

## Ignited Online Fundraising Community: Q & A with Lori



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December 15, 2011

L o r i J a c o b w i t h

Where your mission  
meets its match.

## Ignited Online Fundraising Community



Access to nationally recognized experts during monthly webinars who discuss topics relevant to your mission. From donor cultivation & communication to engaging board members, and much more!



Valuable, in-depth knowledge on expanding your board, getting more dollars, and shaping clear messages to share your mission in the comprehensive audio & video library.



To connect with a community of fundraisers in the members-only forum who can help you gain the confidence & finesse to approach and really know your donors.



The latest articles and resources that will show you new tactics and techniques to engage in clear, bold, and crisp communication.

## Upcoming Webinars

### 50 Asks in 50 Weeks

**Amy Eisenstein** From Tri Point Fundraising  
January 19, 2012

### The Marketing Savvy Behind Outrageously Successful Auctions

**Sherry Truhlar** From Red Apple Auctions  
February 16, 2011

### Sharing Your Funding Gap – Master Coaching with Lori

An excerpt from Lori's Dec. 7 - 3 hour workshop – Lori will take you through the exercise of creating a funding gap message. Things we'll cover: What is a funding gap? Why share it?

March 15, 2012

*More 2012 Webinars listed on Lori's website!*

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## What we'll cover today



## Question #1

**With a direct mail list for new donors, how many times should you use the same list?**

**Over what period of time?**

**Any good articles on this?**



## Resources

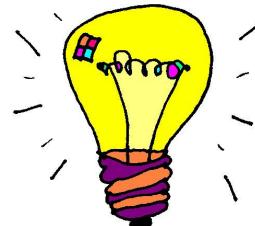
**[www.TheDirectMailMan.com](http://www.TheDirectMailMan.com) Blog & enews**

**Revolution in the Mail Box**, Jossey-Bass 2004

Also [By Mal Warwick](#)

**Questions on Direct Mail answered** [By Mal Warwick](#)

<http://www.malwarwick.com/mals-corner/askmal/lists-data-software.html>



## Question #2

After The Art of Asking seminar I told my supervisor about the “funding gap” & how to engage folks to help close it.

She feels there is a strong difference between social service asking and environmental protection asking.

Examples of successful techniques that worked to close a funding gap and save an environmental program?



## Art of Asking

### Funding Gap:



*What you project in expenses versus what you receive from government, fees for service, United Way and other known sources.*

## Other Gap Messages

**Why you exist: The need for your services in our community**

**Your Funding Gap**

**Waiting lists,  
program gap  
messages**

**One real  
example**

## Resources

**Top 12 Environmental Organizations Who Use Their Donations Well** By Fundraising Insight  
<http://www.fundraiserinsight.org/articles/environmentalfundraising.html>



**CHARITY: BALL 2011**  
 THANKS TO YOU, WE RAISED \$2.5 MILLION ON OUR BIGGEST NIGHT IN FIVE YEARS.  
Event photos, Highlights and stories coming soon.

### AS FEW AS 3,200 TIGERS LEFT



Save Tigers Now is a global campaign by World Wildlife Fund and Leonardo DiCaprio.

Our goal is to build political, financial and public support to double the number of wild tigers by 2022, the next Year of the Tiger.

**Illegal Trade**  
Poaching is still rampant around the world, especially in Asia. Poachers kill tigers for their body parts, mostly for use in traditional Asian medicine and as souvenirs.

**Deforestation**  
As more and more forests are cleared for paper and palm oil, tiger habitat disappears daily.

**DONATE NOW!**

**WE HIT OUR GOAL!**  
 12 Million raised (and counting)  
 for September Campaign.  
[learn more >](#)



## Question #2a

**Our program has garnered a lot of national recognition. We're concerned that we look too successful and don't need financial support.**

**Any suggestions on how we can communicate success and need?**



## Resources

### Top 25 Most Successful Nonprofit Organizations in the World

By Nonprofit Management Masters

<http://www.mastersinnonprofitmanagement.com/top-25-most-successful-non-profit-organizations-in-the-world.html>



### Question #3

**Do you have any articles that talk about retention rates for donors that give monthly vs. yearly to an organization?**



### Resources



#### **Hidden Gold** By Harvey McKinnon

[http://harveymckinnon.com/resources/books#Hidden\\_Gold](http://harveymckinnon.com/resources/books#Hidden_Gold)

#### **Successful Monthly Giving Programs: Exclusive Interview**

**with Jo Sullivan** On Lisa Sargent's website

[http://www.lisasargent.com/free\\_resources/monthly-giving-programs-with-Jo-Sullivan.htm](http://www.lisasargent.com/free_resources/monthly-giving-programs-with-Jo-Sullivan.htm)

#### **Successful Monthly Giving Programs: Exclusive Interview**

**with Ken Burnett** On Lisa Sargent's website

[http://www.lisasargent.com/free\\_resources/monthly-giving-programs-with-Ken-Burnett.htm](http://www.lisasargent.com/free_resources/monthly-giving-programs-with-Ken-Burnett.htm)

#### **Reducing Donor Attrition with a Monthly Giving Program**

From Donor Perfect Nonprofit Technology & Fundraising Blogs

<http://www.donorperfect.com/nonprofit-technology-blog/2008/07/reducing-donor-attrition-with-a-monthly-giving-program/>

## Question #4

**Do you have any tips on creating meeting opportunities when donors of capacity are not particularly interested in building the relationship?**



## Suggestions

- Identify the very “right” person to thank them and/or invite them to *something*
- Identify the “gate keeper” and get *them* involved
- Each time someone on your team speaks with someone from that company or that person, learn something new about **THEM**
- Honor their request



**Ignited Online Fundraising Community**

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Q & A Forum

**Q & A Forum**

Here's the place you can ask your questions, brag about accomplishments, or simply learn from what others have asked or shared. Visit this area often – I prefer to answer your great questions here rather than via email that way others can share in the learning.

New Topic

Topic Name	Replies	Views	Last Post
dilemma of appearing too successful	1	0	14-Dec-2011 Lori Jacobwith
December 15 - Webinar Question	4	12	15-Dec-2011 Lori Jacobwith
Is a thermometer appropriate at this event?	1	4	31-Oct-2011 Lori Jacobwith

New Topic

Upcoming Events Lori On Twitter Lori's Blog

Have a question? Find an answer or ask the online Community in the Member Forum.

## Would you like to host?

I'm looking for an event location for St. Paul, MN for Q1 2012  
(and other cities!)

Host facility must hold at least 40 guests, easy parking, have an LCD projector. Your organization may send up to 3 guests at no charge to one or both sessions.

**Sustainable Fundraising Strategies II**  
**March 2012**  
**9 am to Noon**

**Storytelling: Sharing Your Mission So People Listen**  
**March 2012**  
**1 to 4 pm**

## Ignited Online Fundraising Community: Unleashing Your Inner Asker



***Almost finished!  
Please give your  
feedback on the survey  
that will show up on  
your screen next.  
Thank you!***

L o o r i J a c o b w i t h  
Where your mission meets its match.