The Fundamentals of Fundraising

Addy Logsdon Consulting
KEEP CALM AND FUNDRAISE ON...
BRAIDED FUNDING

Fee for Service

Grants

Fundraising
BRAIDED FUNDRAISING

Board of Directors

Community Donors

Staff

Clients/Alumni
YOUR FUNDRAISING SUCCESS DEPENDS ON YOUR ABILITY TO...

Learn donors’ values and preferences in giving.

Demonstrate that you will make an impact in advancing those values and preferences.
WHAT’S THE CASE?

Data

Stories
Success Rates for Securing Initial Meeting with Prospects

![Bar Chart]

- Hospital A
- Hospital B
- Hospital C

2010 The Advisory Board Company
TOTAL 2020 CONTRIBUTIONS: $471.44 billion

- 69% Individuals
- 19% Foundations
- 8% Bequests
- 4% Corporations
Elements of a Great Case

- **Vision:** What is our big idea for the future?
- **Community Needs:** What gaps and opportunities exist? Why do we need philanthropic support? Why now?
- **Plans:** What will we do with this community investment?
- **Impact:** What difference will we make together?
- **Credentials:** Why us?
- **Donor Call to Action:** Why You?
ATTITUDE

- Unapologetic
- Proud
- Passionate
- Clear
- Transparent
**The donation trinity:**

Interest

- Capacity
- Timing

Your job is to **create** or **increase** a donor’s interest.
INCREASING YOUR FUNDRAISING EFFECTIVENESS

Strategies

Most Effective

Visit with friend or peer
Phone call from friend or peer
Visit with organization
Personalized letter or email from a friend or peer
Personalized letter from organization
Phone call from a stranger
“Dear Friend” letter from organization

Least Effective
KEEP CALM AND THANK DONORS