

# Sustaining the Care

Preparing today. Protecting tomorrow.

## Making the Connection: Strategies for Building Donor Relationships

Beth Lynn Hoey, CFRE  
Director of Development • Francis House

For the first time ever, charitable giving exceeded the \$400 billion mark in 2017, spurred by growth from all four sources of giving.

# \$410.02 billion

Where did the generosity come from?\*

**Giving by Individuals** ↑ 5.2% **70%**  
\$286.65 billion

increased 5.2 percent (3.0 percent when inflation-adjusted) over 2016

**Giving by Foundations** ↑ 6.0% **16%**  
\$66.90 billion

increased 6.0 percent (3.8 percent when inflation-adjusted) over 2016

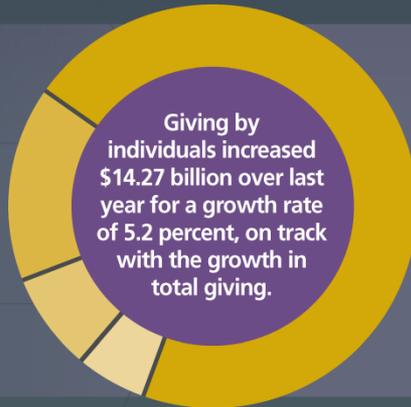
**Giving by Bequest** ↑ 2.3% **9%**  
\$35.70 billion

increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016

**Giving by Corporations** ↑ 8.0% **5%**  
\$20.77 billion

increased 8.0 percent (5.7 percent when inflation-adjusted) over 2016

Contributions by source  
(by percentage of the total)



Visit [www.GivingUSA.org](http://www.GivingUSA.org) to learn more and to order your copy of *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*.



Giving to arts was the second-fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.



Giving to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent.

**31% Religion** 🏠 \$127.37 billion

**14% Education** 🎓 \$58.90 billion

**12% Human Services** 🤝 \$50.06 billion

**11% To Foundations** 🏛️ \$45.89 billion

**9% Health** 🏥 \$38.27 billion

**7% Public-Society Benefit** 💰 \$29.59 billion

**5% Arts, Culture, and Humanities** 🎨 \$19.51 billion

**6% International Affairs** 🌐 \$22.97 billion

**3% Environment/Animals** 🌿 \$11.83 billion

**2% To Individuals** 👤 \$7.87 billion

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



\* All figures on this infographic are reported in current dollars unless otherwise noted.



# Competent Solicitation Process

Ask

Build  
Consensus

Mutual Discovery  
& Knowledge

**Build Relationship  
& Credibility**

# Relationship Fundraising

Relationship fundraising is an approach to the marketing of a cause which **centers not around raising money but on developing to its full potential, the unique and special relationship that exists between a charity and its supporter.** Whatever strategies and techniques are employed to boost funds, the overriding consideration in relationship fundraising is to care for and develop that special bond and not to do anything that might damage or jeopardize it. In relationship fundraising every activity of the organization is therefore geared towards making donors feel important, valued and considered.

# What are the elements of a Successful Relationship?

It takes time and effort

# What are the elements of a Successful Relationship?

**TRUST**

*Communication*

**Never taking your partner for granted**

**COMMON GOALS**

*Reliable/Loyalty*

*Showing You Care*

**Respect**

**Mutual Interest/  
Admiration, Chemistry**

**NURTURING**

*Be vulnerable,  
Willing to Admit Mistakes*

***FREEDOM***

**Putting Your Partner First**

**It takes time and effort**



TRUST

# What does it mean to be Donor-Centric?

“Donor-centric” is another way of saying “building trust.” A donor’s relationship with your organization deepens or frays mostly based on how much trust you can create in three areas:

- Trust that donors play an essential, vital, central role in your mission’s success.
- Trust that your organization does worthwhile things with donor gifts.
- Trust that your organization conducts its operations efficiently.

# Stewardship

“Increasingly, stewardship has come to mean the essential function by which organizations **develop lasting relationships** with their donor-investors. This includes the ethical management and care of all human and financial resources. Stewardship promotes a donor-organization relationship based on mutual respect for both the source and impact of gifts. When well-implemented, stewardship provides the basis for building programs that go beyond fundraising.”

# Donor Centric...NOT!

BRAND CAMP

by Tom Fishburne

## HOW BRANDS TALK

BUT ENOUGH ABOUT ME.  
WHAT ABOUT YOU?  
WHAT DO YOU THINK OF ME?



© 2010

TOM FISHBURNE.COM



# Action Items for Building Trust



# COMMUNICATION

# ~~Finding~~ Making The Time

*“The key to sustained and increased giving is communication and not fundraising. It stands to reason, then, that not-for-profits should rethink their priorities when it comes to the allocation of paid and volunteer time.”*

# Engaging Conversation

“Conversation is at the center of what it means to be human. We talk together to obtain information and to better understand feelings and aspirations. We talk to hear and understand, to be heard and understood. We talk to share. We share our hopes and dreams.”

“Talk with your donors of time and money. Collect their stories. Listen to their feelings and aspirations. Talk together to share and learn and build community. Talk together for change.”

# Donor-NEGLIEGENT:

“We did this. We did that. We were amazing by the way, thanks.”

# Donor-CENTRIC:

“With your help, all  
These amazing things  
Happened. And without  
Your help, they won’t.”



# Action Items to Strengthen Communication

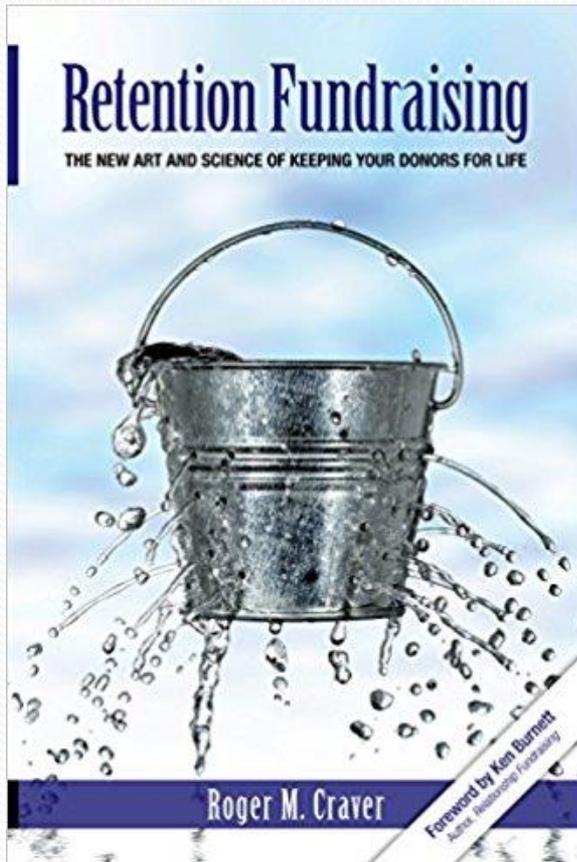


**DO NOT TAKE YOUR  
DONOR FOR GRANTED**

# FAIRY TALES FOR BOARD MEMBERS



# Donor Retention



## Fundraising Effectiveness Project (afpfep.org)

Average Donor Retention Rate	46%
First-time Donor Retention Rate	20%
Repeat Donor Retention Rate	60%
Monthly Donor Retention Rate	90%

# Donor Retention





# Action Items to Improve Donor Retention



“Help others achieve their dreams,  
and you will achieve yours.”

Les Brown