

Recruitment and Growth: Best Practices in Fundraising, Development, and Volunteer Programming



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Fundraising: Where to Begin

Mission & Impact

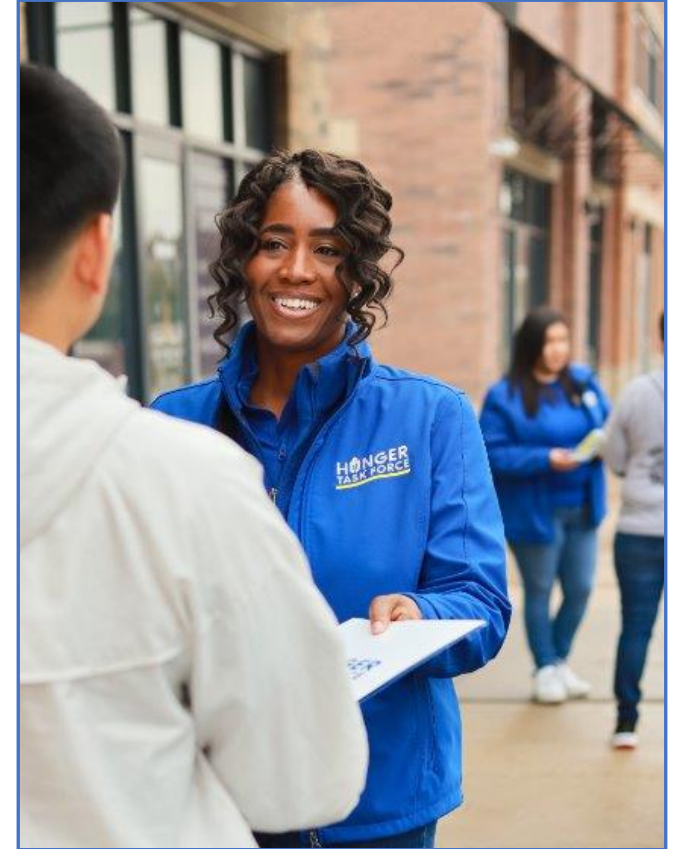
- Outline the mission, impact of your agency, people served and the issues your agency addresses into a concise case statement
- Provide quantifiable, measurable and statistical data
- Tell real-life stories of the need in your community and how your agency addresses those needs
- Convey the critical role financial support from the community plays in the success of your mission



Fundraising: Where to Begin

Establish Fundraising Goals

- Determine the financial resources your agency needs to fulfill your mission annually
- Assess how much will come from direct fundraising (Development) – asking prospects and donors to financially support your mission and the people you serve
- Divide the annual goal into manageable parts – creating quarterly and monthly metrics
- Create a timeline with a goal end date



Whom to Ask

- Current and past donors
- Current and former board members
- Current and former volunteers
- Known community philanthropists
- People with capacity for philanthropy
- People with affinity to your mission
- Private foundations whose interests are aligned with your agency's mission



Cultivating Your Prospect

Introduce/Update Your Prospect on the Agency's Mission and Impact

- Thank them for their interest and support
- Give tours of the agency
- Invite them to meet leadership, board members, key staff
- Ask about their interest in the agency and mission

Invite for Engagement or Further Engagement

- Volunteer or expand their volunteering
- Board or advisory board membership
- Advocate for the agency's mission
- Be an ambassador for the agency



Cultivating Your Prospect

Gauge Interest in and Ability to Make a Financial Gift

- Look *and listen* for their unique areas of interest in your agency
- Connect those interests to your agency's mission and impact
- Ask for a time to visit about supporting the agency with a financial gift
- Ask for support specific to their interests and the agency's needs



Make Lists

Gift Table

- List of donors or prospects to ask for support
- Determine a dollar amount to ask of each prospect
- Assign a solicitor to make the ask
- Develop a plan or strategy for approaching, cultivating and asking the prospect
- Include a timeline for each ask (This should be within your goal end date)
- Your gift table total dollar amount should exceed your goal amount



Making the Ask

Best Practices

Before

- Ask for a time to visit to chat about supporting the agency
- Prepare a written proposal

During

- Thank the prospect for the opportunity to visit about supporting the agency
- Ask for a specific amount to support a project or initiative
- Let the prospect respond
- Listen closely to their response
- Address their questions, comments or concerns
- If appropriate, suggest ways to facilitate their gift

After

- Thank the prospect for the opportunity to make the ask and for their support



After the Ask

Stewardship

- Thank the donor
- Send an acknowledgement letter/email within 48 hours
- Ask the donor how they would like to be stewarded
- Be creative and thoughtful in your appreciation
- Share the direct and personal impact of their support
- Stewardship is an ongoing process



Excellent donor stewardship is the next step in securing their next gift.

Fundraising is a Team Sport

Assign Tasks

Board members, staff, ambassadors and volunteers can play key roles in:

- Developing the gift table
- Cultivating prospects
- Making asks
- Thanking donors
- Stewarding donors



Volunteer Program Strategies

Program Approach

- Whether you have 5 volunteers or 100, approach your work with volunteers as a program
- Establish goals
- All staff trained in volunteer management and stewardship

Who are your volunteers?

- People who believe in your mission
- Professionals, students, members of congregation, retirees
- Community service
- Volunteers are donors
- Groups vs individuals

Volunteerism is Gateway to Other Support



Volunteer Stewardship

Pre-Volunteer Activity

- Say thank you!
- Set the stage with expectations and details
- Groups vs. Individuals

Volunteer Activity

- Say thank you!
- Provide a great experience
- Turn results into numbers

Post-Volunteer Activity

- Say thank you!
- Recap of work and photos
- Follow-up with other ways to support
- Keep them in your pipeline



Image, Brand and Marketing

Why is image and brand so important?

- Public perception
- To be the top priority for support in your community
- Marketing your brand and mission is important for raising funds, food and awareness

What makes your mission unique?

How do you market your brand?

- Logos, uniforms, signage, trucks, displays
- Events
- Advertising, social media




Amplify Your Projects with (Social) Media

 **Hunger Task Force** @hungertaskforce · Dec 6, 2017

THANK YOU, @Kohls for choosing **Hunger Task Force** as your favorite charity and the the special holiday gift for **Kohl's** Season of Giving. We couldn't do what we do without you! #lifeatkohls #freeandlocal




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 **Hunger Task Force, Inc.** Published by Zachary Staszewski · May 2

Hunger Task Force and **Kohl's** have a long history of large-scale volunteer events, and we are grateful for Kohl's volunteerism and financial support to feed families in our community! This week, 150 Kohl's volunteers sorted 23,000 lbs. food and packed 680 food boxes for seniors today at our very first "Double-Double" Build and Food Sort.

Since 2009, Kohl's and Kohl's Cares have committed more than \$10 million to Hunger Task Force's vital mission, and we are proud to partner w... See more



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Social Media Strategy

Key Platforms

LinkedIn

- Professional networks, largest and fastest growing

Instagram

- Image-centric

Facebook

- Events

X (Formerly Twitter)

- Less value but more flexibility

YouTube

- Video



Elevate Your Client's Story

It all starts with a character

Give the audience details and establish goals

Something your supporters can help overcome

Take Action!

Close showing what you have accomplished together

