

# DO GOODERS CONFERENCE Midwest Jour

BEST. FUNDRAISING. CONFERENCE. EVER.



St Paul, MN Urban Growler Brewing September 29, 2022

### Do Good Better rule #17:

# EXCEPTIONAL CLIENTS DEMONSTRATEGIES



## Welcome Do Gooder!

You DID IT! You've found yourself at a fantastic event. An event for Fundraisers. Leaders. All Around Do Gooders.

And WOW we're glad you're here!

In the next few hours, you'll walk away with a Fundraising Plan to help you and your small yet mighty nonprofit Do BETTER!

So what are you waiting for?

Ready, AIM, FUNDRAISE!

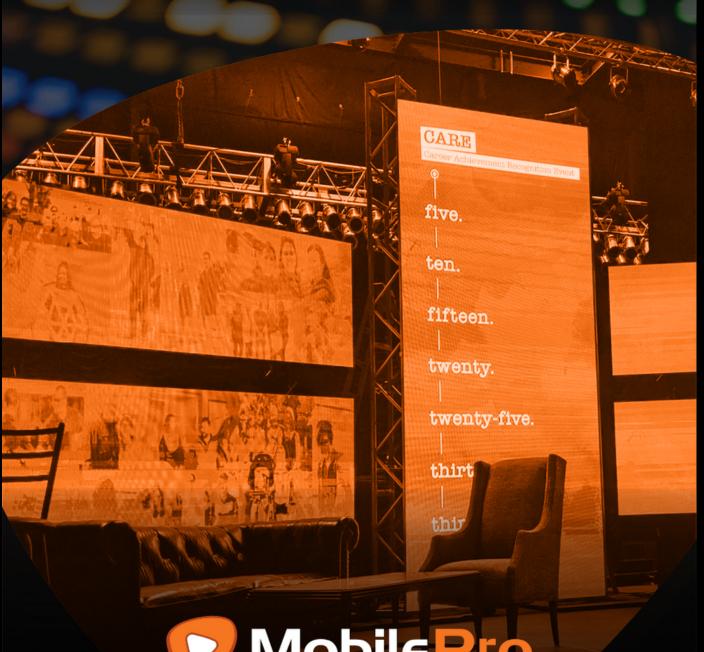




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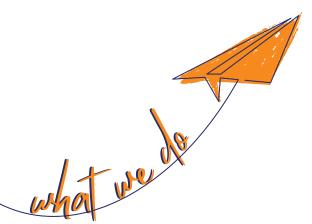
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## About Us!



From at-your-own-pace online courses, fundraising group coaching, one-on-one organizational consultancy work, motivational speaking and special event curation assistance, we're here to help you Do Good. Better.



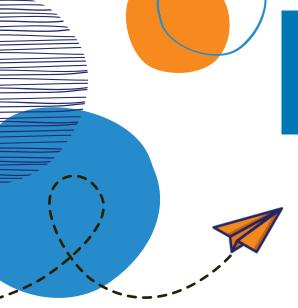
- / NONPROFIT CONSULTING <
- FUNDRAISING
  COMMUNICATIONS
- 2. DO GOOD BETTER PODCAST
- ▼ TRAINING WORKSHOPS 
   → DO GOODERS CONFERENCE
- 4. KEYNOTE SPEAKING
- 5. DO GOOD YOUNIVERSITY

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Business Development & Operations Leah@dogoodbetterconsulting.com Bridget Courneya

Communications & Engagement Bridgetedogoodbetterconsulting.com



### A BIG Thanks To The Do Gooders Conference Planning Committee!



**Sami Bedell-Mulhern** Founder/CEO, The First Click



**Deidre Hillman** Owner, 13th Hat LLC



**Jessica Javorsky** Community Relations Manager, Mosaic



**Gene Dickey** Community Outreach Manager, National Kidney Foundation



**Susan Fochs**Founder & CEO,
Operation Not Alone



**Pam Thompson**Development Director,
Cystic Fibrosis Association



Michelle Walker Foundation Director, CHI St. Alexius Health

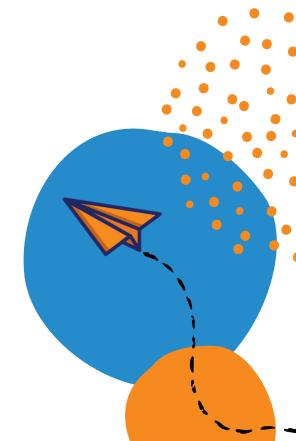


**Denise Lutz**Development Coordinator,

ND Veterans Cemetery Foundation



**Sarah Barsness**Development Officer, University of Minnesota Foundation





### **AGENDA OF AWESOMENESS**

9:00 AM Welcome & Intros

9:15 AM How to Make the Ask

10:00 AM Special Events - Beyond Fundraising

11:00 AM End of Year Appeals

12:00 PM Lunch Keynote - Networking & Leveraging Associations

Communication Game Planning

2:00 PM Closing AMAs

BEST. FUNDRAISING. CONFERENCE. EVER.



1:00 PM



### INSIDE THE DO GOODERS CONFERENCE WORKBOOK



#### MAKING THE ASK

Armed with strategy and knowledge of what your potential donor cares about, their donation will be practically falling into your lap.



### **SPONSORSHIPS**

Let's discuss the BEST ways nonprofits raise money with sponsorships and partnerships!



### **SPECIAL EVENTS**

When you align yourself with the RIGHT event, it can help your organization fund the biggest and hairiest of audacious goals.



### **APPEALS**

30% of all giving happens in the last month of the year. Don't fret - we have all the resources to make the season a breeze!



### COMMUNICATIONS

Let's dive into why consistent and brand-centric communications are crucial for your nonprofit!





### PATRICK KIRBY FOUNDER, DO GOOD BETTER CONSULTING

PATRICK HAS SPENT OVER A DECADE WORKING IN NEARLY EVERY CAPACITY IN THE NONPROFIT INDUSTRY FOR ORGANIZATIONS OF ALL SHAPES AND SIZES, AND STRIVES TO 'DO GOOD BETTER' EVERY DAY. FROM ORGANIZING \$10,000 CURE WALKS TO \$1 MILLION GALAS, PATRICK'S PASSION LIES IN CREATING CREATIVE SOLUTIONS TO MAKE FUNDRAISING LESS BORING.

### **BRIDGET COURNEYA**COMMUNICATIONS & ENGAGEMENT

DO GOOD BETTER CONSULTING

BRIDGET BEGAN HER CAREER AT HABITAT FOR HUMANITY FOCUSED ON MARKETING AND RESOURCE DEVELOPMENT. AFTER 8 YEARS OF WORKING IN PHILANTHROPY, NONPROFITS, EDITORIAL, AND TECHNOLOGY, SHE'S EXCITED TO BLEND THESE EXPERIENCES IN A WHOLE NEW [AND AWESOME] WAY.





LAURIE LEVINE
PRESIDENT & CEO
COTTAGE GROVE AREA OF COMMERCE

LAURIE IS PRESIDENT AND CEO OF THE COTTAGE GROVE AREA CHAMBER OF COMMERCE AND WOMEN IN BUSINESS GROUP, RECENT GRADUATE OF IOM (CERTIFICATE IN NONPROFIT ORGANIZATION MANAGEMENT), PASSIONATE CONNECTOR OF PEOPLE AND RESOURCES, AND MY FAVORITE TITLE IS GRANDMA OF ALMOST 3 YEAR OLD SAVANNAH JOE AND 9 MONTH OLD WALKER MICHAEL!

### GLEN FLADEBOE PRINCIPAL PARTNER AND AUCTIONEER

FLADEBOE ADVANCEMENT

WITH OVER 25 YEARS OF EXPERIENCE AS A PROFESSIONAL AUCTIONEER AND FUNDRAISER, HE HAS BEEN INSTRUMENTAL IN BUILDING FLADEBOE ADVANCEMENT INTO A PREMIER BENEFIT AUCTION AND FUNDRAISING STRATEGY CONSULTING COMPANY. GLEN HOLDS A DEGREE IN COMMUNICATIONS FROM HAMLINE UNIVERSITY AND LIVES WITH HIS WIFE STEPHANIE, TWO DAUGHTERS, AND DOG IN MINNEAPOLIS, MINNESOTA.





### JASON VIANA EXECUTIVE DIRECTOR, THE OPEN DOOR

JASON VIANA IS THE EXECUTIVE DIRECTOR OF THE OPEN DOOR, A DYNAMIC HUNGER-RELIEF ORGANIZATION AND THE LARGEST FOOD SHELF IN DAKOTA COUNTY. JASON HOLDS A MASTERS DEGREE IN NONPROFIT MANAGEMENT FROM HAMLINE UNIVERSITY IN ST. PAUL, MN. HE LIVES IN BURNSVILLE WITH HIS WIFE NICOLA AND TWO BOISTEROUS LITTLE BOYS – ELI AND NOAH.

### INTRODUCING

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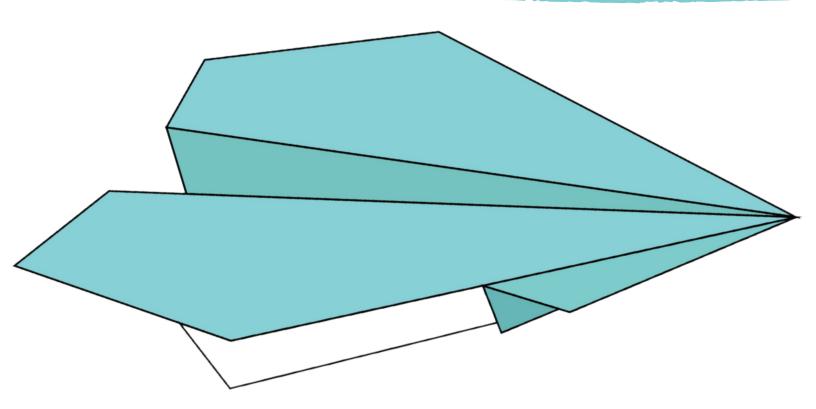


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## MAKING THE ASK



### "We Promise. It's More Simple Than You Think."

As much as we fundraisers want money to fall from the skies, unless you're starring in "Cloudy with A Chance of Meatballs," this isn't the reality.

So the task is left up to us - approach donors and ASK them to financially support our nonprofit mission.

Sounds simple, and it is!

Armed with strategy and knowledge of what your potential donor cares about, their donation will be practically falling into your lap.

In this chapter, we map out the art to making your ask!



### HOW TO MAKE A PERFECT ASK

At a client meeting recently, my simple suggestion of the team asking donors for an increase in gifts, had those in the room develop a terrifying adverse reaction.

Why? My best guess, is that most of us in fundraising really don't want to be put in a position where the potential answer is "no" or worse, being yelled at for the audacity of asking another person for support of a mission you care deeply about, and they find offensive.

(Spoiler alert: No one will ever punch you in the face for asking for a gift.)

But what if I told you that you really don't have to ASK for money...to raise money?

The real power in fundraising is alignment. Once you're aligned with a potential donor, all the pieces fall into place, and it's a matter of helping shepherd them towards an amount they feel comfortable and excited about.

And in order to get to a place where a donor asks "How can I help?" there are a few steps that the real work has to be focused.

#### Three Steps To a Perfect Donor Ask

#### 1. Paint the Picture

Fundraisers are storytellers. The best storytellers.

No matter what background you have, you've developed the ability to tell a story on what you do, why it matters and what is needed to make your nonprofit better.



Your first step is to paint a beautiful picture of what your organization plans on doing to solve whatever social ill or woe that your mission dictates. What's the problem your programs or services fix? What happens if your nonprofit doesn't get funding or has to contract rather than expand?

Imagine this potential alongside your donor. Ask questions that lead to the obvious conclusion that your solution and positive impact is THE way forward. Set up that the donor as the superhero – along with countless others who headed the call to make the world a better place.

#### 2. State the Goal

Now that you've intrigued your potential donor on the story of impact, it's time to provide more context.

How? Simply share the total forecasted amount of the project.

No need to break it down into the small pieces like "this door hinge on the building will cost \$2.37 and if we have 88 of them, the total will come to \$208.56 - but that is before taxes - so we're looking at a cost of roughly \$231 - so if you can also think about adding on a few windows or....

Big goal. Say it out loud. Let is marinate in the air.

Stating the total goal allows your "ask" to be of significant size...not a tiny, compartmentalized donation that nickels and dimes your way to closing the campaign.

If your total goal is \$20,000? Say it. If your stretch goal – the type of goal you would WISH to have in order to cover unexpected tweaks in the game plan – is \$30,00? Say that.

The donor immediately starts doing math in their heads, as they formulate what they can do to help. They are running financial scenarios and ways they can help fund this project as a whole, not in a bite sized piece.

Now that you've positioned the total. Time for the last step.



### HOW TO MAKE A PERFECT ASK

#### 3. Invite to Be Part of the Solution

Typically this is where you go in for the fundraising kill. Asking for an amount you have diligently researched regarding this potential donor by creeping in on their public stock holdings or Zillow home price "Zestimate" to determine how much you should ask for, is a classic big-shop move.

And sure, if you're working at a giant University system or healthcare provider who has unlimited investigative/ stalker-esque resources to find all their historical family financial data, you could totally hone in on an amount that they are probably willing to give.

But you're a smaller nonprofit. You don't have that fancy tech or unlimited funds to hire unlimited development individuals to buy unlimited steak dinners to wine and dine alumni or folks who received a new kidney in the building you're trying to build.



So what do you do? Invite.

#### Not ask. Invite.

"Would this be a project and is this a goal you'd be interested in supporting?"

That's your pitch.

And their answer will determine your next step, next conversation, and next meeting.

If they say "Yes, that's something I can get behind." Or "Yes, I'd be interested." then you are just negotiating a total. Follow up questions can be assisted with a list of levels to help facilitate that conversation or by simply asking "At what level would you be interested in supporting this project at?"

If they say "No" that's ok too. I'd consider that a "no, not right now" kind of answer. They might have a different way of wanting to help or a list of folks that might be a better fit for this particular ask.

And frankly that would be a win too.

The point is, you can position your organization to be in front of high capacity individuals, and make an ask...without really making an ask.

Inviting a donor to help you reach a goal, is a great way to use your mental gymnastics skills in order to give you the confidence to sit down, tell a story, and give your supporters the opportunity to make a difference to the community you serve.

INTRODUCING

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### **NOTES**



## MAKING THE ASK

Interested in learning more about making the ask? Want to hone your skills with other nonprofit organizations and leaders in your fundraising community?

### Here's What We Cover in Do Good YOUniversity on Making the Ask!

### 1. PREPARING YOUR MEETING LIST

A great fundraiser has their ducks in a row before meeting a donor. We discuss what you must have at the ready for each and every donor meeting!

### 2. SELLING YOUR NONPROFIT MISSION AND STORY

Your Nonprofit Mission might be oil, but Sales is vinegar! The secret to a great fundraiser is in storytelling!

### 3. "THE MAGIC NUMBER"

How to pitch your ask to donors, with your nonprofit's budgets, costs, and needs in mind!

### 4. ASK VS. INVITE

Why the difference matters when meeting donors, and how to nail your approach!

### **5. YES AND....**

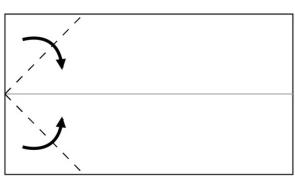
A great fundraiser knows how to keep a donor on the hook. We discuss the secret behind keeping them engaged long term!

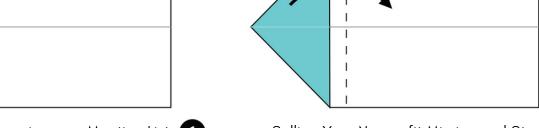
### 6. FOLLOW UP

You just had the best meeting qith yoru donor. Now what? We share our favorite follow-up checklist for maintaining that donor relationship!



### **BONUS ACTIVITY** THE ASK-TRONAUT

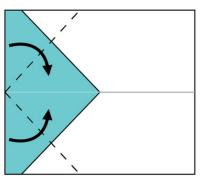




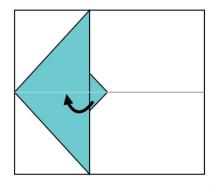
Preparing your Meeting List

Selling Your Nonprofit Mission and Story 2



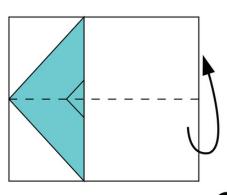






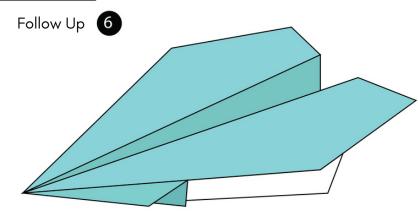
Ask vs. Invite





Yes AND.... 5







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## SPONSORSORSHIPS



Recently, we celebrated 5 years in business at Do Good Better Consulting!

And there's some patterns we've found to what makes an amazing fundraising nonprofit.

Surprisingly, the bigger the team, or bigger the marketing budget, doesn't necessarily equate to raising more funds, and especially doesn't equate to great culture or missions.

But, what's not surprising is that the best fundraising nonprofits are clear about what they do, can communicate that mission and impact, and they accomplish aggressive goals with a highly supported team that says "yes" to help but "no" to being inconsistent.

So, after reflecting on 5 years in business, and the nearly 20 years I've been running in fundraising circles professionally,

Let's discuss the BEST ways nonprofits raise money with sponsorships and partnerships!



### WHAT THE BEST NONPROFITS DO TO RAISE MONEY

#### 5 Things the BEST Nonprofits Do to Raise Money

#### 1. Keep it Simple

Unfortunately, like me on a fairly regular basis, nonprofits have a very difficult time explaining what they do and the impact they make simply.

And I think I know why. We get really excited about all the things we do for the community and groups we serve.

The best nonprofits have a clear and concise message of what they do, who they serve and what impact they make.

Donors, like most of us nowadays have the attention spans of gnats, and a long and winding explanation of your organization does nothing to capture the attention or care of someone who may align perfectly with you.

We've been a fan recently of the phrase "clear over clever." And that is a great mental note to have when creating your elevator pitch, appeals, or mission moments at events.

#### 2. Tell Great Stories

The best fundraising nonprofits tell the best stories.

It is incredibly effective to enthusiastically speak about the successes of your mission. Individuals who align with the values of your mission are always seeking out ways to engage, support or cheerlead.

However, there is also value in being open about the challenges you have and how those in the community can help your organization overcome them. The idea that they, a potential donor, with the swipe of a credit card or signature on a check, can be a major player in reducing neighborhood hunger, or making the life of an individual with disabilities easier, is a wonderful theme to speak and write about.

Stories that make the donor as a hero.

Stories that make the support of an organization as the path to directly making an impact.

Stories that clarify the simplicity of how to give.

Practice your storytelling in front of as many individuals as you can. Invite feedback and perspectives to hone in on what is emotionally grabbing to the widest audiences. And craft individual stories for around what you know about potential donors to personalize their own visualization on how they can help.

#### 3. Invite Instead of Ask

In the nearly 2 decades of working in the world of fundraising I've probably only asked for a specific amount of money a dozen times.

The rest? The donor picks the amount or has an idea already of what level they would like to support a project at.

The reason is simple: Most people don't like high pressure sales, and people want to have a sense of control in what they want to fund.

Giving is Personal.

So the best fundraising nonprofits set up their solicitation by clearly stating the need, being honest and authentic when discussion the impact of the community if that goal is reached, and following up with a clear invitation to join countless other individuals in helping cross the funding finish line.

Donors like the idea of being a part of a winning team, and being a part of a collective group of dogooders who make these big hairy audacious goals come true. They want to feel as if they played a major role is the success.

"Would you be interested in helping us achieve that goal?" is a fantastic way to engage your supporters and not have that pyramid-scheme like feeling in the pit of your stomach when asking for money.

Oh, and it's way more effective too.



### WHAT THE BEST NONPROFITS DO TO RAISE MONEY

#### 4. Collaborate & Partner

Mission creep is something that great fundraising nonprofits work hard and consistently to avoid.

But as do gooders, we have a way of saying yes or wanting to do more for others constantly.

So how do we quench our thirst for expanding the things or organization does to make more impact even if it doesn't match perfectly with our mission? Find partners in other groups who are better equipped with time and resources.

It can be a hard pill to swallow acknowledging that you don't have the capacity to do more, but your donors will thank you for not using their gifts for things outside your scope of work, and those you serve will thank you for continuing to be the focus of your efforts.

But partnerships with individuals who may sit on the periphery of what programs you have created allows you to associate with additional impact makers and align with businesses and organizations who share the same values, while still staying true to your mission.

This also gets your enthusiastic self in front of more people to hear your message and more about what your nonprofit does, without creating anything new – which we all know you don't have time for.



There is no more clear predictor of a successful fundraising nonprofit than how many resources are given for personal development of the team that is in charge of asking for all the money.

Besides salaries, the insistence that fundraisers look for events, trainings, and perspectives outside of their own committees or offices, helps keep ideas fresh, updated on trends regionally and nationally, and creates a network of really smart humans they can rely on with questions to complicated questions that come up when talking to donors or businesses.

Instead of Google searching for processes to help make fundraising more simple, well invested teams have connections to countless individuals who can give quick and clear directions that saves time and resources, and puts them in a position to build more relationships in a quicker time than organizations who do not.

As Board members look to where they can help guide the nonprofits they lead, allocating funding for joining networking groups, chambers of commerce, and attending trainings is an easy win-win for the organization. Your fundraising team becomes more competent and feel more supported, which leads to less turnover and chaos.

As an executive director looking to increase the skill set of your fundraising team, allocating time away from the office to learn new tips, tricks and best practices makes your organization more prepared for the ever changing world of philanthropy, and that support will reflect in the more productive field activity of your development squad.

INTRODUCING

### **DO GOOD YOUNIVERSITY**

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### NOTES



## SPONSORSHIPS

5 years in business isn't monumental in the entirety of space and time. But it sure has produced a lot of great moments of clarity on what works, what doesn't, and what some of the best practices are from a ton of fantastic perspectives.

### Here's What We Cover in Do Good YOUniversity on Sponsorships!

### 1. MAKING YOUR LIST

Before hitting those streets, every great fundraiser is armed with their list of attack! We share our favorite checklist for ensuring every nook and crany is considered!

### 2. COLD CALLS TIPS

Brrr! Nothings more chilling than calling someone you've never met! Have no fear – tips on cald calling is right at your finger tips!

#### 3. WARM LEADS

Keep temperature just right on sponsorship leads so they don't go lukewarm! We'll show you how!

### 4. HOT LEADS

One urgent lead coming in HOT!

How do you proactively prepare so you never break a sweat?

### 5. SPONSORSHIP PACKAGES 101

Having a sponsorship "menu" helps to make donor decisions quick and easy! Learn which sponsorship tiers are essential for your nonprofit sponsorship kit!

### **6. EMPLOYEE ENGAGEMENT**

As Board members look to where they can help guide the nonprofits they lead, explore how you engage, train and support your employees WITHOUT breaking the bank.

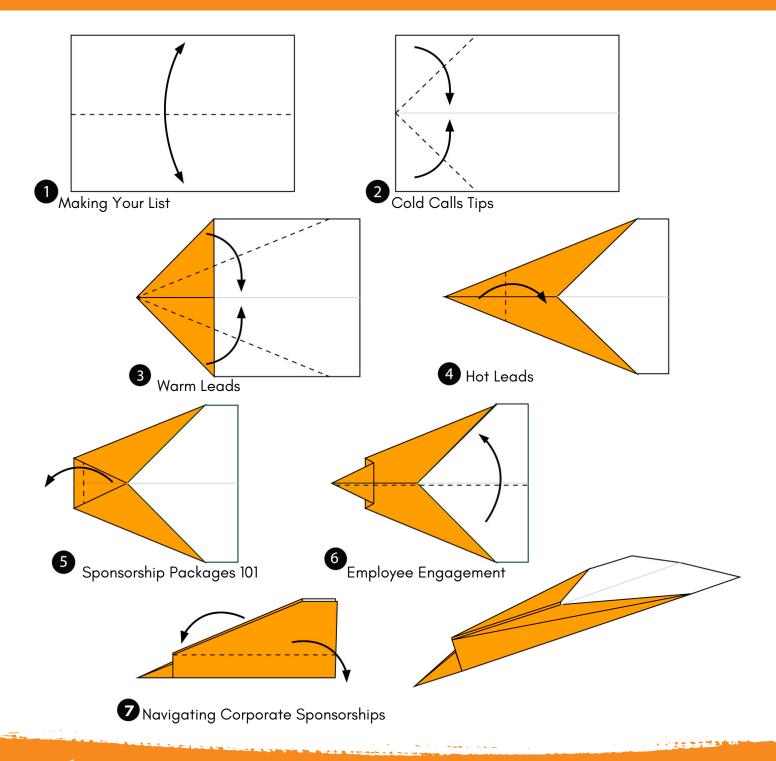
### 7. NAVIGATING CORPORATE SPONSORSHIPS

It's a big wide world of sponsorship opportunities – including teaming up with local corporations and businesses!



### **BONUS ACTIVITY**

### THE SPONSOR-SPACE-SHIP







### FUNDRAISE Awesomer.

A Practical Guide to STAYING SANE While Doing Good

### **FINALLY**

A BOOK THAT PUTS

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### FUNDRAISE Awesomer!

Simplifying Your Work Week With Daily, Purpose-Driven Tasks



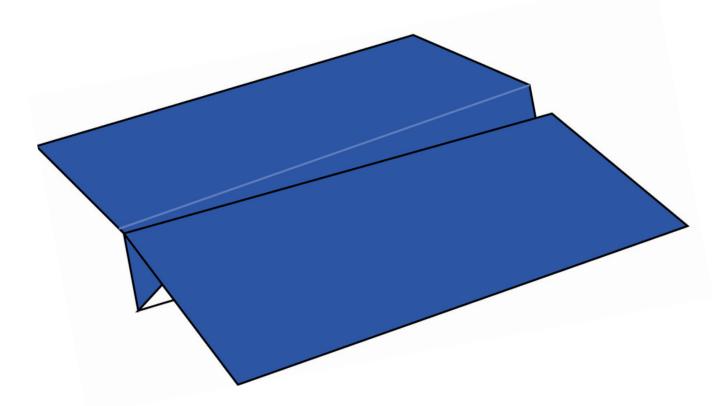








## SPECIAL EVENTS



### "The Cash Cow of Nonprofit Fundraising"

When you align yourself with the RIGHT event, it can help your organization fund the biggest and hairiest of audacious goals.

It can also build incredible enthusiasm for your mission from way more people than you could normally get in front of in a short period of time!

The problem? Choosing an event that will make you the MOST amount of money to justify the effort you put in.

As someone who has spent nearly 20 years curating and running fundraising events, allow me to help you pick which adventure is right for you!



### THE BEST FUNDRAISING EVENTS FOR YOUR NONPROFIT!

#### **Top 3 Fundraising Events for your Nonprofit**

#### 1. Peer to Peer Walk Events

At some point in your life, you've been invited to walk with, donate to, or organize a team for a nonprofit event – probably at a lake, city park or local minor league hockey arena in the name of raising money for a really good cause.

Congratulations! You've been a part of a pyramid scheme...of benevolence!

Peer to Peer fundraising is probably the most cost-effective, potentially lucrative, and incredibly inclusive way to engage a ton of people from all over the globe to get to know (and provide the ability to contribute to!) your nonprofit.

It goes a something like this:

- 1. You invite 10 people to walk with you on a team and raise money.
- 2. Those 10 people ask 10 more people to donate to their team.
- 3. Those 10 people + the 10 people asked to donate money to their team, share a post on social media about how they are donating to one of the 10 people.

The idea that you can have individuals form small groups of funding teams that collect their donations towards a larger goal is an amazing way to increase your donor base of small contributors who then get added to your database for further communication about how awesome your nonprofit is.

Once these new names are in your system, it is then your job to build that relationship by telling engaging stories, connecting with them via different marketing mediums to keep their attention and gaze on your organization, and hopefully spark a deep passion for what you do.



Fundraising walks, bike-a-thons or climb events have this incredible ability to bring folks from all walks of life, fiscal ability, and influencer status to one event, with the same goal: raise money!

#### 2. A Big Fancy Gala

An event like a gala, done with purpose and with a unique flair that matches the enthusiasm and attitude of the organization, can be a cash cow for your bottom line.

But what you MUST do to have a successful event here, is to execute a purposeful and strategically preplanned Fund-a-Need.

What's this crazy fund-a-thing talk, you ask? The Fund-a-Need!

This money-making portion of your gala event should be the pinnacle of your fundraising triumph. The coup de gras of your agenda for the night should be directly asking people in attendance to raise their hand at different funding levels. Start high and work back low. Each hand that shoots up deserves recognition, applause, high fives and audible praise for their help in donating to help get closer to your goal.



The key to Gala success? Have plants.

No, not a love fern. The OTHER kind of plants.

Pre-established gifts at each solicitation level to build momentum and draw out other gifts!

The Secret - You should know EXACTLY what you have in the room from pre-committed dollars.

Everything you get above and beyond that? Bonus bucks.



This portion of the event should be predicated by a story of impact from someone you serve. Their success because of your programs and services makes this an emotional highpoint of the night, and while you have the audience engaged in fantastic story-telling, and bellies filled with a bit of booze – BOOM. Fundraising awesomeness.

#### 3. Private Donor Dinners

One of the best kept secrets in fundraising combines peer-to-peer fundraising and a gala event, with a bit of Honey I Shrunk the Kids, and a whole lot of friendly discussions of what close friends and colleagues can do together.

Here's the scenario: You ask a super-fan of your organization to host a dinner or dessert party at their home. They invite some of their value-aligned and fiscally healthy friends to join for good eats, good drinks, and to learn about an opportunity to help a nonprofit your hosts love dearly become even more successful in the community they all live in.

This solicitation isn't supposed to be a surprise to the guests. They know what kind of event and party this is. Because your hosts tell them. They are honest and passionate about the conversation they will be having together. But they are also excited because like-minded individuals pooling resources together can achieve incredible things.

Oh, you can go too! Feel free to be there to help present the case or answer questions about the project or goals you are trying to achieve. But have the hosts, after identifying their intention to give, invite the others to join in the funder party!

Remember – third party endorsement is exponentially more important than first party solicitation. You're EXPECTED to ask for money. It is UNEXPECTED and exciting when your biggest champions take the reins and join in on the solicitation fun!

These private parties are just the remedy to kick off campaigns, wrap up fundraising goals, or complete projects that have been stalled.

INTRODUCING

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### **NOTES**



## SPECIAL EVENTS

Events get a bad wrap when the burden to plan and execute one is on the shoulders of a single person. But they really are the best way to tell your story to as many people as possible! And lucky for you, at Do Good YOUniversity, you're NOT alone!

### Here's What We Cover in Do Good YOUniversity on Special Events

#### 1. FUND-A NEEDS

The must have to every great event is pre-planned and very strategic Fund-A-Need component! We'll walk you through step by step!

### 2. MATCH PROGRAMS

Believe it or nont, your Fund-A-Need dollars can be leveraged even more with strategic match opportunities!

### 3. EVENT AGENDAS

Streamline your event day can be easier said than done! We'll take you through how to keep your event moving but impactful for attendees and your mission

### 4. LIVE AUCTIONS

Without a great auctioneer and a clear framework, you're missing easy donor dollars! Let's chat through which items to curate and picking the best auctioneer to keep things flowing.

### 5. EVENT TECHNOLOGY

Surprise, event tech is all the rage! And can make your life a total dream, or nightmare. Let's discuss our favorite tools and how to leverage them to their fullest potential.

### **6. VOLUNTEER ENGAGEMENT**

Those big events can't lift themselves! You need the best and engaged volunteer support by your side!

### 7. GUEST LISTS

FUndraising with the Right people in the room make your job WAY easier!

### 8. SILENT AUCTIONS

Who doesn't love to win fun stuff! We'll walk you through how to curate the best silent auction to match your event style and attendee tastes.

### 9. EVENT SPONSORSHIPS

There are countless ways businesses can engage with your event! We'll share which methods are worth doing.

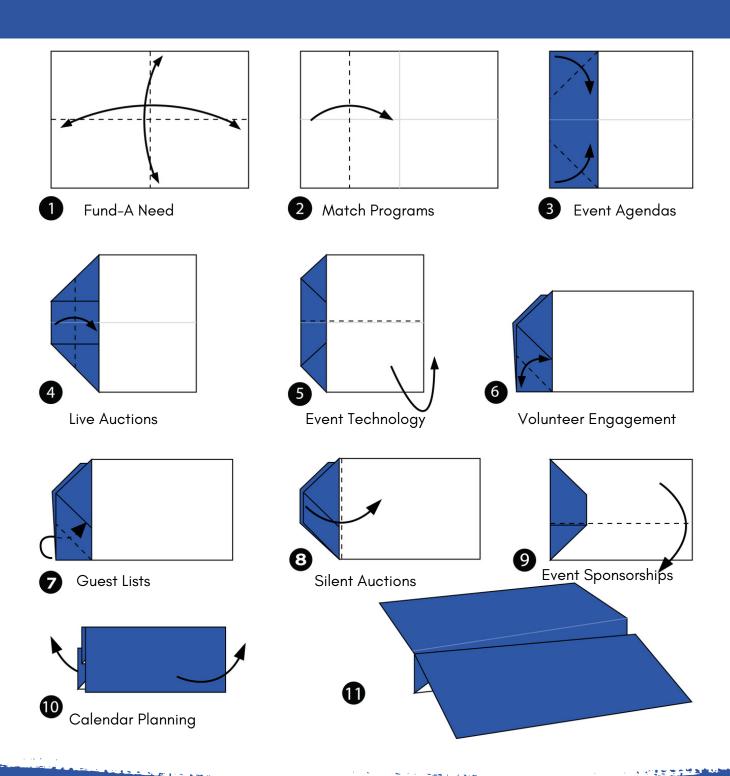
#### **10. CALENDAR PLANNING**

Did you know there's actually 5 seasons in a year, including "Gala Season?" We'll share how to time your event perfectly and stand out from other competing nonprofit events!



### **BONUS ACTIVITY**

### THE EVENT-ERMINATOR



## DO GOOD BETTER PODCAST

Your organization is awesome. But sometimes you want to be even awesomer!

The Official Do Good Better Podcast will help your nonprofit do good--better!

Each episode features (fundraising expert, speaker, event creator and author) Patrick Kirby sharing the successes and challenges of nonprofits just like yours...and helping them solve problems.

### **TOPICS WE COVER**

- Fundraising and Marketing
- Board Development
- Story Telling & Branding
- General Nonprofit Therapy Sessions

### **OUR LISTENERS**

- Nonprofit & Fundraising Professionals
- Board Members & Community Leaders
- Do Gooders Across the Globe!





### WHERE TO LISTEN

iTunes: https://apple.co/3a3Xenf

Spotify: https://spoti.fi/2PlqRXs

YouTube: https://bit.ly/3kaWYan

Tunein: http://tun.in/pjlVt

### LET'S COLLABORATE!

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### Engaged Donors. Thriving Nonprofits. Stronger Communities.

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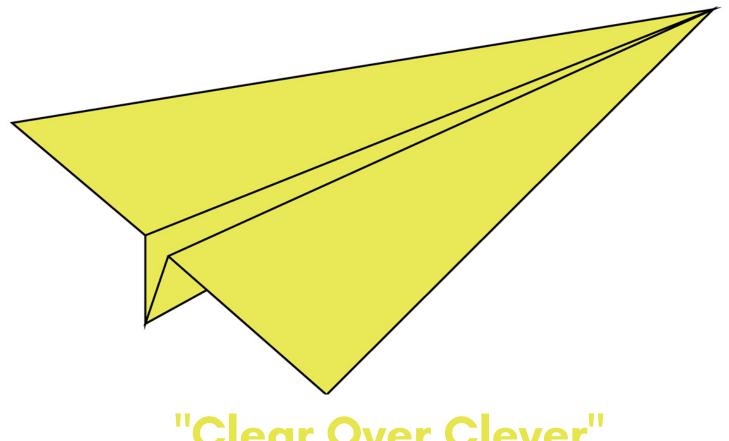




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## APPEALS



### "Clear Over Clever"

By now, you may have noticed particular trends, initial reactions or have gained feedback from your donors giving you an early signal of how your fundraising year is going.

Have you noticed your supporters a bit more skittish when it comes to picking up the phone? Are your donors writing larger and more aggressive checks? Are you getting questions on cryptocurrency?

Are you getting bored with trying to guess on what these trends are and hoping a super reputable organization funded by the Bill & Melinda Gates Foundation would just tell you what you needed to be on the look out for?

I've done all the heavy skimming, cherry picked my top takeaways that you and your organization should be paying attention to in 2023, and how to take simple steps to ensure you can incorporate them into your fundraising plan!



### APPEALING TO WHAT DONORS REALLY WANT

#### 3 Donor Trends to Watch in 2023

#### 1. Donors want more impact stories.

You know the drill. Tell your story and make an emotional connection with a potential donor to inspire them to give. But alas, that might not be enough for your supporters going forward. Your stories need to include what impact their gifts have made, and what their continued donations will do to help the mission.

Donors are signaling that the feel-good-conversations are great, but in order to tap into larger and more sustainable giving, you're going to have to curate stories that talk about a larger impact that is sustainable going forward with continued and expanded giving.

Here's the good news: you now have a roadmap. Take your success stories, tie them to the funding in which you received from those who support your organization, and lead your stories and communications with how that fulfills your mission.

You don't have to reinvent your communication, just be more purposeful with what you present: Impact First.

### 2. Donors will give more to organizations they know or relate to.

Tap into those who know and love you more often than you are currently.

We are obsessed with finding the newest and bestest supporters out there, but it turns out that the biggest giving comes from those who know and love us the most.



So let's spend more time drawing from who we have and using their circle of friends as warm leads rather than chasing cold names on the list of "top business people" you found in a regional magazine.

The better an individual knows your mission, the more likely they are to give regularly and give more generously. So make it a point to take some time and have numerous deep-dive conversations about what impact they want to make in the community, and how your organization can help accomplish that.

Keep your besties close.



### APPEALING TO WHAT DONORS REALLY WANT

#### 3. Donors want specifics.

It turns out that donors don't want a gigantic menu of options when picking something to support at your nonprofit. They want clear and concise outcomes they can help produce through giving, and are searching for easily understandable goals, objectives...and yes, we'll use the term again...impact.

When a donor asks how they can help, be prepared to give a specific answer based on what you know about the supporter. It's as simple as that.

Have they indicated, through stories or through conversations, that they like programs that help kids? Well, then there is no need for you to talk about programs that involve adults.

Have they traditionally given to technology or STEM programs that your nonprofit works on? Well, then you could probably avoid listing off all the art and theater activities you need funding for.



The point is, get to the point.

And remember, don't stop and change EVERYTHING you are doing currently. Keep on keeping on.

However, these are great nuggets of donor information to consider as you have conversations, create pitches, and develop stories that engage the community.





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### **NOTES**

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## APPEALS

End-Of-Year Giving Season is right around the corner! 30% of all giving happens in the last month of the year. Don't fret - we have all the resources to make the season a breeze!

### Here's What We Cover in Do Good YOUniversity on Appeals!

#### 1. CAMPAIGN TIMELINES

With the holiday craze, it's easy to lose track of what needs to be done when. We've got you covered with a timeline for each and every piece to your campaign.

### 2. APPEAL LETTERS

Just as making the verbal ask to a donor, writing an appeal letter is a wya to communicate the needs and goals of your nonprofit, and how the donor can fill in the gaps.

### 3. CALL TO ACTION

Nothings worse than having an engaged donor who's not sure what to do next! We'll map out how to ensure the path is clear for your donoros to act on your cause!

### 4. STORYTELLING

Your nonprofit story is the meat and potatoes of every appeal letter, call to action, EVERYTHING. Let's discuss how to nail your nonprofit's story from the campaign's beginning to end!

### 5. CONTACT MANAGEMENT

Take inventory of who is in your rolladex! Staying organized and documenting donor engagement history this will allow you to know what gaps you need to fill with outreach during your campaign.

### 6. LANDING PAGES

Similar to your call to action, a strong landing page should explain the purpose of your campaign and give a clear page for your donor to engage. We'll show you how to build this from the bottom up.

### 7. DIRECT MAIL

Traditional marketing methods can work great depending on your ideal donor, campaign goals, and location. We'll share our favorite tips and tricks.

### 8. FOLLOW-UPS & THANK YOUS

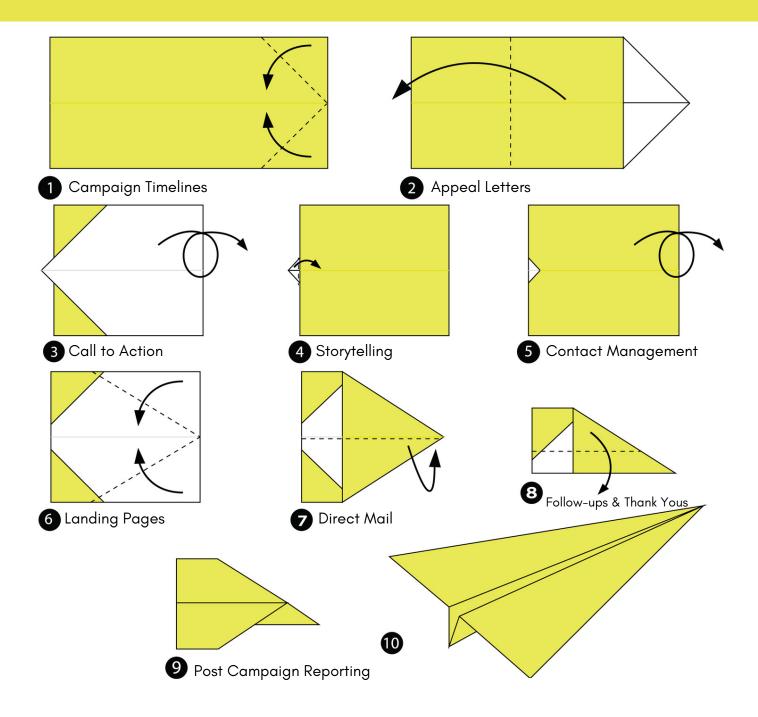
A thanked donor is a happy (and potentially long-term) donor! And surprise, it's one of the easiest and low cost methods you can do as a fundraiser!

### 9. POST CAMPAIGN REPORTING

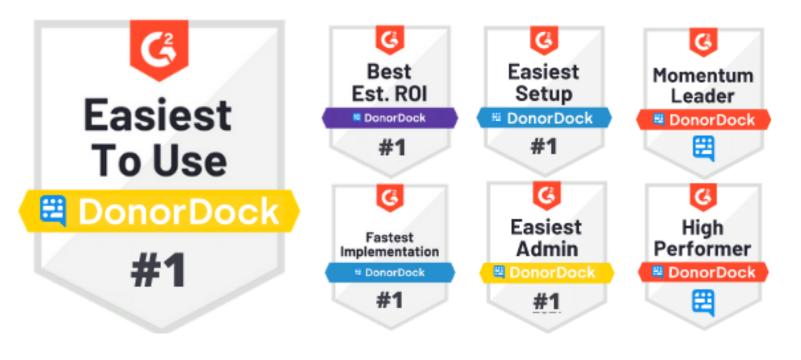
The power of analytics is so important for future campaigns as well as board reporting. With the right tool and documenting habits, it's easy as pie.



## BONUS ACTIVITY THE APPEAL-0



### Donor Dock





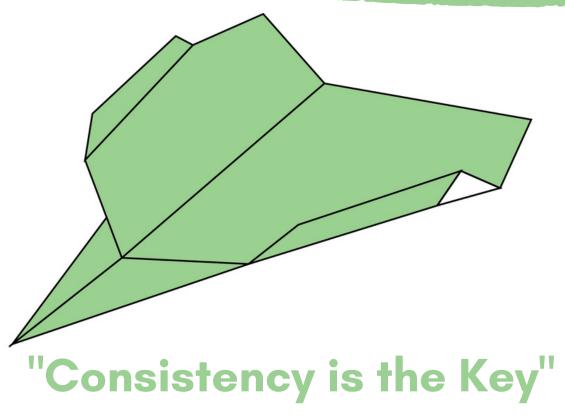
- Friendly nudges on when and how to engage with donors
- Easy and painless data entry and insights
- Simplified reporting and planning tools

So you can stop fumbling through tedious paperwork and start doing work that matters.



Try DonorDock for free today at DonorDock.com

## COMMUNICATIONS



Lack of engagement can really put a damper on the momentum and awesomeness you are trying to create surrounding your impact in the community.

So how do you stay positive about what you write, record, create and speak about when it feels like no one cares?

Concentrate on staying consistent and true to your brand.

And yes, your nonprofit's brand is important – this includes logos, your organization's personality and communication patterns.

Above all, the conclusion is to be consistent because your organization might be a slow burn to supporters and donors.

Your slow burn sneaks up on individuals that expect, anticipate and find themselves looking forward to your stories and community wins that ultimately make them fall in love with your nonprofit.

Let's dive into why consistent and brand centric communications are crucial for your nonprofit!



### COMMUNICATE - EVEN WHEN YOU THINK NO ONE'S LISTENING

#### 3 Reasons Why Consistent Brand-Centric Communications Matter!

#### 1. People are Reading & Watching

Folks in your community, supporters and even donors are sometimes – nay, most of the time – creepin' on your content and not engaging.

Whether their attention span is too short to press a "like" button or not, they are watching and reading and enjoying your organization.

How do you know? Well, during a random conversation with them, occasionally they will legit mention something about a social post or media mention and you will think to yourself, "But Deb – you didn't even LIKE that post! Why didn't you like that post!?"

It really doesn't matter. Likes are simply vanity metrics and have nothing to do with how your superfans, who are your most important stakeholders, think about you and how they can support your mission.

Know they are paying attention. And they like you. And your influence on them is important.

#### 2. Your Brand in Incredibly Important

Know what else is important? Your brand. And not just your logo. Or website.

Though important, the wholistic approach to how people view your organization is more critical now than it ever has been.

That means, what you say on stage and how you communicate with your supporters needs to match with the vibe your mission, vision and values of your nonprofit. No longer can you casually not pay attention to how the community interprets what you do. No longer can you afford to assume that everyone knows what happens if your funding runs out or are forced to shut your doors.

Your brand has to be proactive, and positive, and personal.

You can accomplish that by simply connecting with those who know you well AND not at all, to ask their opinions, perspectives and interpretations in order to align better with what the public is interested in funding.





### COMMUNICATE - EVEN WHEN YOU THINK NO ONE'S LISTENING

#### 3. Play the Long Game

This. Takes. Time.

Your organization will not go viral. And hoping that you do is not a plan worth pursuing.

You can however, take the road longer traveled, and trust the process of consistent communication and creation of stories that tell those you want to have on board eventually that you are here for the long haul.

Trust takes time. And trust is what you should be after.

Your donors should trust that you are using funds to solve a problem or social ill in your community.

They understand that doesn't happen immediately.

And though they want updates on progress, interesting impact stories and honesty when it comes to challenges you are facing, they want to see consistency more than immediacy.

I know as well as anyone else, that board members, executive directors and organizational leaders are sometimes impatient with fundraising numbers coming in fast and furious. But your solutions don't happen overnight, and neither should the expectations of attracting exponential followers and major donors.

But in time...with a patient and consistent messaging, meeting and marketing approach: You're gonna be just fine.



INTRODUCING

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### **NOTES**



## COMMUNICATIONS

So how do you stay positive about what you write, record, create and speak about when it feels like no one cares? Curious on how you can create your own communication plan? Alongside Do Good Experts of course!

### Here's What We Cover in Do Good YOUniversity on Communications!

#### 1. IDENTIFYING YOUR IDEAL DONOR

Make your marketing more efficient to reach your ideal audience! You'll need to know donor demographics, their pain points, challenges, goals, and their key information channels.

### 2. MISSION STORYTELLING

Your mission is the bread and butter of your communication strategy, donor communications, making an ask, and so much more!

### 3. BRANDING KITS

Every nonprofit marketer should handy have their brand colors, writing samples and mission statement at the ready. We'll share how to compile yoru nonprofit's branding kit so your team and board can talk the same talk!

### 4. EDITORIAL CALENDAR

The key to being consistent is to have a source of truth – your Editorial Calendar! It need to contain all goals and schedule for external facing comms!

### **5. SOCIAL MEDIA**

Hashtags, Captions, Tagging, oh my! There's a lot of layers to mastering your nonprofit's social media presence. We share our tips to keeping your social media strategy from driving you batty!

### 6. ADVERTISING

Did you know nonprofits can get discounted (event free) ad space? We'll share our favorite advertising tips for traditional and digital media.

### 7. NEWSLETTERS

One of the best way to maintain strong connections with yoru donors is through – you guessed it – newsletter marketing!

### 8. WEBSITE BEST PRACTICES

Your nonprofit's website is a donor's first stop to learn more about your organization and how to get involved. Keep your site looking fresh and engaging with some Website Best Practices!

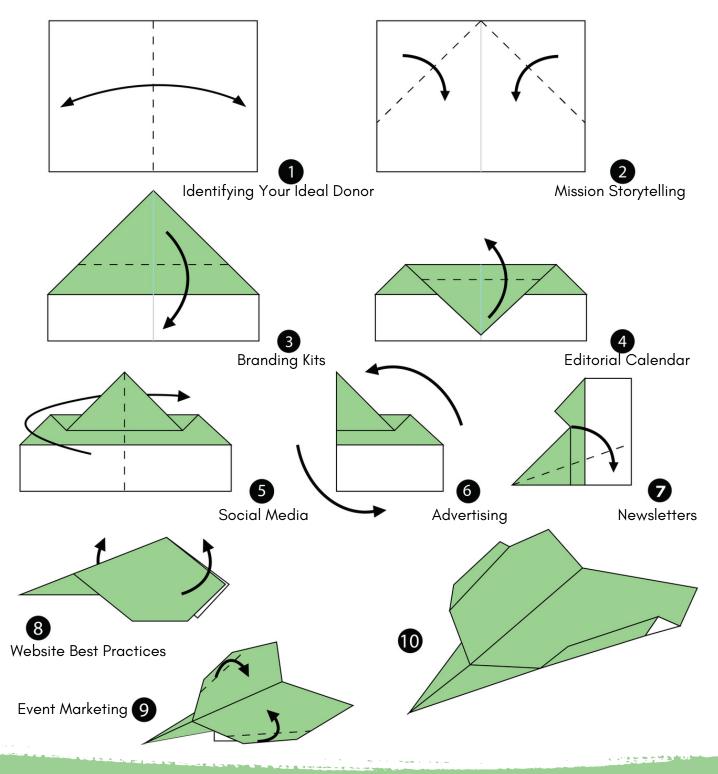
### 9. EVENT MARKETING

So you've picked the date for your next big nonprofit event! We'll walk you through step by step to ensure you get butts in seats and dollars in your nonprofit's wallet!



### **BONUS ACTIVITY**

### THE COMM-ET





### Do Gooder!

There isn't enough time today to express how grateful I am to all of you who took the time to show up, learn, share your perspective and connect with other leaders who are making our communities better.

In fact, I'm excited to reach out to every one of you personally to verbally high five you and your awesomeness, as well as to keep encouraging you to do good.

I'm also well aware that you have 10,000 things to do on your plate, but carving out a few hours to spend with us and help lift up others so we can all be successful fundraisers is incredibly encouraging, inspiring and generous.

Thanks to our speakers, presenters, venue staff and partners that helped make even happen and are blessed to have such amazing cheerleaders.

Please make sure to stay in touch with everyone you met today and be encouraging to them as best you can.

Please pass on the good vibes, tips, and tricks you learned to your coworkers and board members so they can get in on being fantastic fundraisers.

And finally, give yourself a pat on the back for being on The front line of change in your own neighborhood, community, and region. You're doing the incredible work that the government can't or won't do.

You're awesome. You're fearless. You're badass.

Thanks for joining us, and thanks for doing good...better.

From Your Friends
At Do Good Better Consulting