

## **Zonta International**

**North American Interdistrict Conference, June 5<sup>th</sup> – 7<sup>th</sup>, Cleveland, Ohio**

### **Everything Matters in Fundraising by Bonnie McArthur**

#### Flip Chart Notes

##### Goals

- Get thinking about fundraising from a donor's perspective
- How this can impact how we go about raising \$ in our clubs

##### Why do people donate?

- Care
- Believe in cause
- Arm twisted
- Convinced
- Honor people
- Alleviate guilt
- Publicity
- Business rational give to get
- Tax write off
- Advertise
- Ego gratification
- Social status
- Scratch back, give to you, give to me
- Feels good

##### How do you build relationships?

- Common interest
- Organizations, affiliations, hobbies
- Sports
- Kids
- Integrity
- Share information
- General respect
- Non verbal communication
- Frequent involvement
- Take opportunity
- Cultivate previous relationship
- Talking
- Email
- Be nosy
- Draw out

- Common stage of life
- Common topic of interest
- Volunteering
- Travel
- Share food, drink, chocolate
- Working together
- Party
- Social networking
- Do something for them
- Invite people
- Give presents
- Bribes
- Attention to detail
- Remember what they value
- Step outside comfort zone
- Choose the relationship
- Inclusive vs. exclusive

How do you build relationship with donors?

- Give knowledge
- Why need \$
- Communicate
- Came list as “building relationships”
- Track donor history, communicate to solicitor
- Host the donor, travel them to meeting
- Compliment donor on.....
- Appreciate
- Acknowledge
- Be aware of donor burn out with club or with community
- Careful of assumptions
- Public acknowledgement
- Maintain relationships, avoid the “leaky bucket”
- Keep them happy
- Attention to detail
- Offer choices
- Ask for what you need
- Match need to donor
- Know what works
- Diverse activities
- Inclusive events
- Do something new and fun