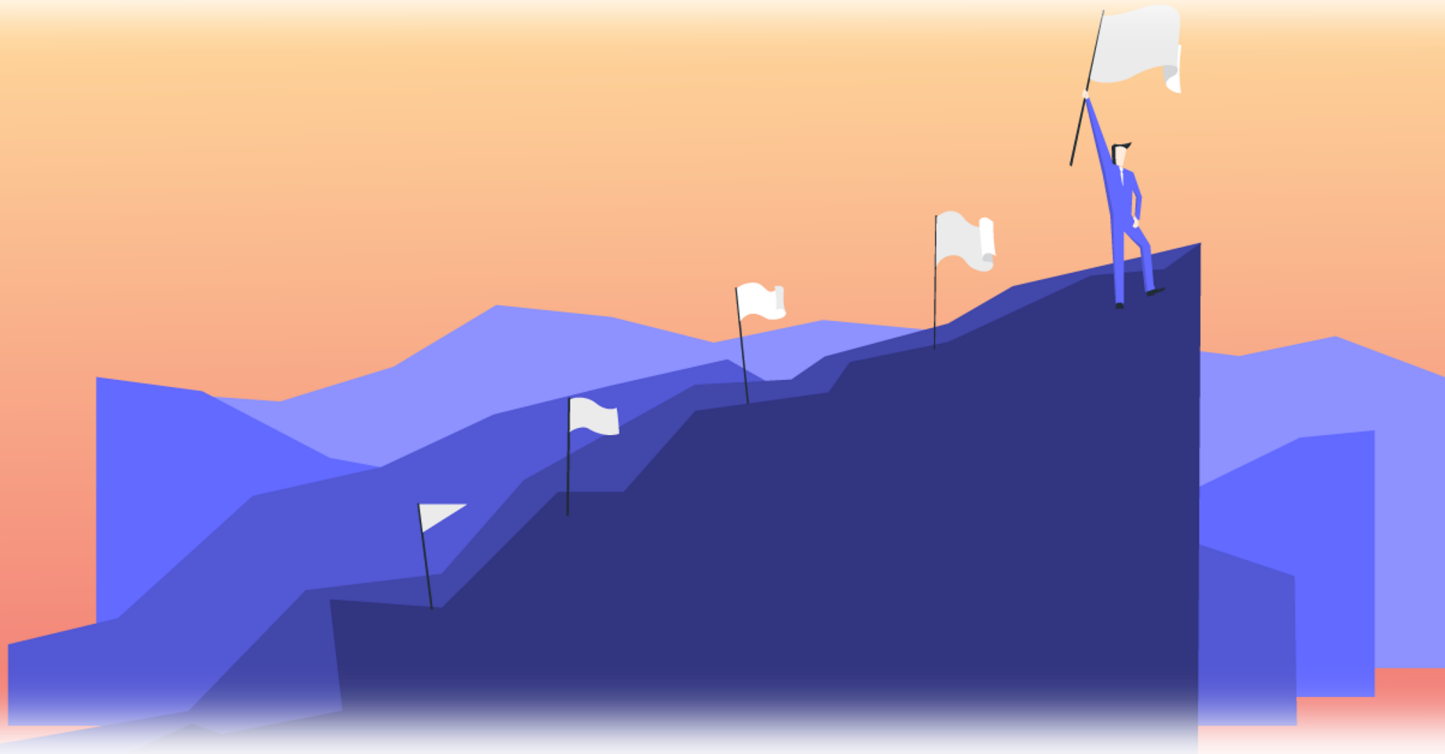
- Why Evaluate?
- When do you evaluate?
 - Immediately at the end of an appeal season
 - Quarterly, by which time giving patterns are established
 - At the close of of any special gift effort
 - End of year

Evaluation and Planning

- What do you evaluate?
 - Dollar Results
 - Individual Responses
 - Growing
 - Declining
 - Staying the Same
 - Ministry Initiatives
 - Appeal components
 - Impact on ministry engagement

Evaluation Leads to Planning

- Don't set up false failures
- Set up milestones for success



Planned Giving



- Only 40% of American adults have a will
- 70% Say they are important
- Large Majority of Estate gifts are from a will
- Lasting act of stewardship

Planned Giving



- Gift Receipt Policy
 - Have a purpose
- Investment Policy/Endowment
- TELLING STORIES IS THE KEY



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Make a Will

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Have a purpose
Be Missional
Be innovative in Service

It won't be enough for your donors to be business as usual

- #1 Because they are asked
- #2 Believe in a cause
- #3 Want to make a specific Impact
- #4 Embarrassed to turn someone down
- #5 Power, prestige, influence
- #6 Taxes

2022

- Renew Early – Automate to Upgrade
- Change the narrative to the future
- Move from the Pew to the Person
- Add Frequency
- Improve your tools
 - CRM/Online Giving/Email/Video/Coms



Find new ways to get personal touch points. What will replace:

- Assemblies
- On-camp
- Volunteerism
- Events



12 Tips For EOY

You're End of Year Giving Strategy Needs to Start in January



It's 1 Appeal



Many Channels : ECHO



- Personal
 - Even across channels

- Segmentation
 - Gift Size
 - Supporter Type
 - Last Gift
 - Lybunt - Renew
 - Sybunt- Reacquire
 - Already Given- Upgrade
 - Acquisition - New



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Be Specific

Ask

Impact

The best prospects are already in the tent



Focus On the Donor

- Use “You” Language
- Reference Past Involvement/giving
- Emphasize their impact

Use “Drivers” for specific segments

RESPOND



Know Your Tools

Too Late for now

Get your board involved

Thanks, Majors, Promotion





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Don't Quit TOO SOON!





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EVAN MOILAN
CFRE, CONSULTANT

 125 Fallow Way, Bastrop, TX 78602

 979.702.0406

 calendly.com/evanmoilan

 moilan@gsbfr.com

  @GSBfundraising

www.GSBFundRaising.com



@emoilan

@GSBFundraising



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