

GRASSROOTS GIVING

International Republican Institute
WOMEN'S DEMOCRACY NETWORK

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WOMEN'S DEMOCRACY NETWORK



Presenter

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Why do people give?

Maslow's Hierarchy of Need

These are the primary needs and drives that motivate people:

1. Biological demands for food, water, sex
2. Safety for self and family
3. Love, acceptance, group membership
4. Esteem, leadership
5. Self-fulfillment, accomplishment



Why do people give?

Maslow's Hierarchy of Need

The poor (Need #1) and the unsafe (Need #2) don't give because they usually cannot.

They're more likely to RECEIVE

(Yet the poor can be very generous)



Why do people give?

Maslow's Hierarchy of Need

People give to fulfill needs:

- Social acceptance (Need #3)
- Esteem and opportunity (Need #4)
- Self-fulfillment (Need#5)



Why do people give?

Other motivators for giving

- To help a cause that “calls” them
- To build their ego
- Because they believe in the cause
- **BECAUSE THEY WERE ASKED!!!**



Why people DON'T give

BECAUSE THEY WERE
NEVER ASKED!

*This is the Number One reason why
people don't give in the U.S.*



Fundraising in Africa

- A new concept on the grassroots level
- Similar to the U.S. in the 1900s
- Whether it's Africa or Alabama, it's all about people helping people
 - Not all U.S. fundraising is big dollars
 - It's churches, clubs, teams, schools



Seven Fundraising Steps

1. Planning
2. Research and supporter identification
3. Case for support and message development
4. Solicitation of funds
5. Recognition of supporters
6. Evaluation of success
7. Transparency! Transparency! Transparency!



Pyramid of Giving

(3)

**One-time
or occasional
large gifts from:
foundations
or businesses**

(2)

**Annual gifts from
Foundations, businesses
Membership in your organization (renewals)**

(1)

**Special events
Membership in your organization (new)
In-person appeals for funds (at local market)
In-kind assistance**



Pyramid of Giving

The simple truths of fundraising

- 80 percent of gifts come from 20 percent of people
 - Expect to have only a few major supporters
- 80 percent of people give 20 percent of gifts
 - Expect to have many supporters giving small gifts



Pyramid of Giving

The simple truths of fundraising

- It's hard, detail-oriented work
- It's very rewarding
- The most successful campaigns have strong grassroots support
- Expect to start small and grow



Fundraising Step 1: Planning

Key planners

- Project chair or management team
- Board of directors
- Key people who'll be doing the solicitations
- Staff coordinator (if there's a staff)
- Candidate (if a political campaign)
- Outside advisor, if no one has good skills



Fundraising Step 1: Planning

Do you have a strategic plan? (Three-year plan is enough)

YES, WE HAVE A STRATEGIC PLAN:

- Make sure you know your project's long-term goals for future growth, personnel, services, etc.

NO, WE DON'T HAVE A STRATEGIC PLAN:

- Design one!
 - No institution or candidate can raise money well without a plan
 - Supporters need to know what they're supporting
 - A simple S-W-O-T analysis is easy way to plan strategically
 - (Strengths, Weaknesses, Opportunities, Threats)



Fundraising Step 1: Planning

Planning progresses from strategic to tactical

Strategic objectives

- Example: Raise money for an orphanage
- Set a campaign goal (*Group: What's a reasonable goal?*)

Tactical ideas

- Write a case for support
- Identify prospective supporters
- Create fundraising teams
- Communicate your case
- Hold a kickoff event
- Contact the news media for "free" coverage



Fundraising Step 2:

Research and Supporter Identification

Two primary objectives

1. Develop a campaign team
- 1) Develop fund solicitation teams



Fundraising Step 2:

Research and Supporter Identification

Selecting a chair and campaign team

- Find a chair who has power
 - 1) Positive image, wealth, connections, etc.

- Have accurate expectations of your chair
 - Some chairs work hard
 - Others just lend their name
 - Others are prospects for generous gifts

- Select other board positions on the basis of people's
 - Time, talent or treasure



Fundraising Step 2: Research and Supporter Identification

Selecting solicitation teams

WHERE TO FIND SUPPORTERS

- Friends, acquaintances
- Consider your grassroots “people networks”
 - Social groups
 - Churches
 - Professional societies
 - Sports teams
 - Gender-based groups (women’s clubs, men’s clubs)
- Consider who supports your mission
- Consider who’s already related to your organization by identifying your “publics”



Fundraising Step 2:

Research and Supporter Identification

Selecting solicitation teams

Where do you find supporters?

By identifying your "publics"

Example: Building an orphanage

Group: Which "publics" can we identify who would participate in this project?



Fundraising Step 2:

Research and Supporter Identification

Examples of “publics” for an orphanage

- Parents, uncles, aunts, grandparents
- Church members
- People who know how to build buildings
- Businesses
- Humanitarian organizations
- Foundations
- Medical institutions
- Medical people
- Local clubs, associations



Fundraising Step 2:

Research and Supporter Identification

Working with volunteers

- Old saying: "You can't fire volunteers."
- The best you can do is reassign them
- Don't forget to keep them supervised



Fundraising Step 3:

Case for Support & Message Development

Case for Support

A case statement is a convincing argument for the project—such as an orphanage.

**IT IS THE INFORMATIONAL
FOUNDATION OF YOUR PROJECT.**



Fundraising Step 3:

Case for Support & Message Development

Case for Support

Its objective is to provide facts, not fluff, and to present a picture of complete financial transparency. It is written from the perspective of the supporter ("What's in it for me?"), not the organization seeking the support.



Fundraising Step 3:

Case for Support & Message Development

CONTENTS OF A CASE STATEMENT

- Why the project is a good idea
- Who will manage the project
- Other leaders of the project
- Accomplishments of this team or members individually (if any)
- How the project will improve life in the community



Fundraising Step 3:

Case for Support & Message Development

CONTENTS OF A CASE STATEMENT (continued)

- Brief financial report
 - Is money needed? How much?
 - Are materials needed?
 - Who will manage the money?
 - Where will it be kept?



Fundraising Step 3:

Case for Support & Message Development

CONTENTS OF A CASE STATEMENT (continued)

- List of gift opportunities
 - Can we name the orphanage for the group helping the most?
 - Can we name rooms, equipment, even blankets after the people who gave the goods or services?
- Visual aid: A drawing of the orphanage
- Campaign and construction timelines



Fundraising Step 3:

Case for Support & Message Development

Some uses of a case statement

- Leaflets, posters
- News media information, news releases
- Public statements by supporters
- Remarks by leaders



Fundraising Step 3:

Case for Support & Message Development

Case statements vary widely

- An orphanage statement may be big or small
- A soccer field statement may be quite simple
- A hospital statement will be very detailed



Fundraising Step 4: Soliciting Funds

PART 1: PERSONAL SOLICITATIONS

The most effective way to get large gifts is through personal contact with new and existing supporters

How to do a personal solicitation

- Select team of well-spoken, committed people
- Make sure solicitors understand the case for support
- Select solicitors who are comfortable asking for money



Fundraising Step 4: Soliciting Funds

PART 1: PERSONAL SOLICITATIONS (continued)

- Train solicitors by doing “role playing” among themselves so they get used to their materials
- In training, get solicitors used to hearing “no”
- Understand what’s important to each person you solicit



Fundraising Step 4: Soliciting Funds

PART 1: PERSONAL SOLICITATIONS (continued)

- Try to match the solicitor's personal interests with corresponding interests of the prospective supporter, such as similar hobbies, friends, jobs, school, etc.
- The solicitor should be of similar social and financial standing with the prospective supporter



Fundraising Step 4: Soliciting Funds

PART 2: SPECIAL EVENTS

To reach a broader audience, special events can be effective

SPECIAL EVENT TIPS

- Go to where people already are, like the market or church. Don't expect them to come to you!
- Events around food—especially free food—are always appealing (worldwide)



Fundraising Step 4: Soliciting Funds

PART 2: SPECIAL EVENTS

- Visit the market with your solicitors and handouts
- Visit the women's co-op
- Build an event around:
 - A church event or service
 - A commemorative holiday or holy day
 - A sporting event
- Consider a village meal
 - Could someone donate a goat or ginger beer?



Fundraising Step 5: Supporter Recognition

**Don't forget to recognize your supporters.
They're often forgotten.**

- Campaign cabinet
- Major gift solicitors
- People who donated in-kind skills, supplies, equipment, food, paper, printing, TV or radio time, etc.



Fundraising Step 5: Supporter Recognition

Be careful about recognition

- Some supporters want and appreciate recognition
- Some supporters don't want it
 - "True benevolence is always anonymous."



Fundraising Step 5: Supporter Recognition

Ways of saying “thank you”

- Verbal thank you
- In a report
- On a public list
- On a commemorative plaque
- Make the “thank you” match the gift
 - Don’t forget small gifts
 - Do a bit more for bigger gifts



Fundraising Step 5: Supporter Recognition

Ways of saying “thank you”

- Have person(s) who benefited from the gift (a child, a club) meet the supporter or send a thank-you note
- Honor a major supporter at an event
- Create an event to honor top supporter(s)



Fundraising Step 5: Supporter Recognition

Saying thank-you

“Once is Not Enough” is *not* the name of a James Bond movie. It’s an attitude about saying *thank you* to benefactors.

The Rule of Seven: Find ways of thanking supporters seven times.

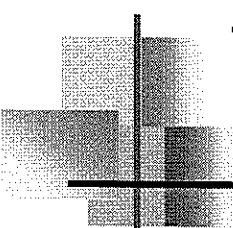


Fundraising Step 6: Evaluation of Your Success

Work evaluations are often forgotten until the next project starts, then no one can find any records

Make sure to update all records

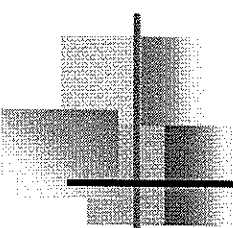
- Who gave what
- Exact spellings of people's names
- Titles
- Why they gave or helped
- Why they DID NOT give or help



Fundraising Step 6: Evaluation of Your Success

Evaluate your project

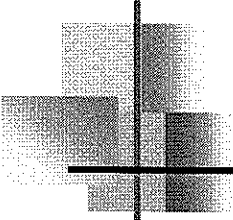
- Did your plans work well?
- Did you meet all your deadlines?
- What would you do better next time?
- Is all the money in?
- Where is it?
- When is it coming in?



Fundraising Step 6: Evaluation of Your Success

Volunteer assessment

- Who did well?
- Would you invite them back next time?
- Who should you NOT ask again?
- Has everyone finished doing their work?
- Does anyone need help finishing their work?



Fundraising Step 6: Evaluation of Your Success

Why you should keep good records

If you can show you made good use of your gifts and support, you're more likely to receive support again. This is important for the future.



Fundraising Step 7: Transparency!

IN THE U.S.

Organizations that raise money either for themselves or for others are under increasing public scrutiny in the United States. People who donate money to a charity and charities themselves enjoy special tax benefits. In the U.S., special tax reporting forms are required, and certain restrictions apply to how money can be spent.



Fundraising Step 7: Transparency!

IN AFRICA

With local fundraising being a new idea in Africa, scrutiny of organizations undertaking fundraising may have a rather strong “distrust” side.

Thus, transparency is imperative to a candidate, party, NGO or even a small community project’s success.



Fundraising Step 7: Transparency!

What has to be transparent in an organization?

Group: List all elements of the orphanage construction project that should be transparent.



Fundraising Step 7: Transparency!

Orphanage transparency report

- Financial structure, records
- Income
- Spending
- Investments
- Membership list
- Employee, worker list
- Leadership names



Fundraising Step 7: Transparency!

Why transparency is important

- It's the ethical thing to do
- It builds your credibility



Fundraising Step 7: Transparency!

Transparency techniques

- Policies should allow management or staff to *promptly* respond to questions from individuals, agencies, prospective supporters, foundations, and, perhaps the government.
- Information about finances, worker identity, and management should be readily available to anyone.
- Your disclosure can be as simple as a handout containing information from your balance sheet.



Fundraising Step 7: Transparency!

A truly transparent organization is gracious, forthcoming and helpful, so people feel comfortable asking for information.

That way, when you respond, people will feel they've been told the truth.



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*THANK YOU FOR THIS OPPORTUNITY TO
SHARE IDEAS ABOUT
GRASSROOTS GIVING!!*

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- Questions?
- Comments?

- Group exercise
(Please see your handout)