



CWLA National Conference
April 15, 2013

Fundraising – Mixing Traditional and New for Best Results

The State of Nonprofits



- Nonprofit clients continue to be vulnerable
 - 90% of nonprofits say conditions will be as hard or harder for clients in 2013
 - With jobs and housing as primary concerns for those in low-income communities
- Demand rises –
 - 78% of nonprofits saw an increase in demand for services in 2012
 - Over half could not meet 2012 demand
 - 85% anticipate demand to climb again in 2013

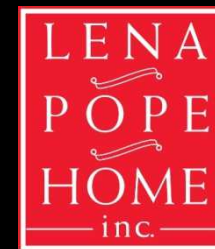
Source: Nonprofit Finance Fund, 2013 State of the Nonprofit Sector Survey Results

Government Funding Doesn't Cover Costs



- 1 in 3 organizations received less government funding in 2012 versus 2011
- Of state/local governments, 86% do not pay the full cost of services
- For federal contracts, 83% does not cover full cost of services
- And government is a late payer for most recipients
 - 51% of federal contracts pay late
 - 61% of state/local contracts pay late

Where's the cash?



- Most nonprofits get by with little cash on hand
- 56% of nonprofits have 3 months cash on hand or less
 - 8% have no cash on hand
- But...some organizations are doing well
 - 31% broke even in 2012
 - 40% reported a surplus

Nonprofit Roles in Fundraising



ORGANIZATIONAL ROLES

- CEO/ED
- Board
- Volunteers
- Development Director

IN OTHER WORDS...

- Fundraiser-in-Chief
- 100% financially contribute/20% fundraise
- Leveraged workforce but not loose cannons
- Chief Relationship Builder

Funding Needs Haven't Changed

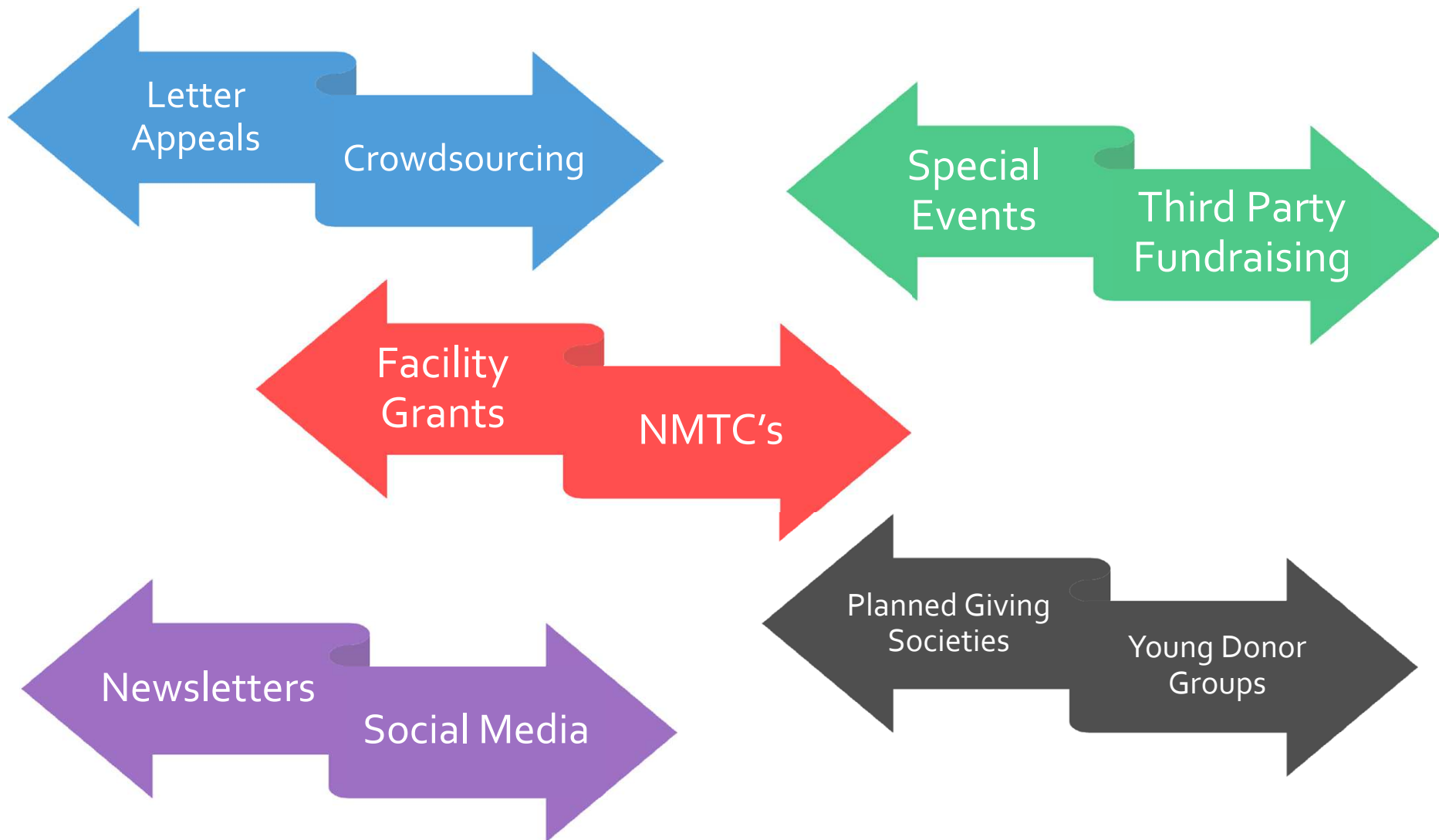


- Operational
 - Grants (Foundation, Corporate)
 - Contracts (Government, Corporate)
 - Appeals (Letter, Fund Drive)
 - Events
 - Individual Donations

- Capital
 - Facility Campaigns
 - Loans

- Planned Giving/Endowment
 - Bequests/Wills
 - Charitable Gift Annuities (CGA's)
 - Trusts
 - Endowment Campaigns

But Fundraising Techniques Are



Letter Appeals

Crowdsourcing

Special Events

Third Party Fundraising

Facility Grants

NMTC's

Newsletters

Social Media

Planned Giving Societies

Young Donor Groups

Third Party Fundraising

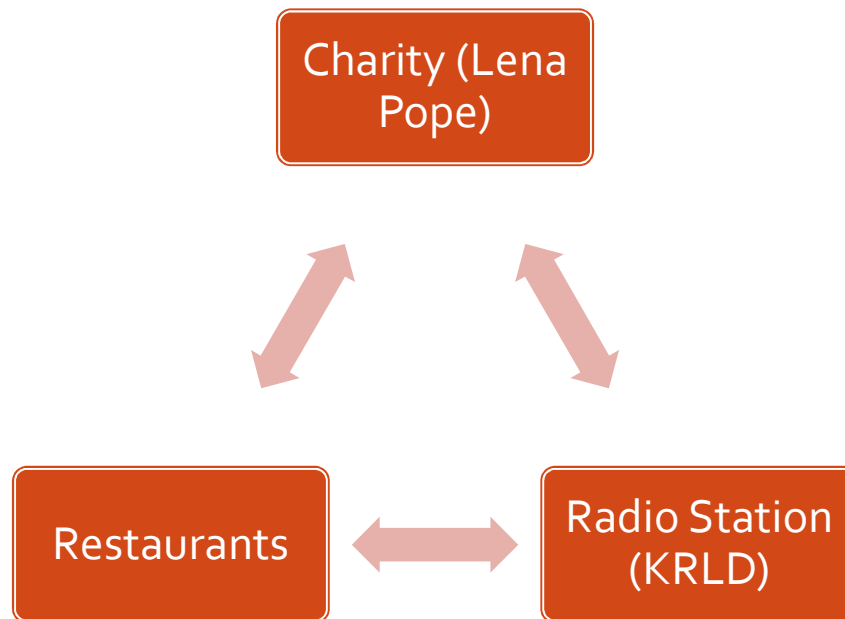


- “Special Events” are about the agency
 - Generally staff driven
 - Focused on the agency or mission
 - Usually “feel good”
- Third Party fundraisers equally about the agency and the other parties
 - Financial benefit to the agency
 - Exposure benefit to the third party
 - “Good business” not just “Feel good”

KRLD Restaurant Week



THE PARTNERS



THE BENEFITS

- Charity benefits by a portion of each meal purchased by diners
- Restaurant benefits by new business, enhanced perception in community, business during slow period (August)
- Radio station benefits from exposure, paid advertising spots, and community perception

Bottom Line - \$130,000 to Lena Pope Home (2012 results)

Social Media – The New Newsletter?



NEWSLETTERS

- 3-4 times per year
- Longer stories detailing success
- Donors listed at same time
- Shelf life of weeks
- Limited co-branding

SOCIAL MEDIA

- Ideally, daily but at least 3 times per week
- Soundbites
- Donor recognition tied to their schedule
- Shelf life of minutes
- Unlimited co-branding through sharing and reposting

Co-branding Examples



AT&T 4G 12:16 PM

Like Comment

Lena Pope Home, Inc.
Mar 13 · 🌐

Thanks to [American Airlines](#), our [Chapel Hill Academy](#) students now have 662 NEW BOOKS to enjoy in our library!!

1,196 Reached [Promote](#) >

18 Likes · 1 Comment

Like Comment

Lena Pope Home, Inc.
Mar 9 · 🌐

For most of you, Spring Break started yesterday. Any exciting plans with your family?

432 Reached [Promote](#) >

AT&T 4G 12:16 PM

Like Comment

Lena Pope Home, Inc.
Mar 22 · 🌐

Looking for lunch ideas? Head on over to [Blue Mesa Grill](#) for Tacos for a Cause. For every Street Taco Platter purchased at the Fort Worth location, \$0.50 gets donated to Lena Pope which helps us continue our mission of creating hope, happiness, and success for Fort Worth families!

596 Reached [Promote](#) >

6 Likes

Like Comment

Lena Pope Home, Inc.
Mar 20 · 🌐

AT&T 4G 12:15 PM

Home, Inc.

Recent Posts by Others >

Lena Pope Home, Inc.
Friday at 11:00am · 🌐

THANK YOU to [Fort Worth Zoo](#) for generously donating zoo tickets to our Lena Pope Home families. We are so grateful for them!

332 Reached [Promote](#) >

13 Likes

Like Comment

Recommendations

Write a recommendation...

Young Professional Groups



- Building a young donor base for the future
- Not about immediate gratification (like Planned Giving) but “planting the seed”
- Less about mission – more about the group’s desires, needs, interests, etc.
- Key is to find the match between their interests and the needs of the organization
- Build upon desire for high engagement in direct service
- Be prepared for high turnover in the group and changing landscape of interests

Lena Pope's Young Professional Advocates



- 20-30 something age group – equal parts social and service
- Interest is about young children, therefore the focus of the group is on the agency's elementary charter school and the early learning center
- Service projects are key engagement strategy
- Turn passion into fundraising – Rock the Fort event



Prioritize Efforts, Build Upon Success



+acos
FOR A CAUSE



Yes, Mrs. Pope
Capital Campaign



LENA POPE HOME'S
34th Fiesta de Oro



Lessons Learned



- It's not about replacement but addition
 - Organizations need to keep their traditional avenues but take advantage of new techniques
- Reach new audiences – build your base
 - New techniques primarily reach younger audiences
- Long term strategy
 - New techniques will usually not drive big near-term returns
- Most organizations can't do it all – prioritize your efforts

Contact Information



Todd A. Landry

Executive Director

Lena Pope Home

3131 Sanguinet Street

Fort Worth, Texas 76107

Ph: (817) 255-2504

Email: tlandry@lenapopehome.org

Web: www.lenapopehome.org