

We're Better Together: Attracting Large Numbers of Donors, Volunteers, and Subscribers

Presented By: Ellen Bristol, Bristol Strategy Group

Thursday, August 26, 2021 | 2:00 – 3:00 p.m.



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



We will be live-tweeting!

Share your highlights and takeaways with the #qgivwebinar hashtag, and please make sure to follow @Qgiv!





We know the value of relationships and are proud to connect you with Bristol Strategy Group, a member of our partner network.

Powerful Fundraising Technology + Storytelling, Web Technology and Digital Marketing



Raise More, Manage Less

Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions
Integrations & Data



Assess Your Fundraising Productivity Build Fundraising Strategy & Operations Manage Change for Long-Term Impact

Today's Speaker



Ellen Bristol | President, Bristol Strategy Group

Ellen is renowned for her expertise in managing fundraising strategy and operations. She is considered a thought leader in the arena of fundraising performance management. She has consistently forged new ground in ways to manage revenue generation for nonprofits, B-corps, and other d mission-driven enterprises. Her clients value her visionary ability to grasp the underlying dynamics of the organization and harness them to produce predictable, consistent income growth. She is on the board of Association of Philanthropic Counsel, belongs to the Association of Fundraising Professionals, the Alliance for Nonprofit Management, NTEN, the Nonprofit Technology Enterprise Network, and AASP, the Association for Advancement Services Professionals.

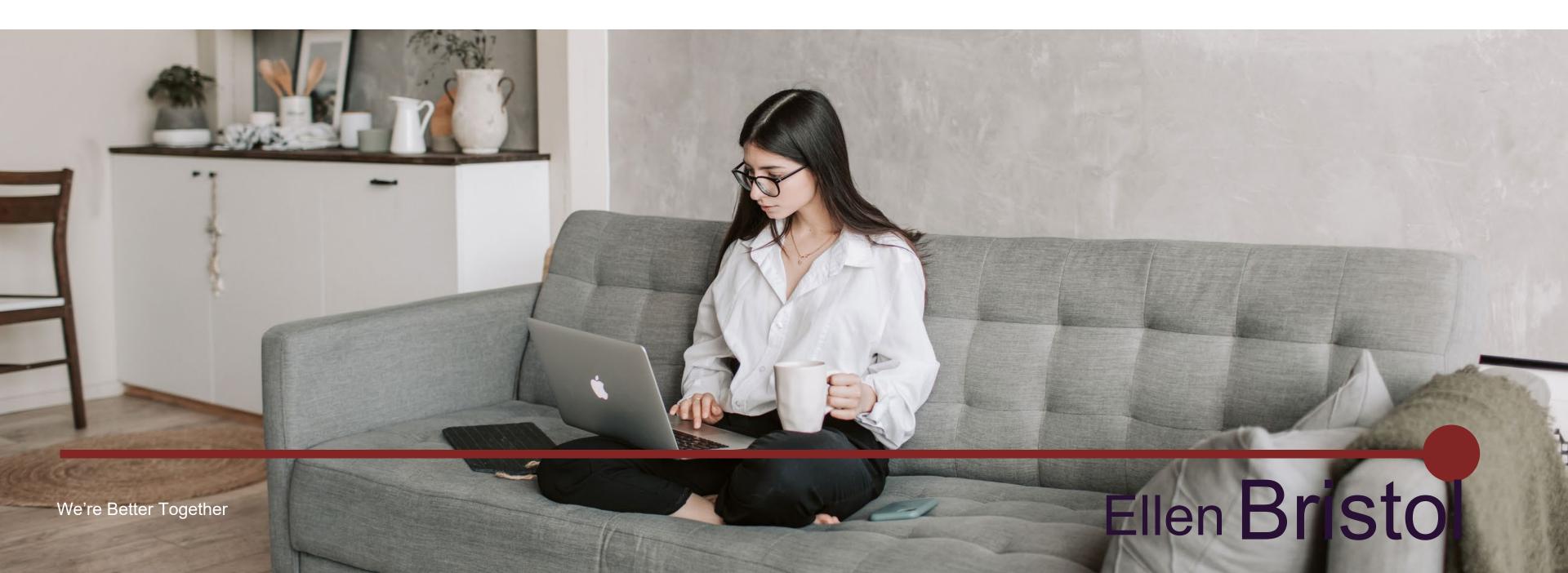


We're Better Together Attracting Large Numbers of Donors, Volunteers, and Subscribers

Ellen Bristol

Donors, Marchers

What's the Difference?



- ☐ Major Funders : BIG Investments
 - ☐ Few of Them
- ☐ "Marchers" :
 - ☐ Lots of Them
 - ☐ SMALLER Investments
 - ☐ Passion, Time, Energy, Volunteer
 - ☐ Gifts in Kind
 - ☐ MARCH for your cause



Some Troubling News

About Losing the "Marchers"

GOOD NEWS/S: Giving USA 2020 reports \$471 BB in Giving, Up 5% from 2019

BAD NEWS/S:

- Fewer Households Giving From 66% Down To 49%.
- Uptick In Giving From A Few Super-wealthy People
- Rise In Giving To Foundations; Donor-advised Funds; Less Giving Direct To Nonprofits



Huge Gifts from the FEW

Modest Gifts, Gifts in Kind, Volunteer Time, Advocacy, "Marchers" from the MANY

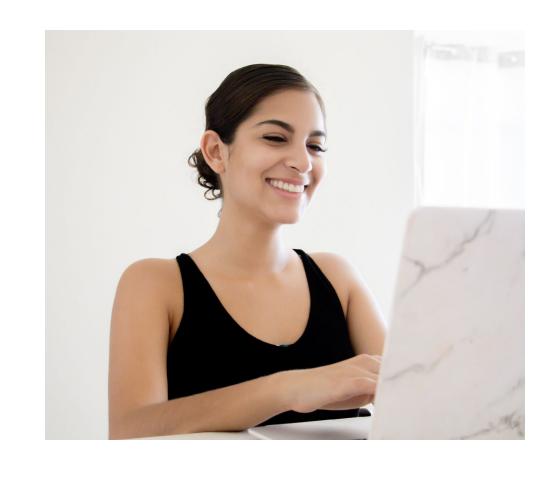
This is a Problem!



It's Three Problems.







Undue Influence.

Few major funders exert undue influence on direction, culture.

Vulnerability.

Few major funders make you financially vulnerable.

Resilience.

The larger your following, the more resilient you will be.





Q: Who Owns Your Nonprofit? A: It's Not The Funders

- It's the Community Served
- Governing Board Represents Them
- Client Base Includes Them
- Funders Support Them and the Mission, Cause and Programs You Offer



Undue Influence

The Cynic's 'Golden Rule'

- "Them What Has the Gold Makes the Rules"
- □ The Dark Side of Being Donor-Centric
- Drives Mission Drift



Undue Influence

Conscious or Unconscious Impact

- Major Funders Tend to Get More Attention
- Often Invited to Serve on Boards
- "Follow the Leader"





Financial Vulnerability

Many Risks

- Major Funder Stops Funding
- Other Major Funders May Follow Suit
- □ Recovering from Major Losses Tough, Maybe Impossible



Tip from Sales Teams

Set "Customer Concentration" Standards

- □ No Single Customer May Account for More than 9-12% Total Revenues
- □ No Single Group of Customers May Account for More than 25 % Total Revenues



Nonprofit Version

Set Funder Concentration Limits

- □ No Single Funder, or Group of Funders, Accounts for More than Nonprofit

 Can Afford to Lose Choose Limits You Can Tolerate
- Bring On the Marchers!!!!





Too Few Funders

Less Resilient, Less Sustainable

- □ See "Undue Influence"
- "Funder X Might Not Approve.."
- □ See "Financial Vulnerability"
- "Funder Y Stops Funding.."
- Tough, Impossible to Recover

Lack of Diversity

Consider Most Mega-Donors

- □ Ultra-Wealthy the "!%"
- Titans of Industry'
- Mostly White
- Highly Educated



Broad Funding Base

More Resilient, More Sustainable

- □ Collective Influence Focuses on "Owners"
- No Single Funder Outweighs Others
- Under More Potential for Acquisition, Retention, Upgrading
- Loss of 1 or 2 Funders Easier to Recover From





Review Funding Strategy

Analyze Donor Base

- Explore the Data
- Overconcentrated in Major vs Other Types of Investment?
- Are Outreach Strategies Supporting DEIA?
- Is Number of Funders Growing, Shrinking, Static?
- What About Age Ranges of Funders?



Broaden Funding Base

Funders Represent "Ownership"

- □ The "Marchers"
- Lots of Small Gifts
- Improves Awareness of Mission, Cause, Programs
- Accessible to Those with Passion but Limited Means



Strategy re the 'Majors'

- Set Funder Concentration Limits
- □ No Single Funder, or Group of Funders, Accounts for More than You Can Afford to Lose
- Document Tolerable Limit
- Leep 'Aging Out' In Mind



Renewable Resource

The 'Marchers'

- Continuous Acquisition of Transactional Investors
- Continuous Retention, Upgrading
- Invest in Effective Messaging
- Offer, Create Other Opportunities for Engagement



Open Doors to DEIA

Confront the Issue Directly

- Data Shows Diverse Boards Perform Better
- BIPOC Funders, Fundraisers Available Already
- Make Your Nonprofit a True Community Asset



Get to Know Some 'Marchers' Talk to Your Funders – at All Giving Levels

- Refreshes Understanding of Their Giving Motivations
- What YOU Think Might Differ from What THEY Think
- Dengage Them in Volunteering, Spreading the Word



Leverage the Right Software Think Qgiv!

- Strong Support for Low-Dollar Investment Strategies
 - Annual Fund
 - Peer to Peer
 - Special Events, Online & Social Giving
- Powerful Reporting Tools





Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.



Thank you for joining!

For more information on Qgiv's fundraising platform, contact: contactus@qgiv.com | 888-855-9595

For more information on Bristol Strategy Group, contact:

ellen@bristolstrategygroup.com | 786-554-2666