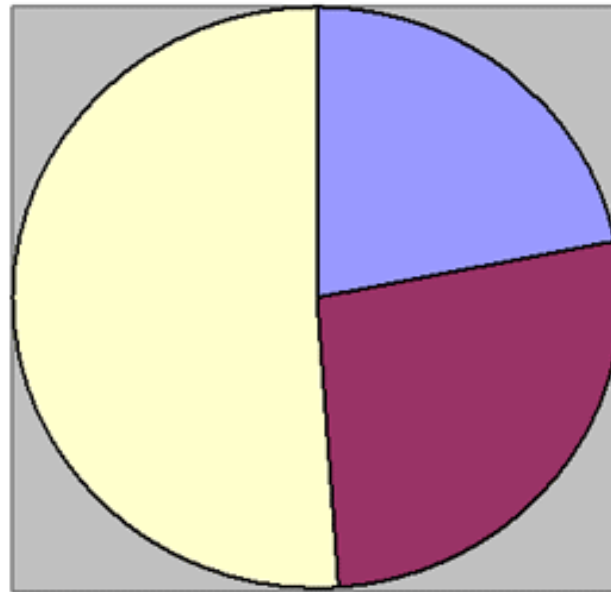


Figure 1: How Fundraising is Faring So Far in 2009 Compared to 2008

Question: Compared to the same time period in 2008, how is your organization's fundraising now faring?



- Organizations Raising More Funds in 2009 Compared to 2008: 22%**
- Organizations Raising About the Same Amount: 27%**
- Organizations Raising Less Funds in 2009 Compared to 2008: 51%**

Large and Mega Gifts Are Still Being Made in This Economy

A global women's philanthropy initiative has announced that it exceeded its goal of \$150 million, by raising \$177 million from individual women donors. The Women Moving Millions campaign finished up with a bang despite a poor economy for fund raising.

Other philanthropic news includes an announcement from Habitat for Humanity International of a \$100 million pledge from J. Ronald Terwilliger, a real estate developer. The legacy gift represents the largest donation from an individual in Habitat for Humanity's history.

A corporate gift of \$125,000 from Reynolds & Reynolds in Dayton, Ohio was made to Wright State University last December for merit scholarships.

Anonymous giving is increasing:

- Between June 2008 and April 2009, 80 anonymous >\$1M dollar gifts were given or nearly 19% of the 422 for that period
- During the past decade, only about 3-5% of such gifts were made anonymously

2008 AFP Midwest Conference on Philanthropy 10.28.08

Donor Relations - Fundraising in Challenging Economic Times

Presented by Steve Baldwin and Nancy Good

A Recipe for Reassurance

- History tells the tale – It will be fine
- Due to the current financial crisis there are increased feelings of fear and uncertainty about the economy and the future
- There is an increasing distrust of institutions
- Social responsibility is more important than ever

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A Recipe for Reassurance

- Regarding individual donors:
 - Understand, acknowledge and be sympathetic to the economic concerns of your major donors
 - Keep constituents focused on the impact of their giving
 - Adapt by providing a variety or combination of giving options
 - planned gifts, deferred gifts, major gifts, challenge gifts
 - This is the time that the Case for Support must be the strongest, most compelling, timely, and often communicated
 - This will pass...stay the course, adapt, and don't stop

Marts & Lundy Philanthropy News
Tips for Weathering the Economic Storm

A Recipe for How to “Be”

- Be pro-active
- Be alert
- Be discriminating
- Be flexible

Marts & Lundy Philanthropy News
Tips for Weathering the Economic Storm

A Recipe for How to “Be”

- Be resolute – don’t reduce expectations
- Be observant
- Be knowledgeable
- Be patient

A Recipe for Being Positive and Proactive

- View the situation as an opportunity, not an obstacle
- Get your board on board
- Keep those you know close
- Get to know those who are not yet close
- Create fact-based plans
- Raise organization awareness and public profile

Fundraising Opportunities in a Changing Economic Climate

A Recipe for Being Positive and Proactive

- Think creatively and be flexible
- Value the donor, not the donation
- Let the donor decide
- Keep the door open
- Continue to ask
- Take a hard look within

Chronicle of Higher Education 10.8.08

Fund Raisers Share Their Secrets for Raising Money in a Tough Climate

By Kathryn Masterson

The Now Not So Secret Recipe

- Look inward
- Be near, dear, and clear
- Add value
- Think long-term
- Offer to help
- Be sensitive

Stay the Course: Advice for Fundraisers in Tough Economic Times

By Patrick D. Hundley

Facing Challenges

- Work harder!
- We still must make our calls, continue to build relationships, and get our donors back to campus as often as possible.
- Work with your donors who have current pledges.
- Recognize that comprehensive major gift campaigns have significant goals, but it might take longer to reach them.
- Finally, we can expect our donors to emerge from this recession much more cautious and savvy.

Fundraising in Tough Times: A No-Nonsense Guide to Surviving in a Challenging Economy

By Mal Warwick and Dan Doyle

Practical Steps

- Don't panic. You may even find opportunities opening up in these difficult times.
- Strengthen your case for giving. Your donors don't want to hear how the economic crisis is affecting your organization. What they want to know is how economic troubles are impacting your *beneficiaries*.
- Cut costs the smart way.
- Segment your donor file using the most sophisticated tools within your reach.
- Stick with what has worked in the past.

Fundraising in Tough Times: A No-Nonsense Guide to Surviving in a Challenging Economy

By Mal Warwick and Dan Doyle

Practical Steps

- Stick close to your donors—especially your most generous and responsive donors.
- Learn more about your donors.
- Step up your online fundraising and communications efforts.
- Break down the silos, and integrate your fundraising efforts.

Ingredient	Steve Baldwin and Nancy Good	Marts and Lundy	Graham Pelton	Kathryn Masterson	Patrick D. Hundley	Mal Warwick and Dan Doyle
<i>Donor Centered Interactions – Focus on Stewardship, the “Thank” and Be Sensitive to Donors</i>	Green	Green	Green	Green	Green	Green
<i>Strong and Frequently Communicate the Case with Focus on Mission/Vision</i>	Green	Green	Green	Green	White	Green
<i>Gifts at Work</i>	Green	White	Green	Green	Green	White
<i>Challenge Gifts</i>	Green	White	Green	Green	White	White
<i>Be Adaptable</i>	Green	Green	Green	White	White	White
<i>Market Creatively, Customize the Message</i>	White	White	Green	White	White	Green
<i>Offer Multiple Gift Options</i>	Green	White	Green	White	White	White
<i>Planned Gifts</i>	Green	White	White	Green	White	White
<i>Work Harder and Smarter</i>	White	White	White	Green	Green	White
<i>Flexible Pledge Payments</i>	White	White	Green	White	Green	White



Your Thoughts

Questions to consider:

- What recipes have been the most the most productive for you in these times and why?
- What are today's recommendations and parts of the recipes which you think will be most helpful to your organization?