

# Identifying and Contacting High Probability Donor Prospects

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# **Best Practices & Lessons Learned Raising Funds For LCSMF**

# Best Practices (LCSMF Experience)

- **Have a Clear Plan Before You Raise Funds**
  - What do you want to do?
  - How will you go about doing it?
  - What resources (Funds/Equipment) will you need to do it?
- **Share Your Plan With Your Network**
- **Maintain Good Communications with Past and Prospective Donors**
  - Personal notes
  - Telephone calls
  - Recognition
- **Stories and Visuals are Effective Tools**
- **Volunteer Led Fundraising Events**

# Lessons Learned (LCSMF Experience)

- Identifying and Qualifying Vietnamese Prospects
- Expanding Our Database
- Maintaining Our Database
- Finding Reliable Yet Inexpensive Program for the e-Newsletter
- Learning to use Constant Contact
- Do we want to grow?



# **Major Gifts Fundraising & The Donor Pipeline**

# Major Gifts Fundraising

- **What Is Major Gifts Fundraising?**

Strategically planned and implemented fundraising from your NPO's closest and most reliable donors. They are already in your database and have a relationship with you.

It is **identifying, qualifying, cultivating, soliciting & stewarding** your donors so you know exactly the right person to ask and the appropriate amount to ask for when soliciting support for your NPO's projects and day-to-day operations.

- **Why Is Major Gifts Fundraising Important?**

In today's philanthropic environment 80% of your gifts, whether annual or capital, come from 20% of your donors. Some would say that has changed to 90/10.

# Identifying Donor Prospects

- **Why Do We Do Prospect Research?**

- It is very helpful for identification & qualification phases
- Rate a prospects' giving capacity in order to ask for the correct gift amount

- **How To Do Prospect Research**

- Step One: Create a list of donor prospects

*Tip 1: Best source of major gifts are those donors that are already in your database.*

*Tip 2: [The second best source of major gifts, are those donors with a track record for giving and/or an interest in your NPO's cause.]*

# Identifying Donor Prospects (2 of 2)

- **How To Do Prospect Research** *(Continued...)*
  - Step 2: Staff collect information about donor prospects
    - Information to collect *(refer to sample donor prospect brief)*
      - Contact Information
      - Biographical Information
      - Philanthropy, including past gifts (largest, repeat) & volunteer experience
      - Any connections to your NPO (personal, professional, cause, hobbies)
    - Sources for this information:
      - Expensive: Wealth Engine, Lexus Nexus, Blackbaud Analytics
      - Free: Google, Anphabe, LinkedIn, people who know your prospects (best)
  - Step 3: Group screening meeting
    - Review list of researched prospects
    - Suggest gift amount for the solicitation
    - Build a team of solicitors



# Qualifying Donor Prospects

- **What Does It Mean To Qualify A Donor Prospect?**

It means that you have reason to believe the donor prospect would consider a gift to your NPO at the level you suggest.

Qualification is generally determined when the following conditions are met:

1. **There is a solid connection to your NPO**

For example, the donor is already in your NPO database, has given to your NPO, has previously volunteered and/or attended a past event and/or has an interest in the cause you are addressing.

2. **Donor prospect has a proven capacity to give**

Level of donor's income, assets and public expenses (children's schools, travel).

(Continued...)

# Qualifying Donor Prospects *(2 of 5)*

*(Continued...)*

## 3. Donor has the inclination to give

- Generosity of the donor
- Level of gifts to other NPOs
- Involved in the community
- Involved in organizations with similar mission to you NPO
- Volunteer and/or Board Member experience with an NPO
- Interests in line with your NPO's mission

## Qualification – A Reminder *(3 of 5)*

*“Bill Gates may have the world’s highest capacity rating, but if he has no connection to your organization and no inclination to give to your cause, is he really a viable prospect?”*

Anthony Powell – Major Donors: Finding Big Gifts in Your Database

# Qualification of Corporations and Foundations *(4 of 5)*

- Check for and always follow guidelines, eligibility criteria and procedures.
- Assess possible conflicts of interest.

*Share: LCSMF experience working with MNCs in Vietnam.*

# Qualification – Using the Gift Chart

(5 of 5)

## Sample Gift Chart for a Fundraising Campaign

Gift Amount	# Gifts	# Prospects	Cumulative Total
VND 1,055,000,000	1	4	VND 1,055,000,000
VND 527,500,000	2	8	VND 2,110,000,000
VND 211,000,000	4	16	VND 2,954,000,000
VND 52,750,000	8	24	VND 3,376,000,000
VND 21,100,000	16	32	VND 3,713,600,000
VND 10,550,000	24	48	VND 3,966,800,000
VND 2,110,000	40	80	VND 4,051,200,000

Source: [www.giftrangecalculator.com](http://www.giftrangecalculator.com)

# Cultivation of Donor Prospects

- **What Does It Mean?**

A cultivated donor prospect is one you have moved from being aware of your organization to being interested in it, to being engaged with it, to wanting to make an investment in it by becoming a donor. Cultivated donor prospects are added to the major gifts screening list.

- **How Do You Cultivate Donor Prospects?**

- Meet them for lunch

- Take them to coffee

- Invite them to attend a reception or a board meeting

- Ask them to help with a mailing

- Invite them to join a volunteer committee

# Soliciting Donor Prospects

**If you want a donation, you have to ask for it!**

The biggest mistake NPO's make is to cultivate, cultivate, cultivate and never get to "The Ask". We need to avoid this mistake because, if you cultivate them well, donor prospects expect to be asked to contribute.

# Solicitation Donor Prospects: Preparation

- **Prepare Solicitation Package**
  - Project Case Statement
  - Confidential Prospect Profile
  - Proposal and Pledge Form to leave with the Donor Prospect
- **Select and Train the Team:**
  - Ideally: 2 solicitors to ask, 1 staff member to support
  - Training meeting for all solicitors
  - Staff member prepares customized Solicitation Package to Solicitors



# Soliciting Donor Prospects: Selecting Solicitors

- **Choose solicitors who:**
  - Financially support your NPO
  - Believe passionately in your NPO's mission and this project
  - Are extroverts
  - Skilled in sales, marketing, PR, communications and/or storytelling
- **Training for solicitors:**
  - All solicitors need training, no matter how experienced
  - Practice, face-to-face solicitations
  - Leave the written proposal with prospects
  - Convey to the prospect that the gift is essential
  - Explain the potential impact of the prospect's gift

# Soliciting Donor Prospects: Hints for Success

- Have solicitors make their own pledge first
- Arrange a face-to-face meeting
- Use a team approach
- Make the case for your project
- Ask for a specific gift
- **Be Quiet and Listen**
- Close with a next step
- Be positive

# Soliciting Donor Prospects: Follow-up

- Write a thank you letter (the same day)
- Write report and/or conference call with staff member
- Enter new information in database
- Dates for follow-up actions
- Send additional materials, if requested
- A “no” response does not mean the individual will not give to your NPO

# Some Final Thoughts

- Never be afraid to ask others to support a cause that you believe in
- Volunteers contribute time, talent and/or treasure
- Always think you will be successful
- Project enthusiasm; it is contagious
- Prepare thoroughly for every meeting
- Know your NPO and other NPO's in the same space
- I wish you good fortune in the year of the Horse!