

Strategies of Donor Acquisition

Aided by the Gifts of the Holy Spirit

Claudia Broman & Tara Doyon

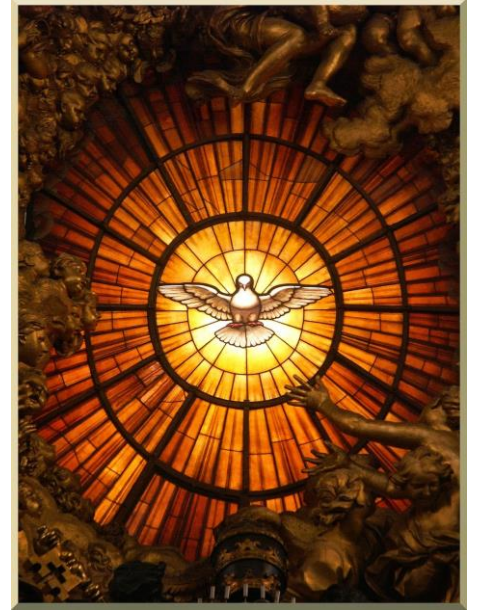


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***“But a shoot shall sprout from the stump of Jesse,
and from his roots a bud shall blossom.
The spirit of the Lord shall rest upon him:
a spirit of wisdom and of understanding,
a spirit of counsel and of strength,
a spirit of knowledge and of fear of the Lord,
and his delight shall be the fear of the LORD”***

Isaiah 11:2-3



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In Summa Theologica II.II, Thomas Aquinas asserts the following correspondences between the 7 Capital Virtues and the 7 Gifts of the Holy Spirit:

The gift of **Wisdom** corresponds to the virtue of charity.

The gift of **Understanding** corresponds to the virtue of faith.

The gift of **Counsel** (right judgement) corresponds to the virtue of prudence.

The gift of **Courage** corresponds to the virtue of fortitude.

The gift of **Knowledge** corresponds to the virtue of hope.

The gift of **Reverence** corresponds to the virtue of justice.

The gift of **Wonder and Awe** corresponds to the virtue of temperance.



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1.5 million

According to the National Center for Charitable Statistics (NCCS), more than 1.5 million nonprofit organizations are registered in the U.S.



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A large, stylized green letter 'P' inside a white square. The 'P' is a serif font, with a thick vertical stem and a curved top.

According to the National Philanthropic Trust and the
Charitable Giving Statistics, in 2017
Americans gave **\$410.02 billion** away to charity.

That is \$273,346 available to every US Charity.



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Holy Spirit
Wisdom
Knowledge

Who are your donors? Who makes up your audience?

Current Students
Past Students
Current Parents/families
Past Parents/families
University Affiliates
Community members



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50 Ways to Find a Donor

- *Diocesan Newspaper*
- *Local Newspaper*
- *University Newspaper*
- *University Yearbook*
- *University Archives*
- *Library Archives*
- *Ministry Archives*
- *Diocesan Archives*
- *Registration Cards*
- *Parish Bulletins*
- *University Annual Reports*
- *Diocesan Annual Reports*
- *Ministry Annual Reports*
- *Playbills*
- *University alumni magazine or publication*
- *Google*
- *Facebook*
- *Linked In*
- *Twitter*
- *Instagram*
- *University alumni association emails/communications*
- *Regional philanthropic organizations*
- *Scrapbooks*
- *Other Donors*
- *Press Releases*
- *Other Alumni*



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- *Bulletin Ads*
- *Diocesan newspaper ads*
- *Meetings with past staff members*
- *Meetings with past clergy*
- *Meetings with past university officials*
- *Meetings with current university officials*
- *University alumni association events*
- *Call out or ad for alumni on your website*
- *Ad in your bulletin*
- *Regional philanthropic events*
- *Regional Catholic leaders*
- *Your advisory council!*
- *University athletic events*
- *Newsletter signup requests on your website*

- *Social media advertisements*
- *Annual reports of other philanthropic organizations*
- *Foundation center listings*
- *GuideStar*
- *Ask your Bishop!*
- *Ask your missionaries!*
- *Announcements in other parish bulletins*
- *Wealth Screening*



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Holy Spirit
Wisdom
Knowledge

Who is a well-qualified donor?

A well qualified donor is an individual that is connected at 3 Levels



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Henry Rosso's Publication, *Achieving Excellence in Fundraising*, introduces us to the LAI Principle.

Linkage
Ability
Interest

**sometimes, also, referred to as Affiliation, Interest, & Capacity*



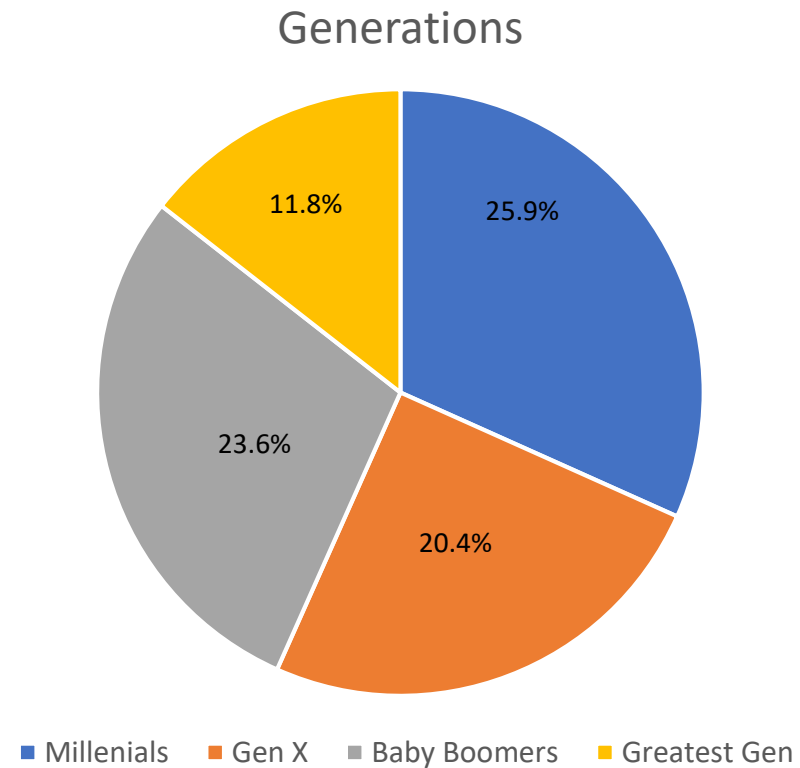
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- **Qualification**
 - LAI (Center of Philanthropy): Linkage, Interest, Ability; AKA: Affiliation, Interest, Capacity
- **Documents**
 - Case statements, mission, vision, ministry objectives, history, the ministry's story
- **Database**
 - Input, coding constituents, reports, mailing lists
- **Considerations**
 - Preferences for communication, communication styles



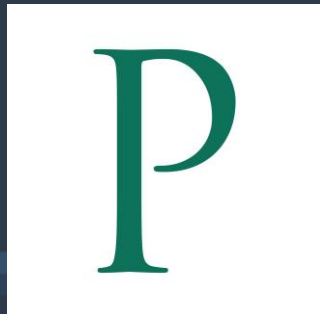
According to the Publication Non Profit Source, in 2018 the general population breakdown is:



Millennials: B 1980-1994
Gen X: B 1965-1979
Boomers: B 1944-1964
Greatest Gen: B before 1944



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Doing the Right Thing at the Right Time



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Fundraising is...
The right person *asking*
The right *prospect*
For the right *gift*
For the right *program*
At the right *time*
In the right *way*.



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- ***Advisory Group***
 - Affluence, Influence,
Advocate, Engage, Generate, Appreciate
- ***Trusted Mentor***
 - Insight, perspective
- ***Always Asking For More***



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In the book “Opening the Door to Major Gifts” by John Greenhoe, he suggests using the **OARS** method **O**ne hour each day, **a**t least 7 calls per valid prospect, **r**ecycle your prospects, **S**ee them/cross them off)—on average one solid call every five minutes, or 12 per hour, even if none are reached directly.

“I recommend making at least 7 telephone calls to a potential prospect before crossing someone off your list or marking that person for follow-up at a later time. Why 7? The number might seem arbitrary, but practice has told me that 7 is a good number. Further, in the marketing profession, it is generally thought that it takes at least 7 phone calls to reach the average “C-level” executive (CEO, CFO, CIO, etc.). Recently a development colleague told me he finally reached a prospect with his 7th phone call. The prospect congratulated my colleague during the call, telling him, “If I don’t know you, you are going to need to make at least seven (phone) calls for me to respond.”



- ***Types of Calls***

- Cold, Initial/Qualification, Established/Cultivation, Cold/Initial/Established Ask

- ***Asking the right questions – be prepared***

- Year of graduation, area of study, ministry involvement, current personal state (marriage, kids, job), other philanthropic/activity interests



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As stated in “Opening the Door to Major Gifts” by John Greenhoe –

“...the Association of Fundraising Professionals (AFP) conducted a 2011 survey in which respondents indicated “making a call to a prospective donor” (ID/qualification) was even more stressful than “making an ask” (face-to-face solicitation)...



- ***What's the worst thing that could happen? – Get used to the worse-case scenario.***
 - Won't take the call to begin with, or even hangs up on you!
 - Won't want to share information but takes your call.
 - Shares information but has absolutely no interest in your ministry.
 - Takes call, shares information, interested in ministry, but does not have capacity.
 - Things outside of your control: Church scandals, tax laws, “organized religion,” same-sex marriage
- ***Making the calls – consider each one as a mini-challenge***
- ***Ask for help!***
 - Spiritual advisor
 - Trusted mentor / colleague at a similar ministry
 - Network with people you meet at this conference – how can you support one another?



Courage to be grateful: An Attitude of Gratitude

- ***Mass attendance, centered prayer life, spiritual advisor***
- ***Being involved in other philanthropic organizations or circles***
- ***Celebrate small victories***
- ***Knowing when to take time away (hobbies, books, etc.)***
- ***Importance of humility and self-reflection (Nerves and Preparedness are different – pitfalls)***
- ***Persistence will pay off (Holy Spirit + strong gratitude foundation)***



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Gratitude

It can change your perspective!

<https://www.youtube.com/watch?v=1djQrbHJAU8>



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THANK YOU!

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