



Sustainable Fundraising

North Carolina Center for Nonprofits

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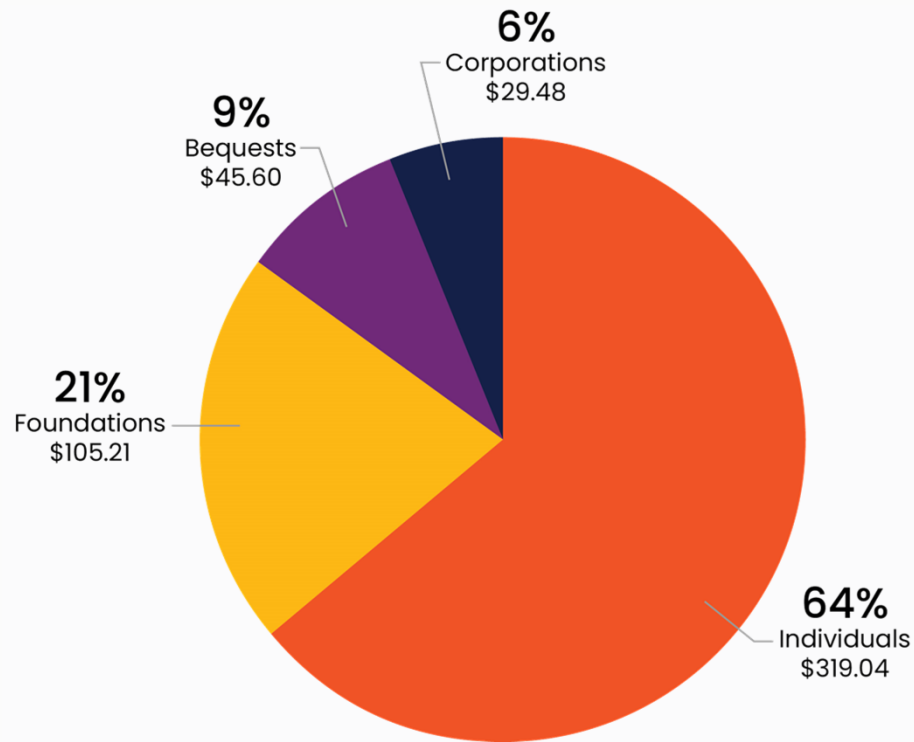
What We Will Cover Today

- Shifting from *Annual* Gifts to *Regular* Gifts to *Recurring* Gifts
- Strategies for Growing Regular Gifts
- Develop a Regular Giving Plan



2022 contributions: \$499.33 billion by source of contributions

(in billions of dollars – all figures are rounded)

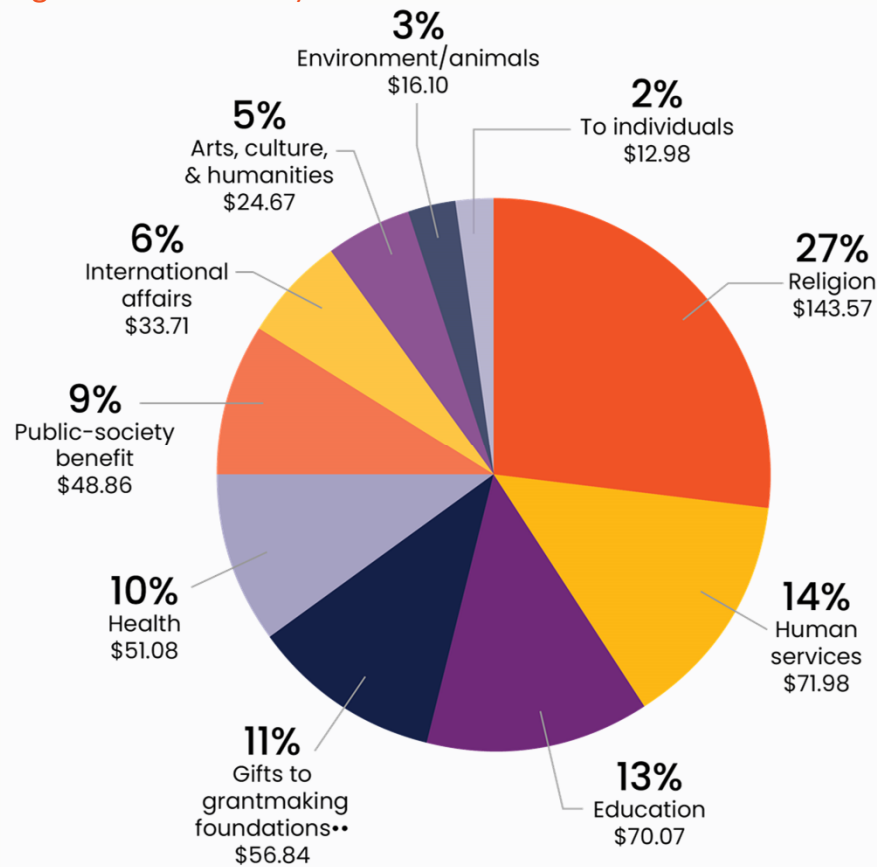


Source: Giving USA



2022 contributions: \$499.33 billion by type of recipient organization*

(in billions of dollars – all figures are rounded)



Source: Giving USA



Annual Gifts vs. Regular Gifts

- **Annual Giving** – One time request, usually year-end direct mail appeal
- **Regular Giving** – Multiple requests throughout the year, often multi-channel



Primary Goal of
Successful
Regular Giving

Engage in meaningful interactions with
people who want to hear from us.



Growing Donor Loyalty with Regular Giving

- Increase donor value
- Sustains giving relationship
- Builds a major gift pipeline
- Creates a donor experience



Be Distinctive

There is no shortage of '*Good Causes*':

- More than 1.8 million nonprofit organizations in USA
- More than 55,000 nonprofits in North Carolina



10 out of 10 Donor Experience

- Focus on the donor
- Communicate
- Demonstrate impact
- Show appreciation
- Personalize approach
- Build loyalty



Positive Donor Experiences

- Regular donors will give to multiple priorities
- Regular donors will have a better ROI than acquisition
- Regular donors will volunteer



New Donors are Fragile

- Quick, personal thank-you
- Quick update on impact gift
- Regular non-solicitation communication



Converting Regular Donors to Recurring Donors

- Ask for monthly gifts
- Develop recurring donor appreciation club
- *Monthly Giving* button on homepage
- *Monthly Giving* button on e-solicitation
- Dedication in newsletter for recurring donor club members
- Social media thank you “shout outs” to new members
- Social media links to join recurring donor club



Recurring Regular
Donors are
Impactful

Recurring donors not only provide a huge value to the nonprofit, they feel better about their gift.



Regular Gifts
Create Major Gifts

Average major gift donors (five-figure gifts+) have given **21 regular gifts** over a nine-year period.



10 Ways to Energize Your Regular Giving

1. Create detailed annual plan that includes:
 - Goals
 - Objectives
 - Strategies
 - Tactics
 - Action steps
 - Timelines
 - Budget
 - Responsibilities/assignments



10 Ways to Energize Your Regular Giving

2. Diversify funding sources

- Avoid relying on one or two major funders
- Focus on individuals rather than institutions
- Consider non-traditional revenue streams

3. Shift focus from organization to those you serve



10 Ways to Energize Your Regular Giving

4. Develop regular campaign theme

- Ensure integration, consistency in messages, communications and presentations

5. Focus communication on solutions, benefits

- Never stress your desperation for money

6. Solicit top 15-20 from current or past campaign

- Visit donor five or six months in advance
- Secure their next annual gift



10 Ways to Energize Your Regular Giving

7. Creatively leverage board members

- Consider adding to board or advisory panels
- Example: Include Realtors; have them provide advice for facilitating gifts of real estate. They then can help make those gifts happen.

8. Tailor annual-appeal vehicle

- Employ delivery method donor prefers
- Speak to specific donor interest
- Requires donor profiling and updating



10 Ways to Energize Your Regular Giving

9. Use low-cost/no-cost tools

- Bus cards
- Billboards
- Posters in merchant windows
- Organizational newsletters
- Mention in community meetings
- Public-service announcements
- Booths at events



10 Ways to Energize Your Regular Giving

10. Go beyond recognition to **APPRECIATION**

- Maintain connection, cultivate next gift
- Provide opportunity for donors to see results
- Personalize and humanize what gift accomplished
- Connect with beneficiaries



- **Questions**

- **Comments**

- **Discussion**

Thank You

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