The Art of Asking

Social Movement Fundraising: Leveraging Existing Tools

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Objectives:

• Understand the state of fundraising at Development and Peace
• Understand motivations for giving and donor profiles
• Access fundraising resources online
• Practice asking individuals and/or audiences for donations in support of Development and Peace
Fundraising at Development and Peace

Social Movement

Management Team

Philanthropic Development Team

Public Engagement Team
A Donor’s Journey with Development and Peace
A Life Time of Engagement
Reflection:
What drives an individual’s engagement?

• As a member, I care about:
  • Social Justice
  • Justice for women
  • Ecological Justice
  • Peace and reconciliation
  • Democracy and citizenship participation

• As a potential member or donor, I care about:
  • Catholic Social Teaching
  • Human rights
  • Making the world a better place
  • Humanitarian aid/crisis response

• D&P’s work aligns with my values as a:
  • Catholic
    • Preferential option for the poor
    • Solidarity
    • Engagement
    • Human dignity
    • Empowering communities to engage in civic participation
  • Christian
  • Person of faith
  • Human rights activist
  • World citizen
## Reflection:
### What motivates someone to give?

<table>
<thead>
<tr>
<th>Donor type</th>
<th>Key Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyal supporter</td>
<td>I give because I care about the cause</td>
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<tr>
<td>Ad hoc giver</td>
<td>I give because I’m asked</td>
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<tr>
<td>Good citizen</td>
<td>I give because it’s the right thing to do</td>
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<tr>
<td>Faith-based donor</td>
<td>I give because it reflects my values and is a part of my faith/tradition</td>
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<tr>
<td>Engaged champion</td>
<td>I give time and get my friends involved</td>
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<tr>
<td>Benefactor</td>
<td>I give to lead by example</td>
</tr>
<tr>
<td>Thoughtful donor</td>
<td>I give to make an impact</td>
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Available resources to assist in fundraising:

- Institutional PowerPoint presentation
- Institutional Annual report
- 50 Years of Solidarity
- Share Lent campaign materials
- After the Storm – Philippines documentary
- Emergency campaign materials: Peace in Syria, Haiti: Five Years of Action
- Share Year Round brochure and web page (monthly giving)
- Legacy of Hope web page (planned giving)
- Fundraising tools
- THINKfast
- Canada Helps (external fundraising tool)
Getting Down To Business

Social Movement Fundraising: grassroots fundraising, THINKfast
Donor profile: New Donor
(First Gift)

Key characteristics

• Familiar with D&P’s work (ad, newsletter, web visits, events, member)
• D&P’s mission and projects resonate with core values/beliefs/interests

Appropriate tools

• Institutional Annual report
• Campaign materials
• Fundraising tools

Opportunity to emphasize

• Emergency campaigns
• Share Lent campaign
• Fall campaign
• Christmas appeal
• Community development projects

Points of contact

• D&P staff
• Members
• Web site
• Social media
• Newsletter
• Clergy (parish, school)
### Donor profile: Monthly Donor (Share Year Round)

#### Key characteristics
- Familiar with D&P’s work (ad, newsletter, web visits, events, member)
- D&P’s mission and projects resonate with core values/beliefs/interests
- *Demonstrated engagement* (membership, advocacy or regular giving)

#### Appropriate tools
- Institutional Annual report
- Campaign materials
- Fundraising tools
- *After the Storm - Philippines documentary*

#### Opportunity to emphasize
- Emergency campaigns
- Share Lent campaign
- Fall campaign
- Christmas appeal
- Community development projects

#### Points of contact
- D&P staff
- Members
- Web site
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- Clergy (parish, school)
Tips

• Personal story: talk about your personal experience with D&P
  • What about D&P’s work resonates with you?
  • Why is being involved with D&P important to you?

• Relationship building
  • A lifetime of engagement
  • D&P builds long-term relationships with supporters (members, donors, partners)
  • Ask questions, engage in conversation

• Don’t be afraid to ask
  • Please, give generously
  • Asking for support can be a positive experience
  • *The Spirituality of Fundraising* may help formulate your ask
  • Asking does not mean that the other person must give, and that’s ok

• Fundraising is not for everyone
  • If you are not comfortable, there are other ways to support D&P
Practice: role playing

1. Split out into small groups
2. Pick a theme and create a 2-3 minute skit about:
   Asking either an individual, a friend or an audience to donate to D&P:
   • For Share Lent campaign
   • For an emergency campaign
   • For Share Year Round
3. Practice (10 minutes)
4. Presentations (2-3 minutes)
5. Sharing your experiences
Q&A

• What fundraising strategies have you implemented successfully?
• What are fundraising strategies would you suggest avoiding?
• What can D&P do to help you in these endeavours?
THANK YOU

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