Focused Fundraising

“Not All Heroes Wear Capes!”
About The Independence Fund

• Founded in 2007
• Empowers severely wounded, injured, or ill Veterans to overcome physical, mental, and emotional wounds incurred in the line of duty.
• The Independence Fund is dedicated to improving the lives of both our Veterans and their families.
• Mobility, Adaptive Sports, Advocacy, Veteran Service Officer, and Caregiver programs, Independence Fund bridges the gap of unmet needs for Veterans and their caregivers.
• The Independence Fund ensures they focus on giving our Veterans the best mobility device options available, as well as promoting their mental and physical health.
Places to Start

• Have a Budget, know your Budget
  • Aspirational Budget
  • Prioritized
  • Individual Budget Items
• Non-profit Tax Status Established
• Donor Database
• System to Accept and Acknowledge Donations

• Trained Staff on Asking for Donations
• Knowledge of Available Funding Sources
• Basic Materials about Association
  • Online
  • Flyer/trifold
• Clarity and Agreement of How the Funds will be Used.
Focus on the Individual

Private Charitable Giving in 2012: $316.23 billion

- Individuals: 72%
- Bequests: 7%
- Foundations: 15%
- Corporations: 6%
Creating an
Individual Donor Program
Donor Development Cycle – ID and Cultivate

The Donor Development Cycle

- Prospect Identification: 20%
- Cultivation: 35%
- Ask: 5%
- Follow Up: 5%
- Thank: 20%
- Involve: 15%
Why Do People Give?

- Ability
- Belief
- Contact

• Disposable Income
• Believe in your Organization
• Where to Find:
  • Board Members
  • Events
  • Partner Organizations
  • Mailing and Email lists
  • Existing/Prior Donors
• You have to call
  • Direct Contact by Leaders
  • ED in the Room with the Caller
  • Follow up on all Calls within 72 hours
What Does That Personal Contact Look Like

• Who should call
  • Retired TAGs
  • Retired CSMs & SELs
  • Gubernatorial Staff
  • Don’t use Current NG Staff

• How they should ask
  • Direct ask for a Certain Amount of Money
  • If don’t Agree Right There, Ask for a Pledge
  • If Still Uncertain, Ask what would get them to Yes

• What donors want to see
  • Clear Plans and Deliverables
  • Clear Needs and Impact
  • Specific Dollar Amounts
    • $1,000 runs a NCO training program for a weekend
    • $50 reviews an NCO promotion board Record
    • $6 million gets us a new Blackhawk
Social Media Campaigns

• Facebook campaigns
  • Association Facebook page post is boosted
  • Unique Facebook page for fundraising
  • Facebook Ads
    • Only per click
    • Can set an upper limit

• Email campaigns
  • Link back to Facebook page
  • Or have a splash webpage
  • Signatory of note
  • Keep email SHORT
    • Lots of white space
    • Bold and normal text
    • Red and black text
  • Short, Easy Call to Action
  • Drive to Sustainer/Monthly Giving Program
Specifics of a Campaign

• Frequency
  • Facebook: <3x per day
  • Twitter: >1x day

• Time
  • 0800-0900
  • 1200-1300
  • 1630-1800
  • 2130-2300

• Geo-targeting
  • Specific locations
  • Days and times
  • Frequencies

• Where to collect
  • Crowdrise
  • GoFundMe
  • Splash page

• Multi-channel
  • Donor more likely to give when:
    • Asked multiple times
    • By multiple methods
  • Different donors respond differently to different methods

• Coordination and List Management
Creating A Corporate Donor Program
Shaking Down Corporate Donors

Potential Donors
• National Guard contractors
• Advertisers interested in your audience
• Your NG vendors
• Current/past exhibitors
• Employers of your Board Members
• Businesses around your armories

How to Approach Them
• Not current NG members!
• Initial contact by someone with personal contact
• Personal visit
  • Can follow up letters
  • Specify what you want
• Clear benefits for them
  • How company will be recognized
  • What additional access company will get
• Contact information
• Follow up Plan and Notes
Ways to Recognize Corporate Donors

• Name something after them
  • Events
  • Equipment? “The Sodexho range hood cover”
• Plaque with Name and Logo
• List in Annual Report
• List in Event Programs
• Quote in Press Release
• Mention in Speech
• Logo on Website

Ask Them How They Want to be Recognized!
Creating an Earned Income Program
Establish an Earned Income Stream

• Identify what Product or Service you can Provide

• Establish there is a Demand

• Work with an Accountant

• Products/Services
  • Service Record Reviews?
  • Coins?
  • Patches?
  • T-shirts?

• What do Guardsmen want?
  • SurveyMonkey
  • Focus Group
  • Drill Surveys
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ANY QUESTIONS OR COMMENTS?