

# 5 MUST DOs to Raise Money Throughout the Year

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With Sandy Rees and Melissa Rubin



# Welcome!

Our goals for you:

- Shorten your learning curve
- Do fundraising like the big nonprofits
  
- ***Help you raise more money to save more lives!***



# Who we are:

## **Sandy Rees**

Chief Encouragement Officer

Get Fully Funded



## **Melissa Rubin**

Executive Vice- President, Fundraising

Greater Good Charities



# Grab the Goodies!

Link to downloads page: [www.GetFullyFunded.com/HHC](http://www.GetFullyFunded.com/HHC)



# Basics of Fundraising

All about relationships

NOT about begging!

It IS about asking. More in a minute...



# Importance of a CRM tool

- What a CRM is
- Why you need one



## Examples of ones we like



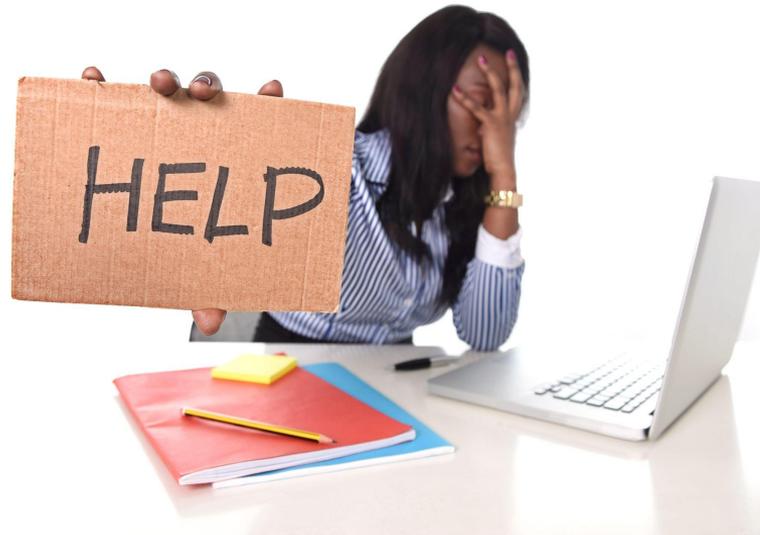
Little  
Green  
Light



*Check TechSoup for deep discounts!*

**techsoup**

What to do if you're not techy...



# Go deeper into whatever you're using

- Donor data (name, address, email, etc)
- Gift history (date, amount, campaign, etc)
- **Relationship management** (last contact, interests, etc)

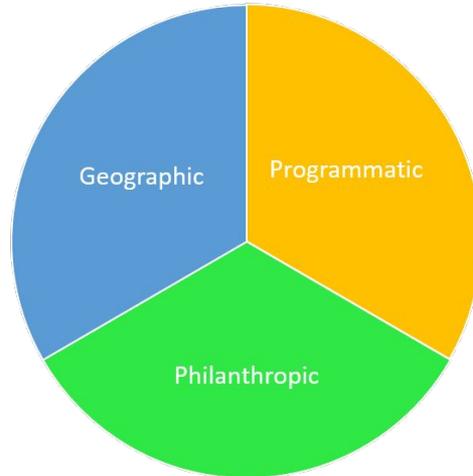


Without good data....



# MUST DO #1: Grants

- Not a lot of equine grants out there, but...
- 3-way fit test
- Exploring other options- such as non- animal grant opportunities



# Grants and in-kind donations

- Research potential opportunities
  - Where to look
- Avoid Mission Creep
- Tailor your proposals
- Build relationships
- Follow up!



# What Funders Want

- Impact for their donation
- Communication
- Relationship



# Check the downloads page for a sample grant

Link: [www.GetFullyFunded.com/HHC](http://www.GetFullyFunded.com/HHC)



# Must Do #2: Individual Giving

Create a tiered giving program

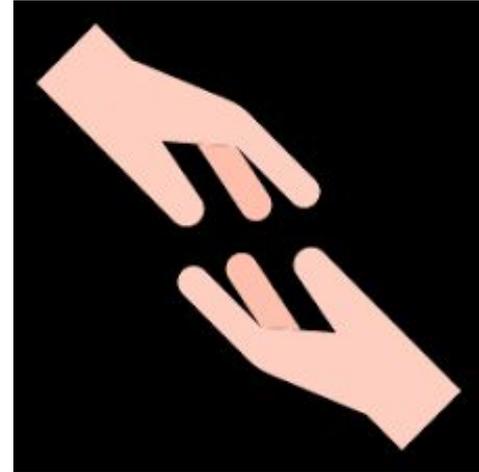
- General giving
- Mid-level giving
- Major giving

How will you keep each group engaged and moving up the ladder?

**Segment donors:** Group donors based on factors like location, giving history, or relationship status.

# Individual Giving

- Raise awareness
- Set goals
- Create donor personas
- Create memorable experiences
- Personalize communication
- Assemble a stewardship team
- Thank Donors well



# Monthly Giving

- Make it easy to sign up
- Clearly communicate the ask and benefit
- Less costly to maintain monthly donors
- Personalize your Ask
- Emphasize long-term impact



# Corporate giving

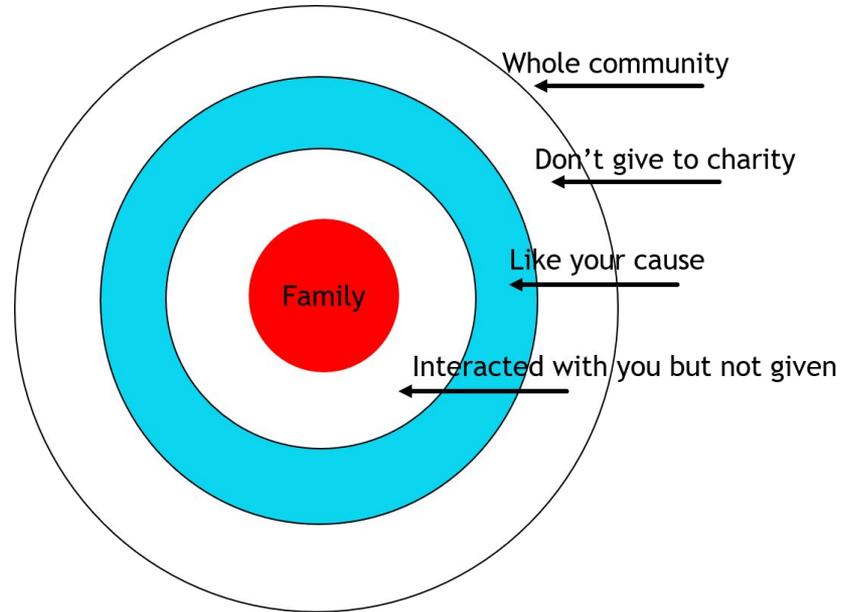
- Build genuine relationships
- Create a compelling Case for Support
- Offer corporate sponsorship opportunities
- Leverage employee engagement programs
- Showcase your impact and transparency
- Utilize peer-to-peer fundraising



# Building a donor base

*Check out the March webinar: Donor Magnet*

Ideas for finding new donors



# MUST DO #3: Social Media

Good social media:

- Storytelling
- Create sense of urgency
- Images/video



# Storytelling in your fundraising

- Use stories in donation appeals
- Train your team
- Create a story bank
- Let donors tell stories
- Use stories at events
- Thank donors with stories



# Social Media for Fundraising

- \$5 Fridays
- Giving days
- Birthday fundraisers



**\$5 Friday Fly Masks and Retested for Worms**  
Fundraiser for Roanchar Ranch Draft Horse Rescue by Roanchar Ranch Draft Horse Rescue

**This fundraiser has ended**  
Thanks to everyone who donated!

**Fundraiser ended**  
\$320 raised of \$275

This fundraiser has ended and can no longer receive donations.

**Fundraiser progress**

4	0	2
donated	invited	shared

 <p><b>Linda's birthday fundraiser for Draft Gratitude</b> Fundraiser for Draft Gratitude by Linda Pickering Croteau \$57 raised of \$200</p> <p>Ended</p> <p>Donate Share</p>	 <p><b>Samantha's birthday fundraiser for Draft Gratitude</b> Fundraiser for Draft Gratitude by Samantha Cross \$83 raised of \$200</p> <p>Ended</p> <p>Donate Share</p>
 <p><b>Pugsly's birthday fundraiser for Draft Gratitude</b> Fundraiser for Draft Gratitude by Pugsly Poorsky \$0 raised of \$200</p> <p>Ended</p> <p>Donate Share</p>	 <p><b>Kenny's birthday fundraiser for Draft Gratitude</b> Fundraiser for Draft Gratitude by Kenny Howe \$242 raised of \$200</p> <p>Ended</p> <p>Donate Share</p>
 <p><b>Jennifer's birthday fundraiser for Draft Gratitude</b> Fundraiser for Draft Gratitude by Jennifer Moriarty \$304 raised of \$200</p> <p>Ended</p> <p>Donate Share</p>	 <p><b>Garette's birthday fundraiser for Draft Gratitude</b> Fundraiser for Draft Gratitude by Garette Cramblit \$93 raised of \$200</p> <p>Ended</p> <p>Donate Share</p>
 <p><b>Patty's GivingTuesday fundraiser for Draft Gratitude</b> Fundraiser for Draft Gratitude by Patty Marchner Fuss \$26 raised of \$500</p> <p>Ended</p> <p>Donate Share</p>	 <p><b>Tammy's GivingTuesday fundraiser for Draft Gratitude</b> Fundraiser for Draft Gratitude by Tammy Hood \$15 raised of \$500</p> <p>Ended</p> <p>Donate Share</p>

# Trends on social media for 2024

- Embrace short-form video content
- Collaborate with influencers
- Leverage live streaming



# Social Media tips

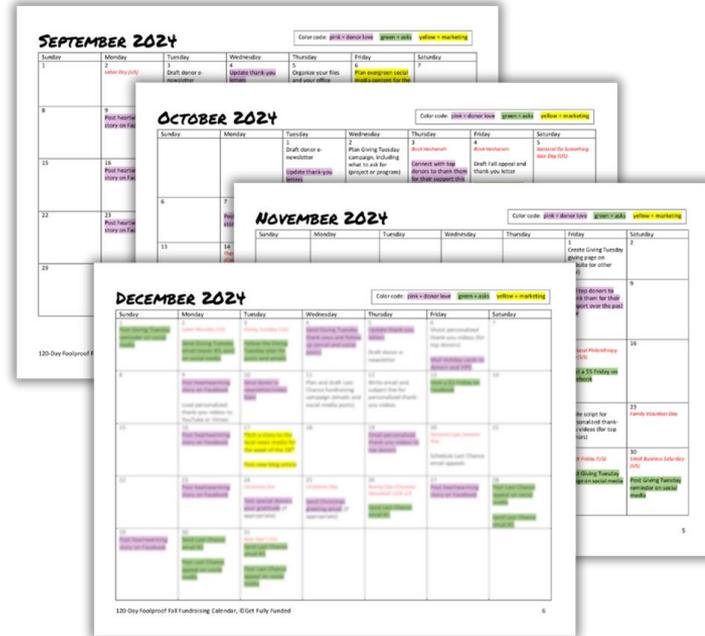
- Focus on the right platforms for your audience
- Create and share engaging content
- Use advertising to reach a wider audience
- Engage with followers

Clear communication is KEY!



# MUST DO #4: Year-End Fundraising

- Appeals
- Events
- Content



# Year-End Fundraising Appeals

- Fall appeals, Giving Tuesday, Last Chance
- Specific Asks work better
- Sense of urgency



# Year-End Fundraising Events

- Auctions (caution: ROI)
- Galas/Dinners
- Other events



# Year-End Strategy

- Start planning early
- Highlight the impact of donations from the past year
- Create a sense of urgency (matching gifts, countdowns)
- Use multiple channels (email, social media, direct mail)



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# MUST DO #5: Engage Volunteers in Fundraising

- Volunteers can reach more people than you alone
- Melissa's story
- Sandy's story



# Engaging Volunteers for Fundraising

- Recruit people with **diverse skills**
- Provide **training** and **clear expectations**
- Recognize and **celebrate** volunteer contributions
- **Empower volunteers** to become advocates and fundraisers
- Treat volunteers as potential donors: Look for qualified prospects who share your goals and are ready to help

# Tips for Fundraising Success

- Be consistent and persistent
- Set goals
- Build strong relationships with your supporters
- Continuously evaluate and adjust your strategy and plan



Time to get busy. Otherwise...



# To recap...

Must Do #1: Grants

Must Do #2: Individual Giving

Must Do #3: Social Media

Must Do #4: Year-End Fundraising

Must Do #5: Engage Volunteers in Fundraising

# Visit the Downloads page for all the goodies!

Link: [GetFullyFunded.com/HHC](https://GetFullyFunded.com/HHC)



# Thank You!

**Sandy Rees**

[sandy@getfullyfunded.com](mailto:sandy@getfullyfunded.com)

[www.GetFullyFunded.com](http://www.GetFullyFunded.com)

[www.Facebook.com/Groups/FundraisingMadeEasyGFF](https://www.Facebook.com/Groups/FundraisingMadeEasyGFF)

**Melissa Rubin**

[Melissarubin@Greatergood.org](mailto:Melissarubin@Greatergood.org)