

SOUTH DAKOTA COMMUNITY FOUNDATION



Fundraising Best Practices

Jamie Farmen, SDCF Community Development Coordinator (Pierre)

featuring insights from:

- **Patty Roehr, Britton Area Foundation**
- **Pat Wiederhold, Hill City Area Community Foundation**

Tuesday, January 11th, 2022
Noon p.m. CT/11 a.m. MT

Housekeeping Items

- Participants are on mute when they join the call.
- Staff will be monitoring the chat box, should you have a question during the presentation.
- We have reserved time at the end for questions.
- We will record and make the event available to view following the presentation.





TELLING YOUR STORY.

FUNDRAISING BEST PRACTICES.

Not intended as legal advice. If you are engaging in fundraising activities such as lotteries or games of chance, please be sure to follow all local, state and federal laws and speak with your attorney and/or accountant.



Fundraising is not all about money.

Fundraising is about creating a legacy for your community.

- How do you feel when you give?
Joyful, proud, happy I can give, wanting to do more...
- That's how others feel when they give to your organization.
- Seek friends, not donors.



DONOR CULTIVATION CYCLE

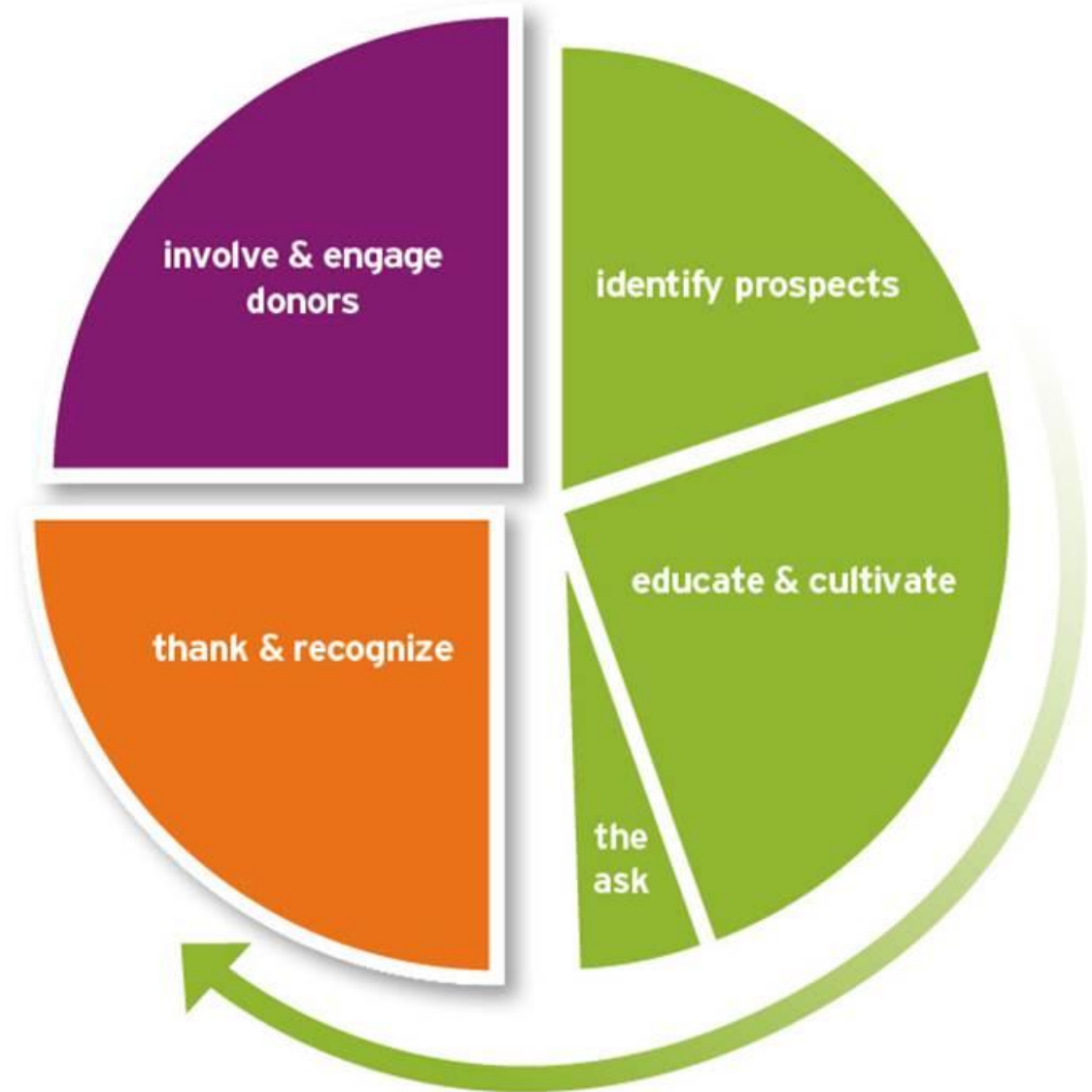
20%-identify prospects

20%-educate and cultivate

10%-the ask

25%-thank and recognize

25%-involve and engage donors



The Value of the Story

- Builds trust
- Helps donor move through decision making process
- Humanizes “cold cash”
- Uncovers facts informally
- Allows you to tell your personal story



Emotional NOT Rational

Why does your community savings account deserve support?

Share your:

- Successes
- Challenges
- Opportunities

What legacy will this create for your community?



Advisory Council Member Roles

Each of us has different skill sets that benefit the CSA.

“The Three D’s”

- **Doers**-organizes events, volunteers for organization
- **Donors**-invests in CSA’s work, makes the ask
- **Door Openers**-networks, introduces others to your CSA, shares your story
- **Stewards**—all advisory council members should participate in thanking donors.

You are critical to the mission of your CSA and its success.

What is your role?



Commitment to the mission

You should make your gift before asking others.

“Unless commitment is made, there are only promises and hopes...but no plans.”

- Peter Drucker



Making the Ask...

1. Explain the WHY
2. Emphasize what their gift will accomplish
3. Ask for a specific amount
4. Be silent and wait for a response
5. Negotiate (*deal with the rational*)
6. Remember, you are asking on behalf of your CSA—a rejection is not *personal*



Great Donor Stewardship

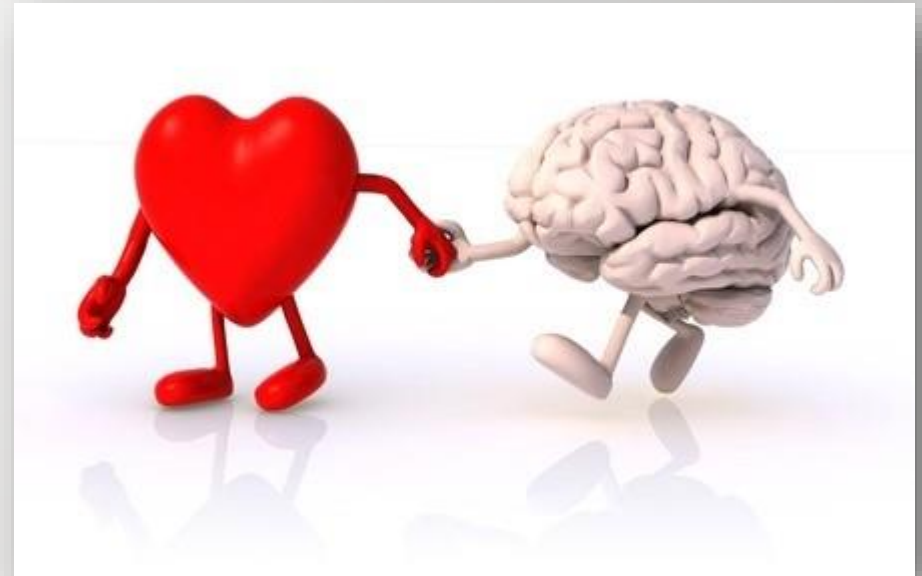
- **All advisory council members** are donor stewards.
- Donors want to be seen and thanked! (*even when they ask to be anonymous*)
- Make the “thank you” unique to that donor.



Thank
you

Remember:

1. Appeal to the **Emotional**
2. Deal with the **Rational**



Remember:

Making the ask is a small part.

There are many roles you can play.

Sharing your story and thanking donors is just as critical.





Thank you!

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