



# Honest fundraising: Showing donors what's really going on to increase trust and funding

Presented By: Rickesh Lakhani  
Wednesday, May 18, 2022  
2:00 – 3:00 p.m. Eastern Time



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# 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**!



## FUNDRAISING TECH

# Made for you



### Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



### Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



### Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



# Meet the Speaker



**Rickesh Lakhani**

Rickesh believes that we are all responsible for each other's success. He has over 15 years of experience in the social good sector. Currently, he is the Executive Director at Future Possibilities for Kids, a charity supporting children in their middle years in the Greater Toronto Area in leading community-serving projects while building confidence, leadership and life skills. Prior to this, Rickesh was the Director, Campaign at United Way York Region, leading an \$8M annual fundraising campaign. He is a work in progress.

# HONEST FUNDRAISING: SHOWING DONORS WHAT'S REALLY GOING ON TO INCREASE TRUST AND FUNDING

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RICKESH LAKHANI (HE/HIM/HIS)

EXECUTIVE DIRECTOR, FUTURE POSSIBILITIES FOR KIDS

@CONSTANTCHANGES

MAY 18, 2022



CHANGING  
YOUR LIFE











TO TELL THE TRUTH

# **Objectives for this session:**

Understand why honesty in fundraising is fundamental and the harms of withholding reality from donors

Learn how to build trust and funding through increased transparency and intentional conversations

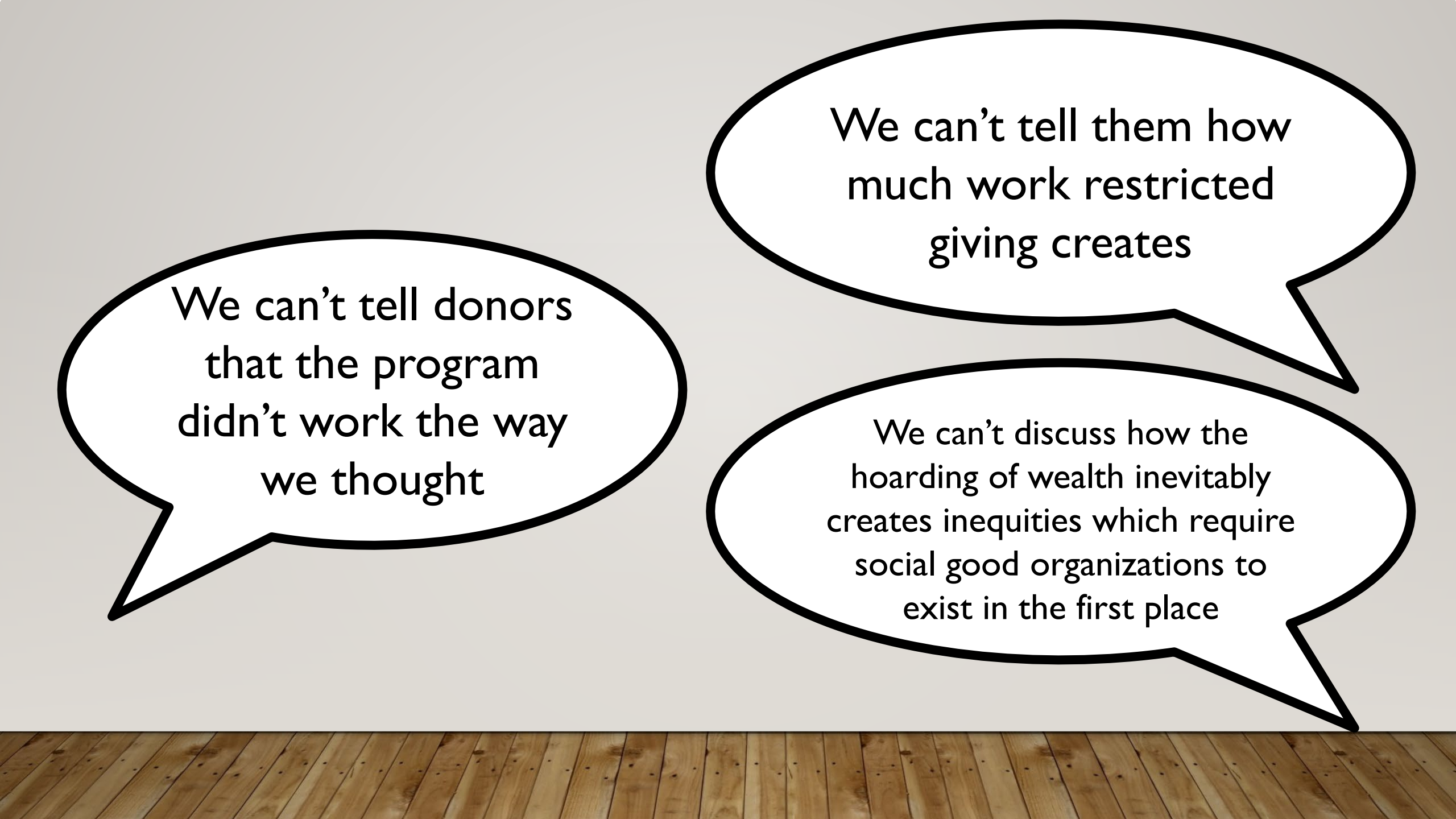


What are some things you wish donors would know but you aren't telling them right now?

Type it in the chat box.

**KEEP IT CLEAN.**





We can't tell donors  
that the program  
didn't work the way  
we thought

We can't tell them how  
much work restricted  
giving creates

We can't discuss how the  
hoarding of wealth inevitably  
creates inequities which require  
social good organizations to  
exist in the first place



WHY?

# Why don't we talk about these things with donors?

- We are afraid of upsetting them
- We don't know if they are interested in it
- There is a power or identity dynamic
- Our organization or leaders may not have our back
- **We are worried that they will not give to us**

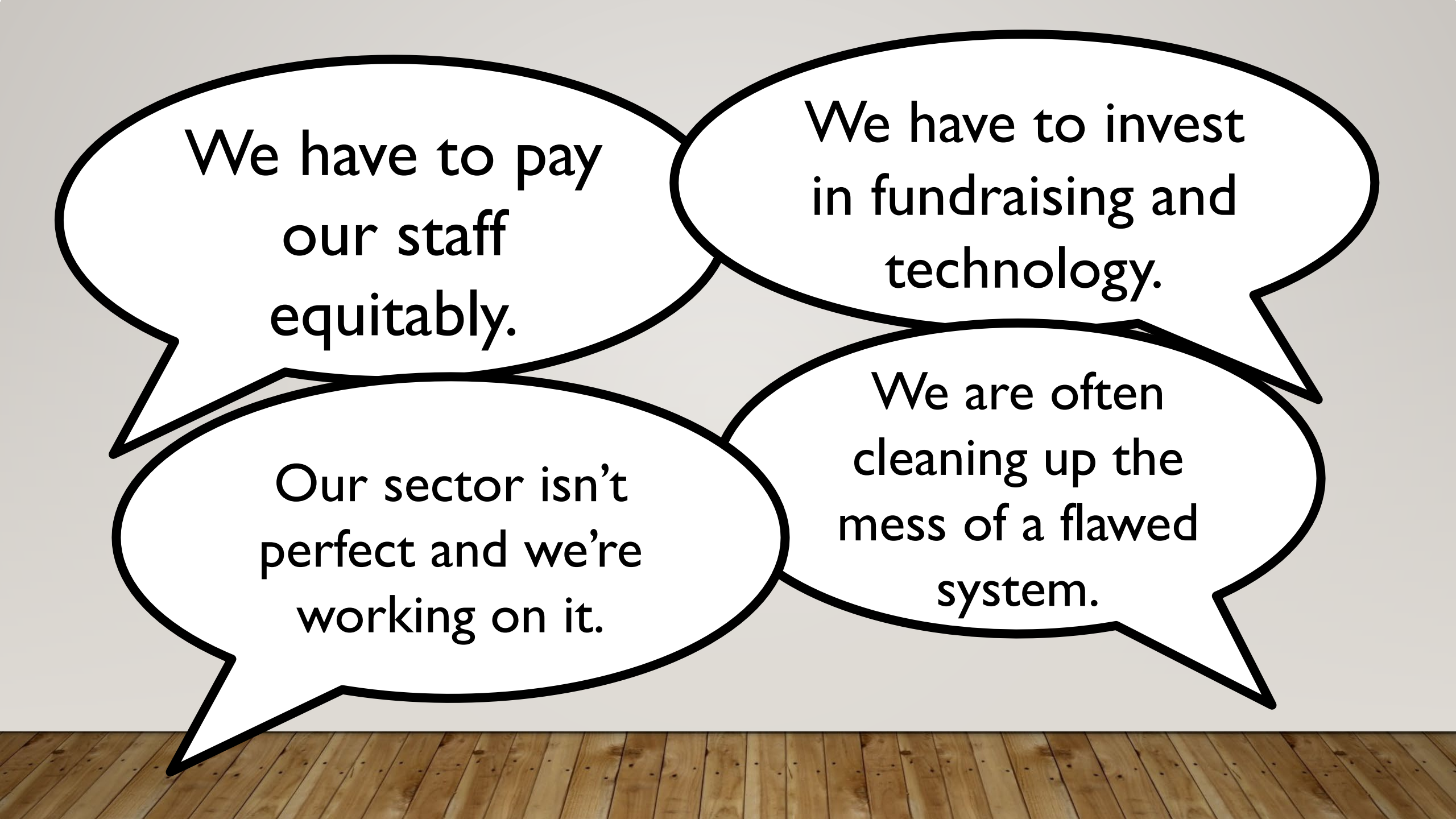


# **What is 'honest fundraising'?**

Bringing people closer to the organization and cause through a heightened level of transparency, including all things good and bad, to increase trust and funding.

**It isn't just not lying. It's exposing more of reality.**





We have to pay  
our staff  
equitably.

We have to invest  
in fundraising and  
technology.

Our sector isn't  
perfect and we're  
working on it.

We are often  
cleaning up the  
mess of a flawed  
system.

# Some things we do which are less than honest

- Individual matching gifts where we get the money regardless
- Saying that our administrative costs are 0% because someone is funding them
- Sector halo where we pretend we are incapable of doing wrong
- Not speaking up when someone donates junk



# What happens when we hold back reality?

- Oversimplifying complex social issues
- Creating false and unrealistic expectations
- Missed opportunities to educate and connect





How can we  
prepare for  
honest  
fundraising  
conversations?

# Preparing for honest fundraising conversations

- Know your organization
- Know the donor
- Know yourself



# Know your organization

- What are the real pain points in your organization caused by donors that you have just accepted (but maybe shouldn't)?
- What is something about your work that you often keep hidden out of fear?
- What would help external people truly deepen their understanding of your cause that they don't often hear about?
- What does management and leadership support look like for you if things don't go well?

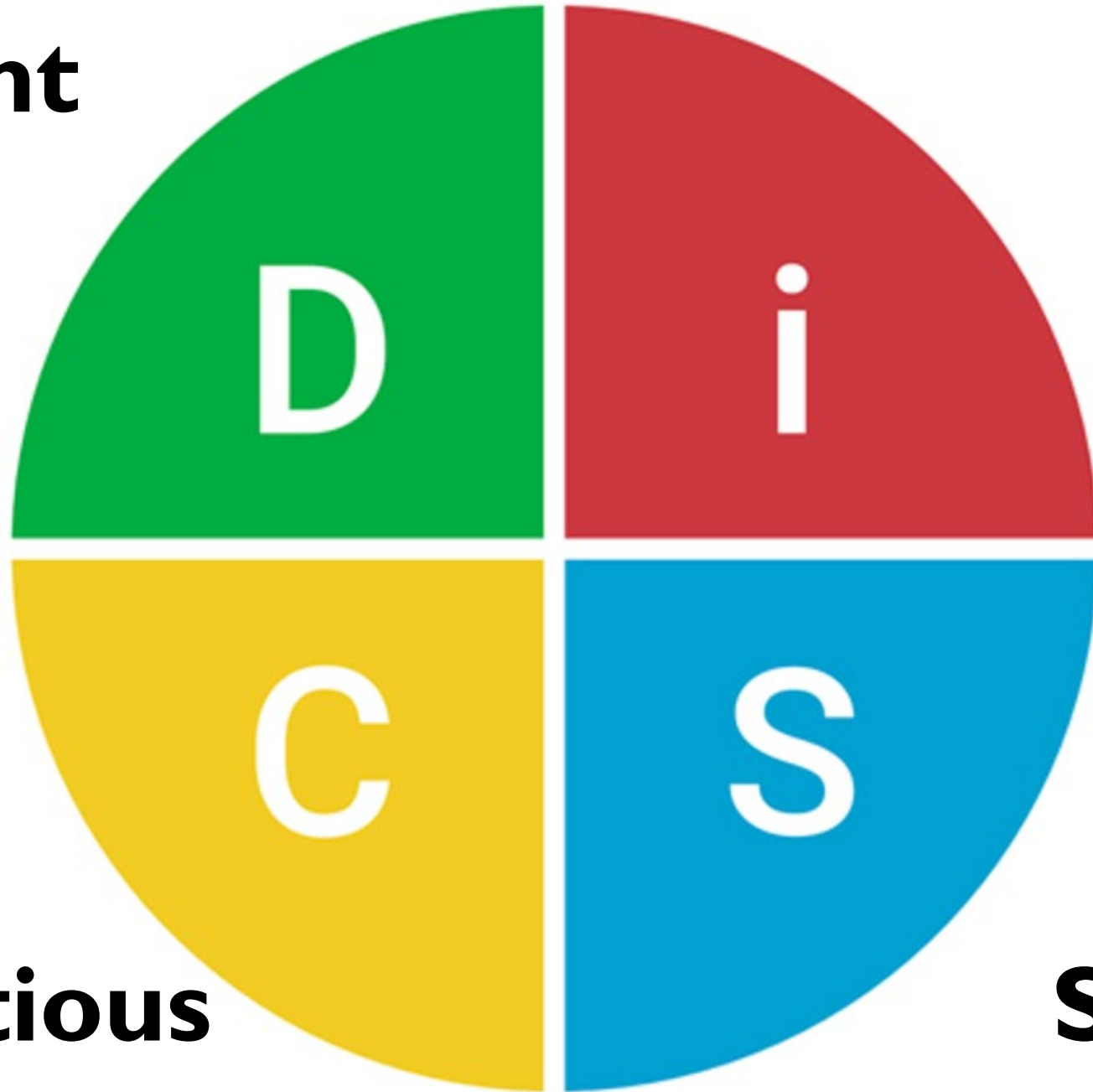


# Know the donor



**Dominant**

**Influence**



**Conscientious**

**Steadiness**

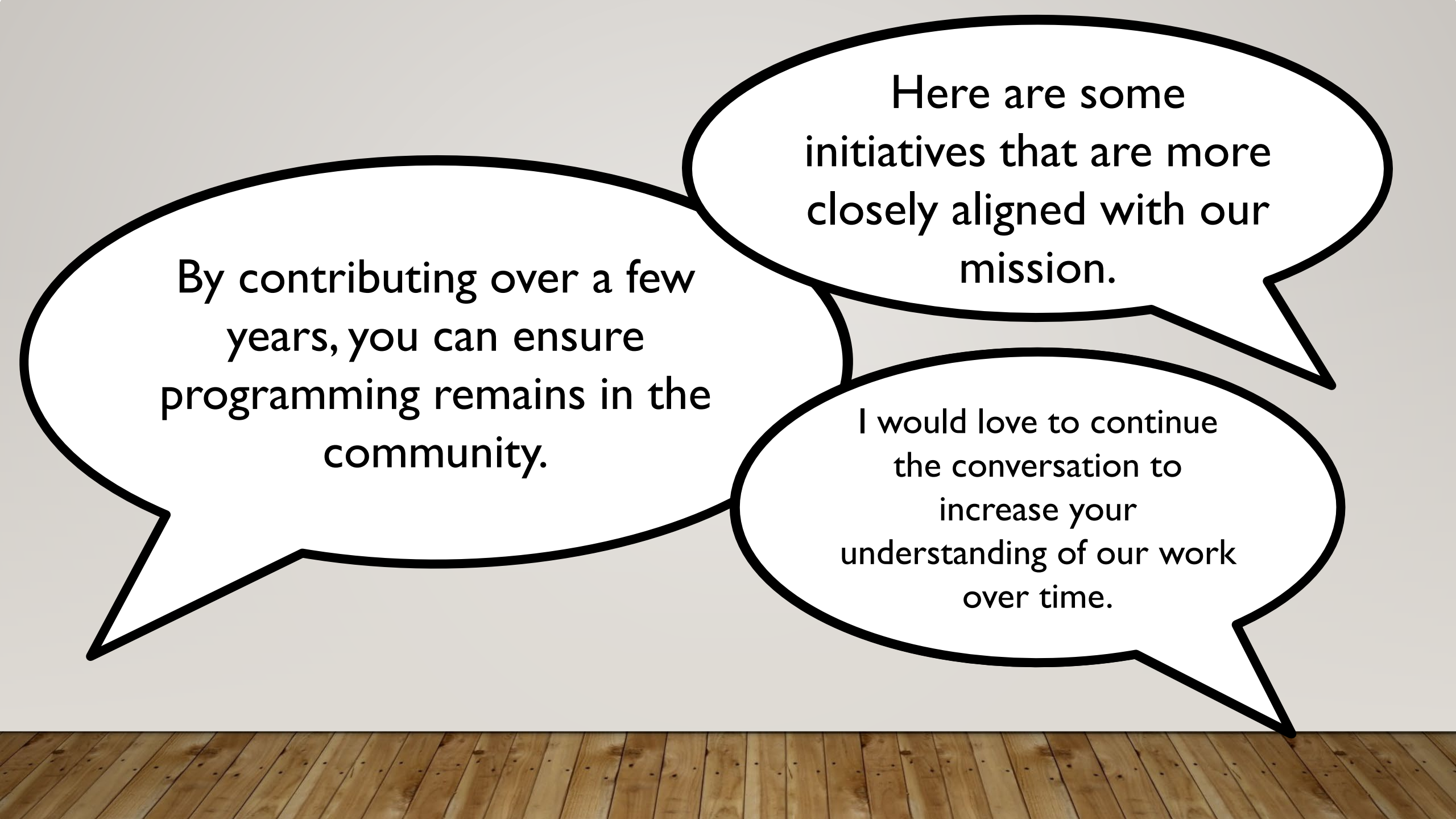
# Know Yourself: Self-reflection





What is  
holding me  
back?





By contributing over a few years, you can ensure programming remains in the community.

Here are some initiatives that are more closely aligned with our mission.

I would love to continue the conversation to increase your understanding of our work over time.

# Things I've said to donors and funders


- Our organization operates in underserved communities. Why do you think some communities are underserved in the first place?
- Virtually no one is funding fundraising, so we can't invest in ourselves.
- We are not able to put forward a specific number of children we will reach for this proposal because there are too many variables that are out of our control.
- We have to always be mindful of white saviourism in our work.



# **Case studies from Future Possibilities for Kids**

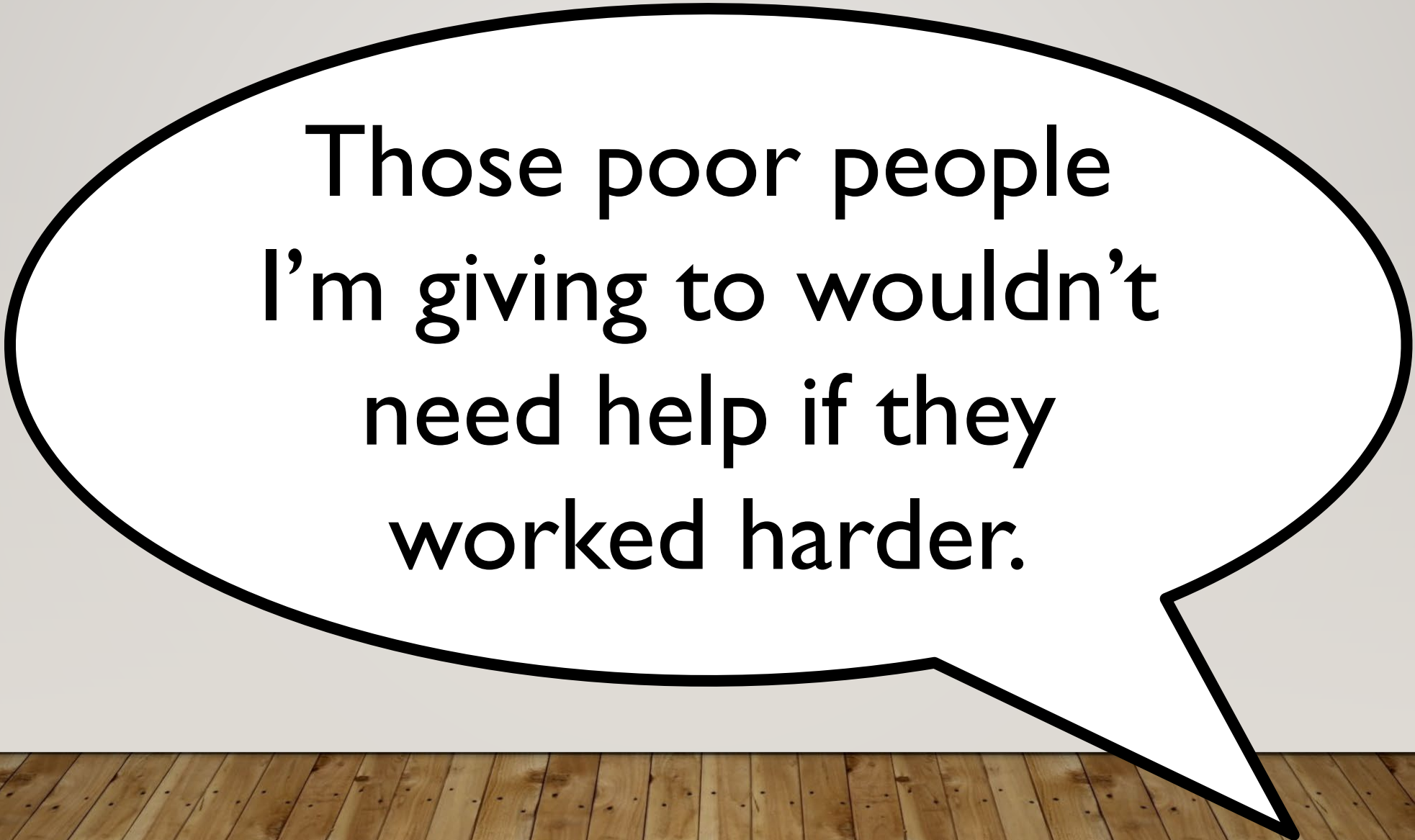


# Mini-Workshop # 1



I want my donation to  
go to this specific  
thing.

## Mini-Workshop # 2



Those poor people  
I'm giving to wouldn't  
need help if they  
worked harder.

## Mini-Workshop # 3



I don't want to fund  
salaries or  
administrative costs.

# **Sentence starters:**

## **Introducing honest topics**

- I want to share something with you out of respect for your support of our organization...
- You deserve to know that...
- You may not always hear this from organizations, but I think it's important that you know...
- I appreciate that sharing this with you may be a risk, but I didn't want to leave this conversation without you knowing that...



# Sentence starters and phrases: Getting them talking

- What is your current understanding of this issue?
- Why do you think that organizations like ours may not always share this with you?
- What other information would help to increase understanding of this?
- Given what I've just shared, how might that change how you view your giving?



# **Sentence starters and phrases:**

## **Building understanding to move forward**

- Help me understand...
- I feel like we're not on the same page yet, but I would like to get us there.
- I believe there is a way for us to both get what we are looking for.
- Please share more about that.



# Related resources and initiatives

- Community-Centric Fundraising
- Trust-based philanthropy
- The Ethical Rainmaker podcast
- The Small Nonprofit podcast
- Ontario Nonprofit Network Digging In podcast



# GO!





A close-up photograph of a small puppy, likely a beagle, with its head tilted back and its right paw held up near its eye. The puppy has a mix of brown, black, and white fur. The background is a plain, light-colored surface.

**YOU GOT THIS**

# I'M HERE TO HELP!

LinkedIn: Rickesh Lakhani

Twitter: @ConstantChanges

Tik Tok: @CharityDad



# 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:

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For more information on Rickesh Lakhani, contact him:

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[Twitter: @ConstantChanges](#)

[Tik Tok: @CharityDad](#)



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