



# Effective Fundraising Strategies and Tactics

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# Introduction

- ▶ Philanthropy is the altruistic and authentic inclination to increase the well being of humankind through gifts of money and time. The word originally means “the love of humanity”.
- ▶ In this context, the class will:
  - ▶ 1) Describe your unique role in fundraising as school principal, board member, teacher, development staff or administrative/academic staff.
  - ▶ 2) Discuss role-specific tactics (“best practices”), as it relates to finding potential donors (individuals/corporations/foundations), informing and asking different types of funders, staying organized by creating an easy accountability system, structuring yourself and your school for success, and informing donors about how their gifts were used.
  - ▶ 3) Introduce the philosophical and theological underpinnings of fundraising/philanthropy that will energize, and further enhance your fundraising experience and outcomes.
  - ▶ 4) Offer ample time for your questions and to discuss your current situation/environment.

# Fundraising Roles

- ▶ 1) Describe your unique role in fundraising

Roles	Duties
Principal	
Board Member	
Teacher	
Development Staff	
Administrative Staff	
Academic Staff	

# Best Practices

- ▶ 2) Role-specific tactics (“best practices”), as it relates to finding potential donors (individuals/corporations/foundations), informing and asking different types of funders, staying organized by creating an easy accountability system, structuring yourself and your school for success, and informing donors about how their gifts were used.
  - ▶ Overview of General Best Practices:
    - ▶ AFP Ethics and Donor Bill of Rights
    - ▶ Giving USA Data
    - ▶ Donor Cycle + Pillars of Engagement
    - ▶ Annual, Major, Planned, Alumni Relations
    - ▶ Gift Pyramid
    - ▶ Hiring Development Professionals
    - ▶ Campaigns
      - ▶ Purpose, Length, Case, Internal Support and Viability
      - ▶ Text/social media/crowd funding/e-giving
    - ▶ Stewardship

# Informing and Asking

Funders	Tactics / Donor Cycle / Tips
Individuals	
Corporations	
Foundations	

# Finding Potential Donors

- ▶ 1) Existing
- ▶ 2) Engaged Potential
- ▶ 3) Connections
  - ▶ Activity



# CASE

▶ Activity



# Philanthropy Philosophy / Culture

- ▶ 3) Introduce the philosophical and theological underpinnings of fundraising/philanthropy that will energize, and further enhance your fundraising experience and outcomes.
  - ▶ Meaning and Purpose of Giving (B/E Story)
  - ▶ Why Donors Give

# What Now?

- ❑ Case
- ❑ Renewals
- ❑ Accountability System
- ❑ Calendar of Fundraising/Engagement
- ❑ Culture of Philanthropy

# Questions in your current context?

- ▶ 4) Your questions and discuss your current situation/environment.