



**SOUTH DAKOTA**  
**COMMUNITY FOUNDATION**

# Fundraising Strategies

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South Dakota Community Foundation

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**Bringing Philanthropy to Life**  
For a Stronger South Dakota



# What is fundraising



# What is ~~Development~~ Work

## Fundraising

My role is to help donors reach a level they didn't think they could reach. I do my homework, find out what their ability to give is, and find a way to help them maximize it. This requires, first and foremost, that I cultivate a relationship with them and gain their trust. They have to know that what I am asking them to do is out of love for them, without any hidden agenda or promise of a return on their investment.

*(The Kingdom Force, by Todd Knutson)*

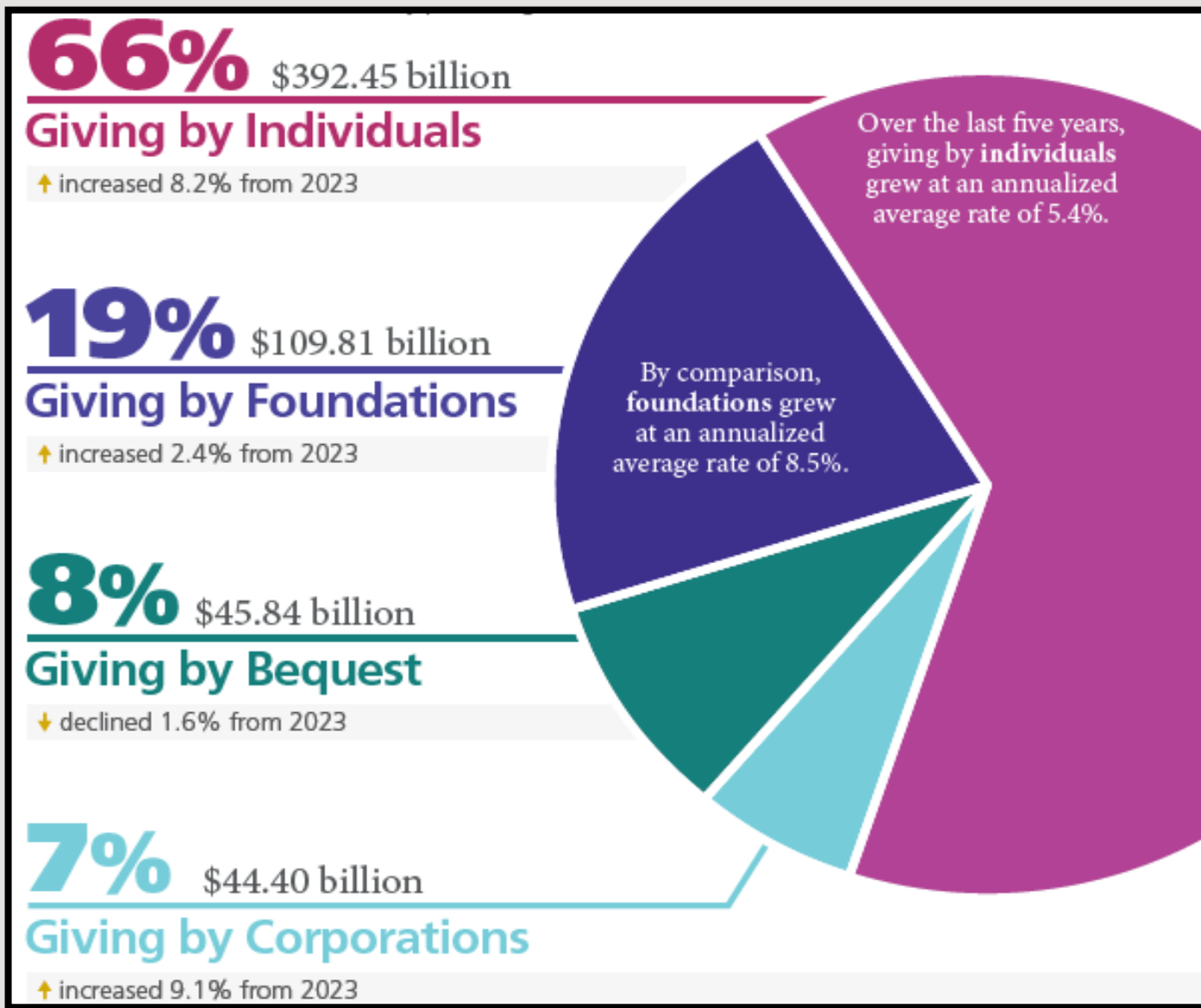


# Fundraising...

What's  
behind the  
curtain?



# Where does giving come from?



**\$592.50 Billion**  
(Giving USA – 2024 Data)



# Emotion Driven

## Why people give?

1. They're mission-driven
2. They trust your organization
3. They get to see the impact
4. They have a personal connection to your cause
5. They want to be part of something
6. You've caught their attention
7. They want tax benefits

*(Network for Good)*



# Why people stop giving?

They don't know  
how their gift is  
being used.

**791%**

*(Network for Good)*



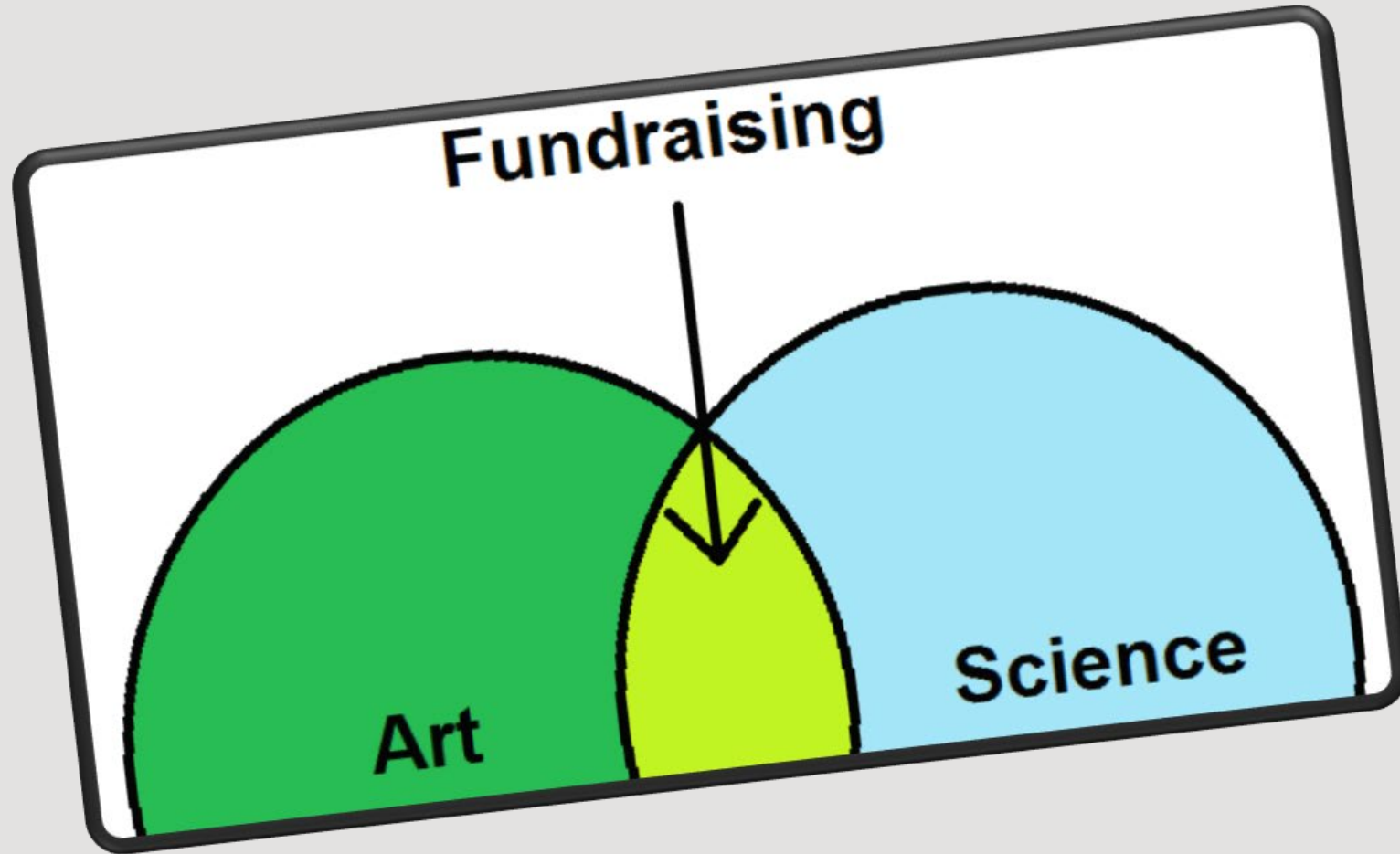
# Things I have learned...

1. People don't want to give money away. They want to invest in bold, exciting, and inspiring ventures.
2. A Donor wants to know: Why should I give to this organization? Why this project? Why now? Why me?
3. People don't give money because they should. They give money because you asked.

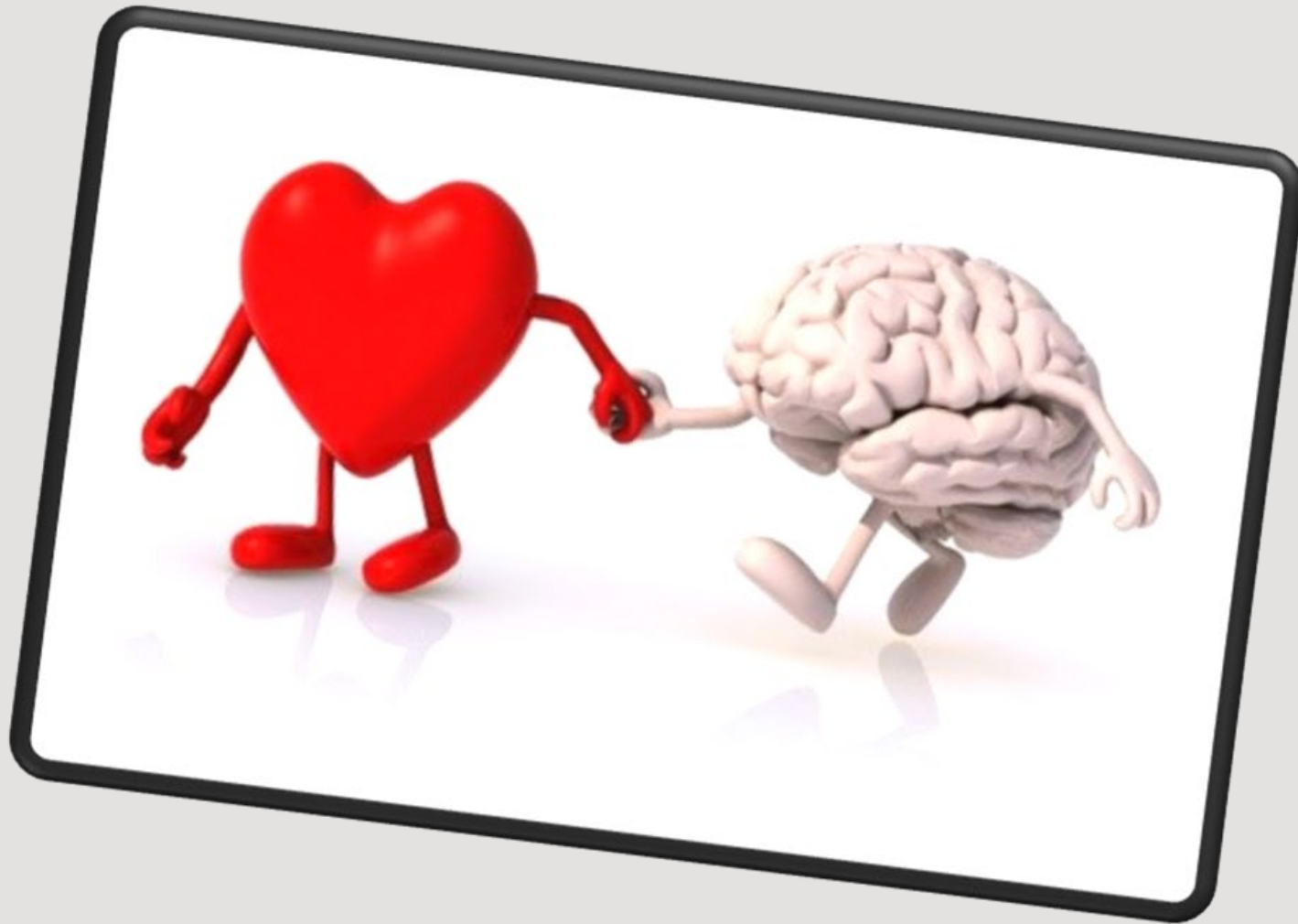


# The Art & Science to ~~fundraising~~

*Building Relationships*



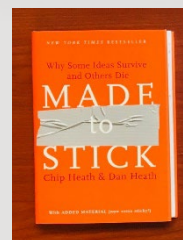
# The Art...



*™Appeal-to-the-emotional-  
and-deal-with-the-rational(°-  
– Bill Sturtevant*



# The Art...



**Made to Stick** by Chip & Dan Heath



# Stories that stick...



# Stories that stick...

**Charity**



**Family**



**Government**



***You Get to Pick Two!***



# Stories that stick...

How has  
~~Philanthropy~~ Your Organization  
Impacting You?

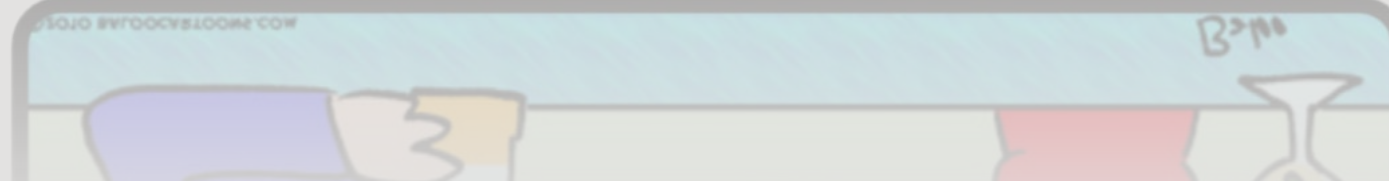
Tell me Your Story!

Donor's  
Story

Your  
Story



# The Art...



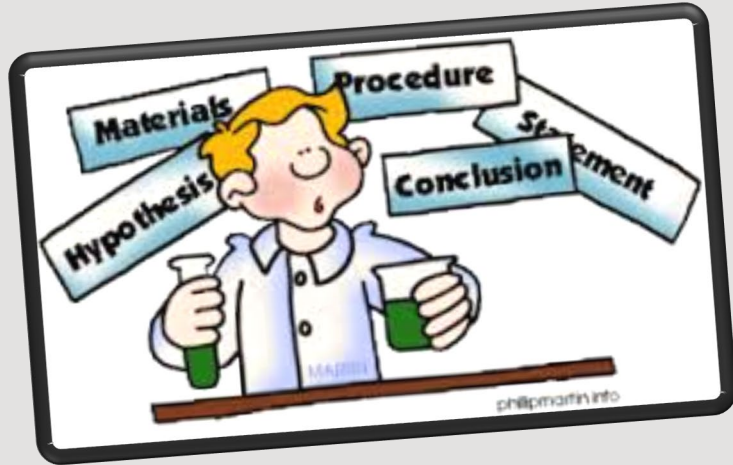


# "Strategic" Relationships!

1. Capacity
2. Connection
3. Commitment



# The Science (That matters)...



- ✓ Relationship with the board or key leaders
- ✓ Developing organization familiarity
- ✓ Developing familiarity with the program or project we have in mind for them to support
- ✓ Engagement with people central to this program or project (board, volunteers, faculty, students, etc.)
- ✓ Building comradery with other major donors, and involving them in volunteering for the organization
- ✓ Providing ongoing recognition for previous gifts



# Making the Ask

1. Explain the *WHY* (*appeal to the emotional*)
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 an organization – a rejection is not personal



# Making the Ask

One of the most common  
comments donors make –

“Development people  
(Fundraisers)  
talk too much!”



# Making the Ask

Have You Made  
Your Gift?



“Shift” how you see fundraising

OPPORTUNITY IS NOWHERE

Where do you put the spaces?

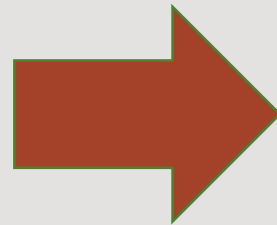


# Fundraisers can change the world

**“When you change what people believe is possible, you change what becomes possible.”**



# Giving beyond your checkbook



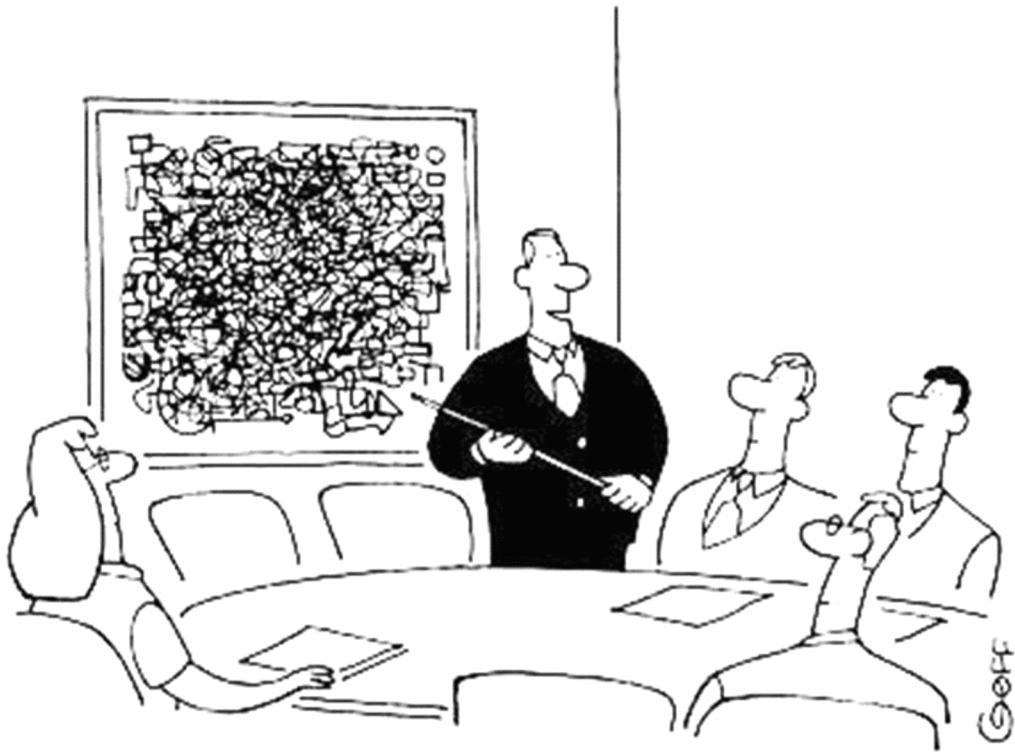
EDUCATION &  
RELATIONSHIP



# Gift planning options

- IRA Rollover Gifts
- Bequest
- Beneficiary Designation
- Charitable Gift Annuity (CGA)
- Charitable Remainder Trust (CRT)
- Charitable Lead Trust (CLT)
- Life Estate Reserved/Retained Life Estate
- Bargain Sale
- Current Gift of Complex Asset





"And that's our plan.  
Any questions?"



# SOUTH DAKOTA COMMUNITY FOUNDATION



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