



The Philanthropic Sector and Fundraising

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- B.A. The Ohio State University
- 30 years sector experience
- Founded Loring, Sternberg 1996
- Faculty, The Fund Raising School (Lilly School of Philanthropy)
- Senior Governance Consultant, Board Source
- Author, *Fearless Fundraising for Nonprofit Boards* (2008)



Nonprofit Organizations...

#1 How many?

#2 How many kinds?



SHOUT IT OUT!

Nonprofit does not mean NO profit

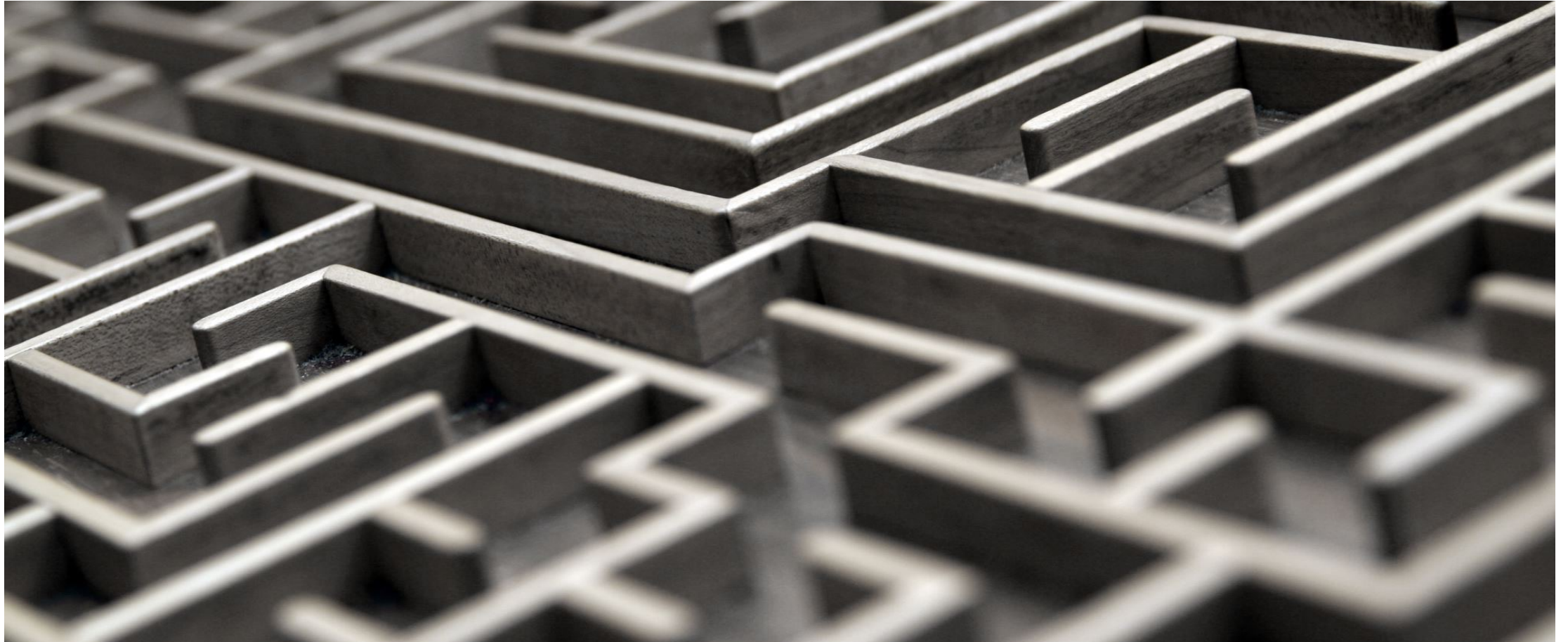


Educate on Overhead



Social Benefit Corporations!

Broadly speaking, what makes fundraising difficult?



Three most common...



Competition



Economy



Limited amount of \$\$\$



\$485.4 Billion



Sources:



Individuals

Corporations

Foundations

Total:\$485.4 BILLION



Individuals = %

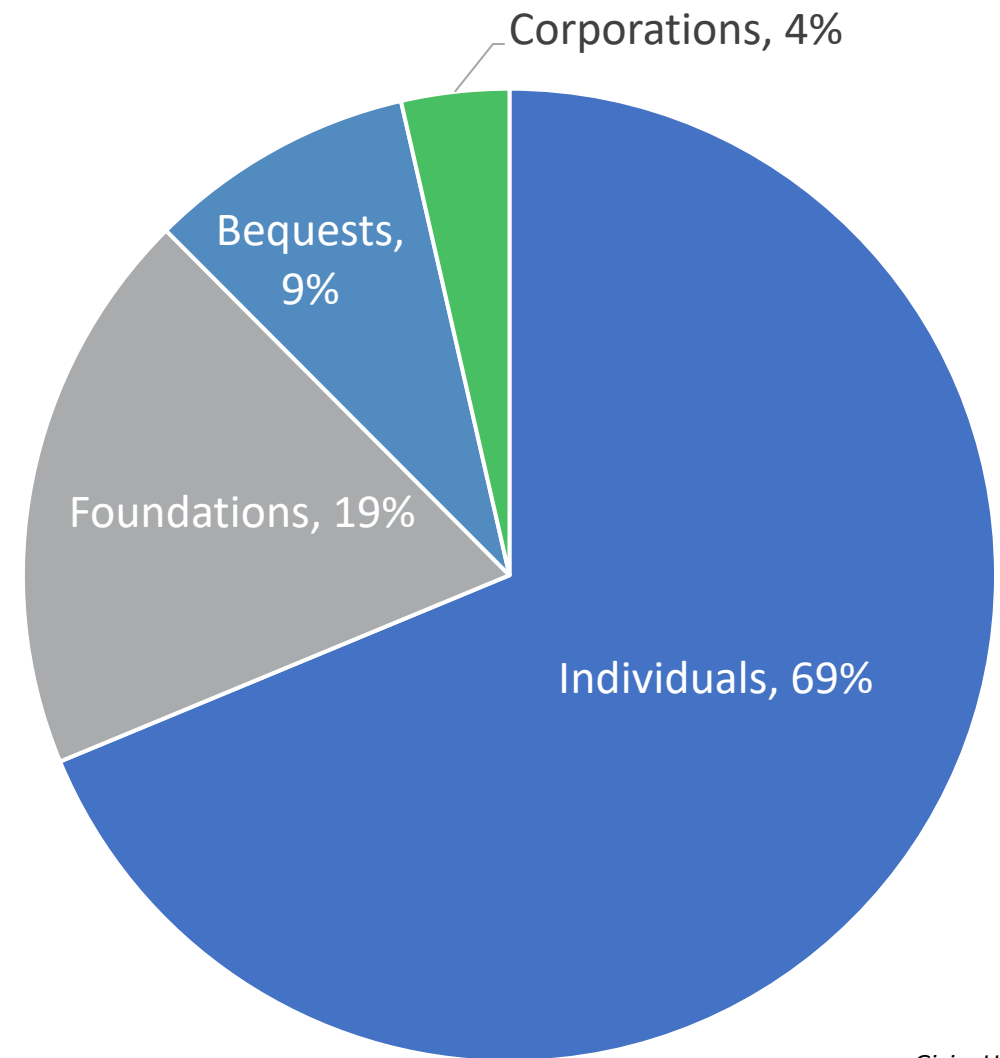
Corporations=%

Foundations=%

= 100%

US Charitable Giving

- Total 2021 contributions: \$485.4 billion
- A record number!



GivingUSA, 2021

Dead People Give More Than Corporate America!



US Charitable Giving – By Subsector

Percent	Subsector	Total in Dollars
27%	Religion	\$135.78 billion
14%	Education	\$70.79 billion
13%	Human Services	\$65.33 billion
13%	To Foundations	\$64.26 billion
11%	Public-Society Benefit	\$55.85 billion
8%	Health	\$40.85 billion
5%	International Affairs	\$27.44 billion
5%	Arts, Culture, and Humanities	\$23.50 billion
3%	Environment/Animals	\$16.32 billion
2%	To Individuals	\$11.74 billion

GivingUSA, 2021

But wait there's more!



The Wealth Transfer

Take every single American 55+ years and liquidate them...how much money would it be in total?





**\$50+ Trillion
Dollars**

Fundraising isn't *just* asking!

- Contacting 5-10 Prospects
- Calling Donors to Thank for Gift
- Send a Personal Note to Lapsed Donors
- Send a Solicitation on Personal Letterhead
- Solicit Gifts From Those in Your Sphere of Influence
- Make a Planned Gift
- Cultivate/Steward Event Attendee
- Identify Future Board Members
- Accompany Staff on Donor Visits
- Advocate/Speak About Organization
- Send Thank You Note to Donor
- Host a Small Event in Your Home
- Review Donor List
- Submit New Prospect Names
- Identify New Corporate Sponsors

For consideration...

- Do you have a basic planned giving program?
- Is the word legacy part of organizational culture?
- Does your organization know how to accept gifts of stock?
- Can / do take pledges and can you make them?
- Does you board understand its fundraising role?



- yes
- no
- maybe

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