

Donor-Centric Fundraising



Activity-Centric vs. Donor-Centric Fundraising

Activity-centric fundraising focuses on the activity/event itself – gross and net proceeds from transactional or giving revenue “generated” by the activity.

“Expectation or Transactional
Donors”



Activity-Centric vs. Donor-Centric Fundraising

Donor-centric fundraising focuses on each individual donor's "journey" and level of support over time, regardless of the particular activity or mechanism through which their support was received.

"Commitment Donors"



Giving is Personal

Donor-centric fundraising focuses on relationships - on the needs, interests, affinities and passions of each individual supporter, and how it aligns with our mission.

Alignment = Commitment



Giving is Personal

Donors (individuals and businesses)
don't want to just be “ATMs”.

Today they want to be integrated with
our organization and fully committed
to our mission.

Treating them as “investors”.



Donor Needs

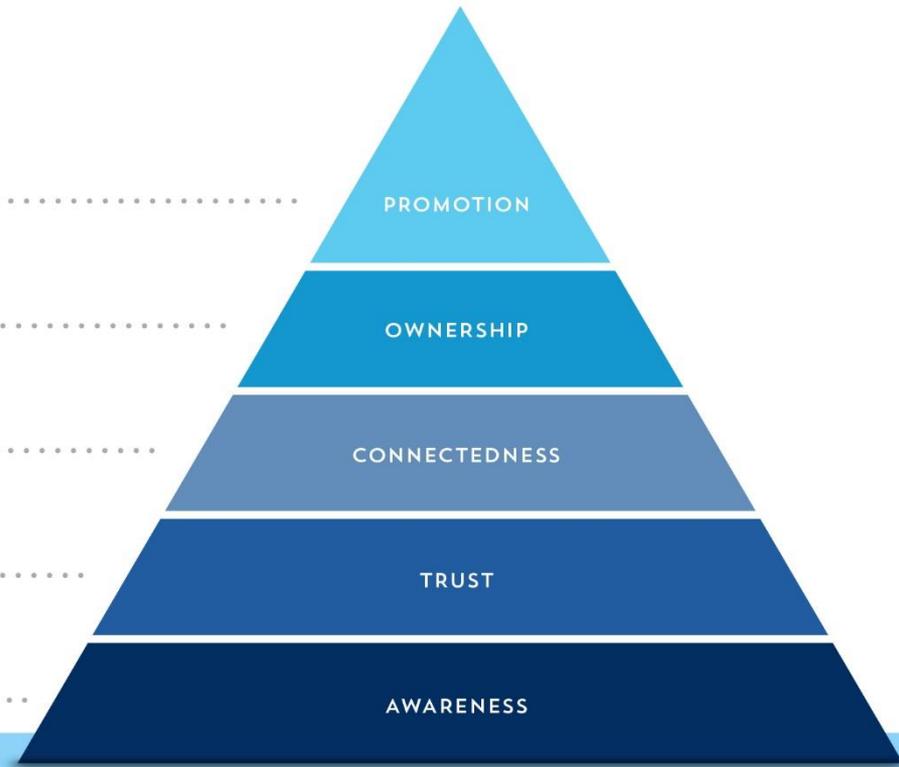
Using Maslow's Hierarchy of Needs as a model, the needs of donors follow a similar pattern, from the most basic need for awareness to a strong sense of ownership and promotion.

Journey to becoming a DRC "Champion".

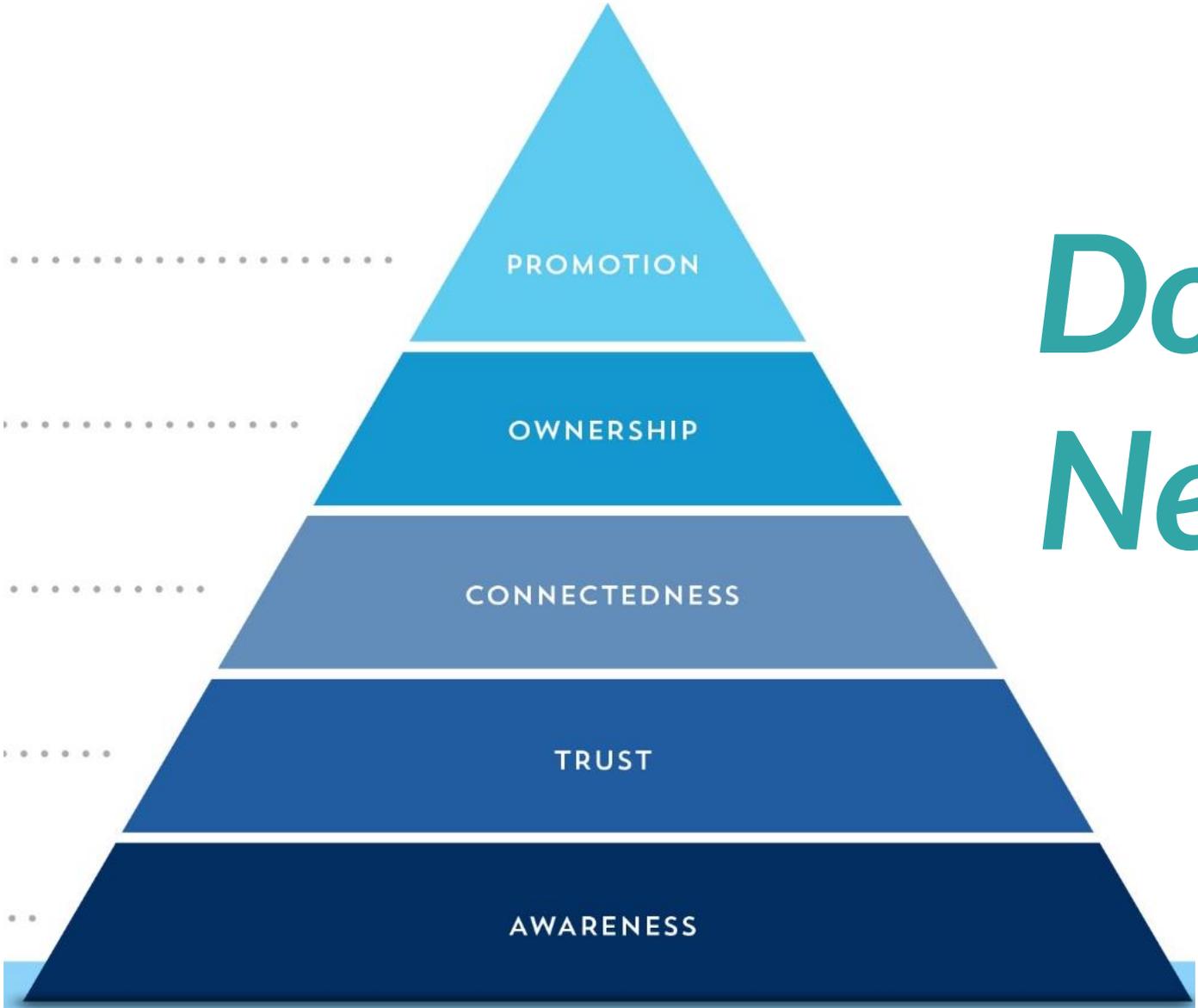




MASLOW'S
HIERARCHY OF NEEDS



HIERARCHY
OF DONOR NEEDS



PROMOTION

OWNERSHIP

CONNECTEDNESS

TRUST

AWARENESS

Donor Needs



Awareness

Acquiring new supporters doesn't always mean new donations upfront. This is simply the beginning of a relationship with someone who will ultimately make a decision about whether they align with our mission or not.

Relationship-building & management.



Trust

Trust in a nonprofit is no longer based on legacy or tenure, but on exhibiting trustworthy behaviors and that requires all the elements of trust building we use in our personal lives - consistency, follow-through, accountability.

Demonstrating impact, mission fidelity & transparency.



Connectedness

Engage and communicate with supporters in ways that are authentic, natural and comfortable for each of them. Personalize and customize (as much as realistically feasible), taking into account generational differences and communication preferences.

Similar to our current re-thinking of volunteer engagement strategies.



Ownership

Connectedness, if done correctly, evolves into ownership. Supporters begin to feel like the work of the DRC is part of who they are and an extension of their own identity, passions and personal efforts.

Ownership-level supporters are more likely to make monthly giving commitments and planned gifts.



Promotion

DRC “champions” who are completely committing their time, their names, their networks and their reputations to further our (now shared) mission.

These supporters expect and warrant one-to-one personal stewardship from staff and Board members.



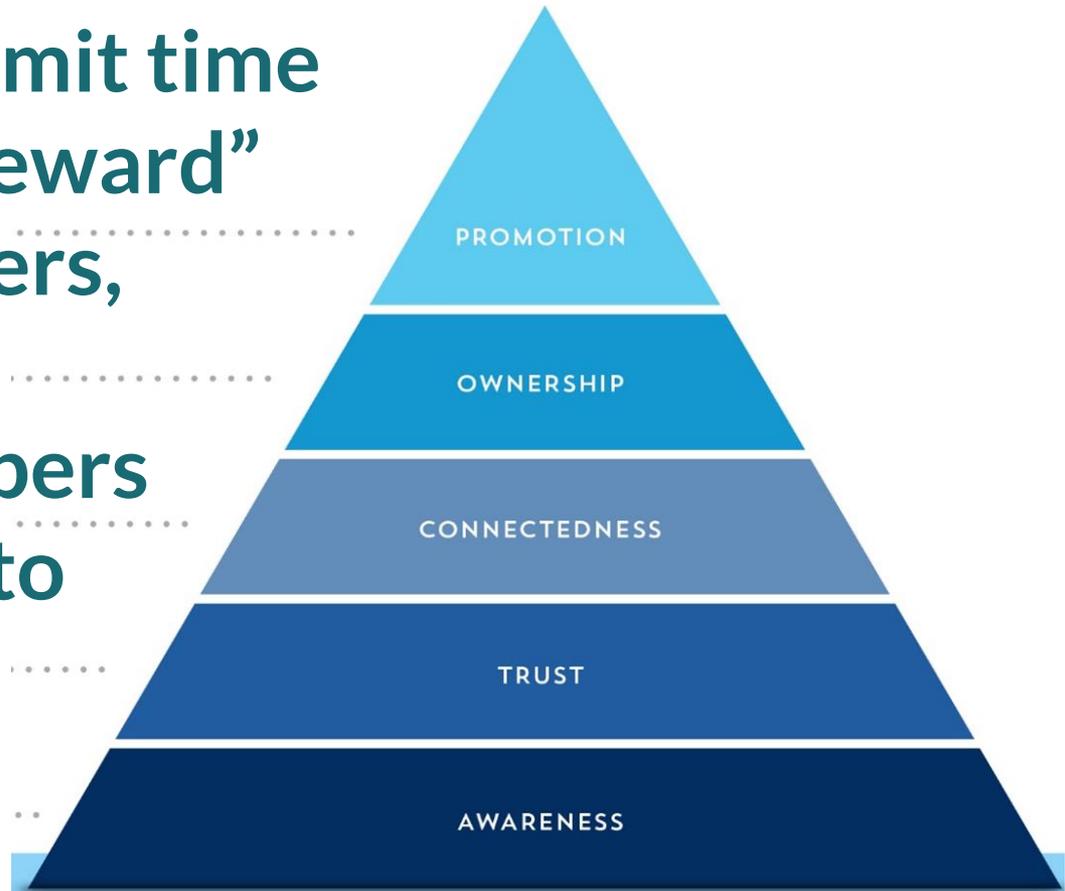
Your Role

- Reflect on your own personal sense of “ownership” of the DRC and its mission, and your commitment to being a DRC Champion.
- Assess your own personal and professional connections, and how you can be a more proactive ambassador for the DRC to build awareness and increase connection.



Your Role

- Strategically commit time and energy to “steward” financial supporters, volunteers and community members from Awareness to becoming DRC Champions.



Your Role

- 1. What is a strength that you bring to stewardship?**



Your Role

- 1. What is a strength that you bring to stewardship?**
- 2. What might you do to maximize that strength?**



Your Role

- 1. What is a strength that you bring to stewardship?**
- 2. What might you do to maximize that strength?**
- 3. What's one area where you would like to have more support?**

