



**Finding**

# **Dollars in the Desert**

**Alice Ferris, MBA, CFRE, ACFRE**

**Jim Anderson**

**@goalbusters**

**@aliceferris**

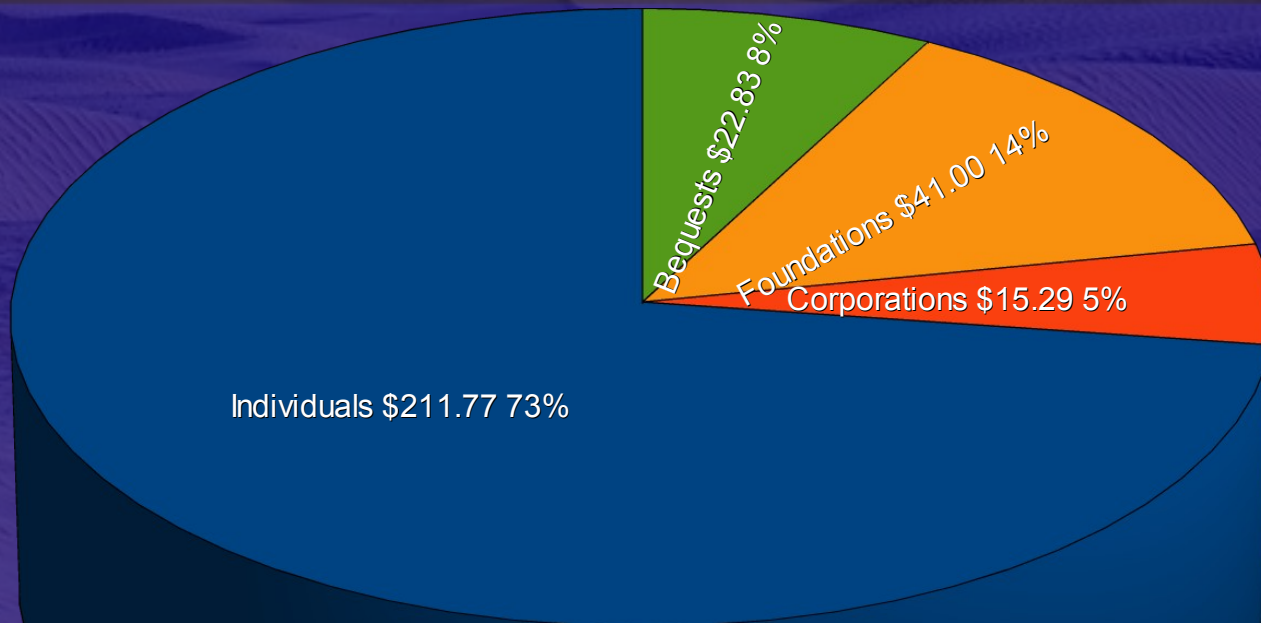
**@jim\_anderson1**



**What are you  
Afraid of?**



# Funding Sources

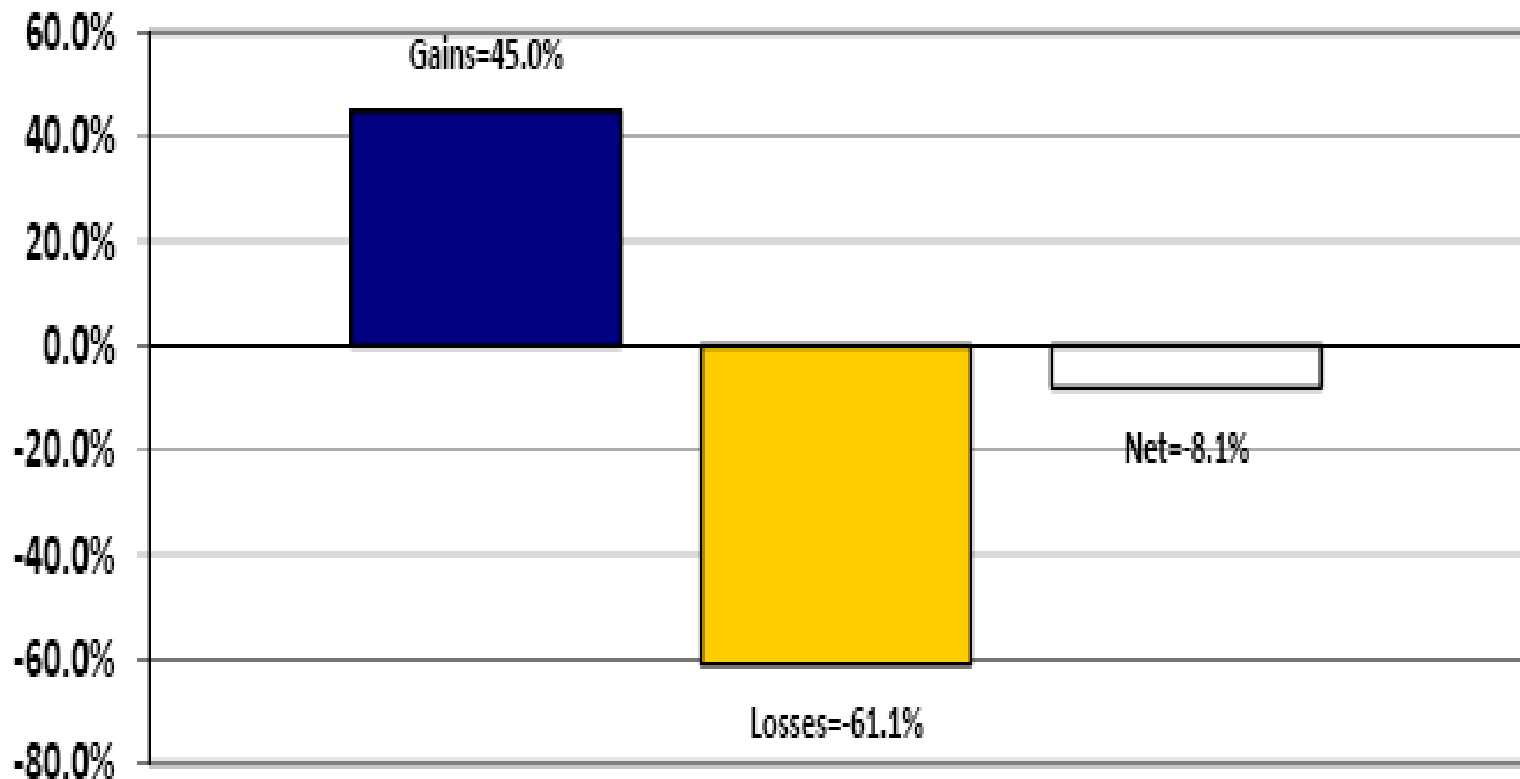


**Total Giving: \$291 Billion**

2010 US Contributions Data  
Source: Giving USA 2011

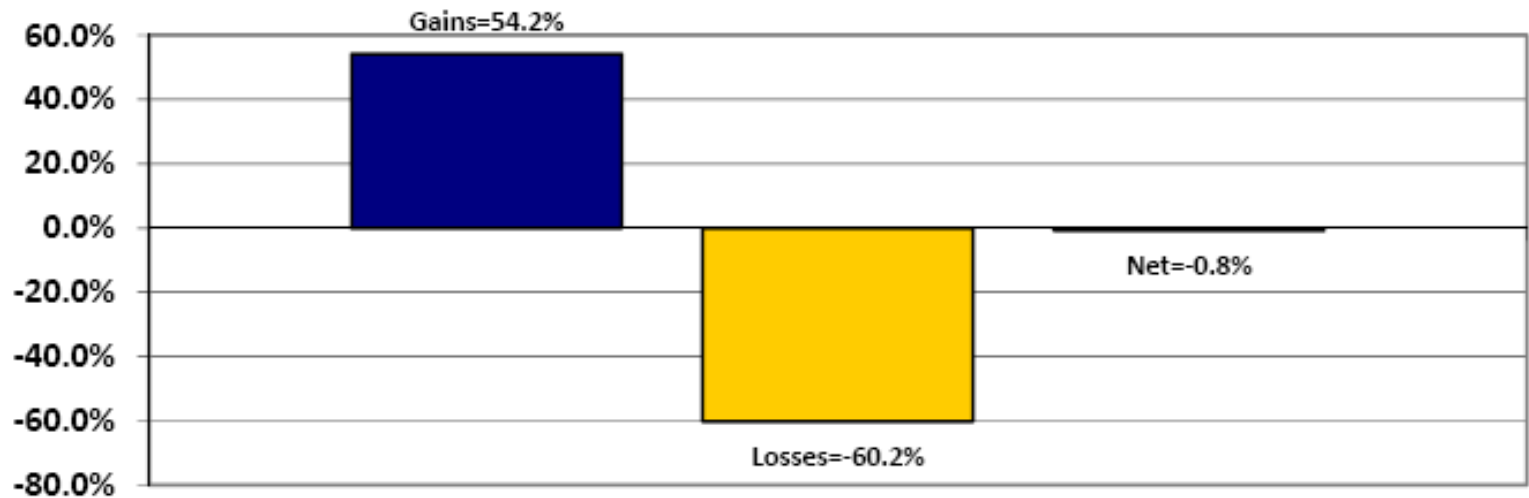
# AFP Fundraising Effectiveness Project

Figure 1. Overall FEP Growth in Amount of Gifts, 2008-2009



# AFP Fundraising Effectiveness Project

Figure 2. Overall FEP Growth in Number of Donors, 2008-2009



# **Other stats**

- **Nonprofit Research Collaborative says 44% reported giving up; 25% flat; 30% down**

# “Perfect Storm”

- Declining revenue
- Increasing costs (health care)
- Declining endowments/investment portfolios
- Restricted credit markets
- Decreased audience for some (less revenue)  
or increased audience for others (can't handle increased load)

# SO WHAT DO WE DO??

## ■ Choose your attitude

“Business is neither good nor bad “out there” It’s either good or bad between your own two ears. - Zig Ziglar

# Overall Concepts

- Focus staff on what the organization can control, to build confidence and address short-term problems
- Use the turmoil to start discussions about business model innovations and new initiatives

# Overall Concepts

- Ensure leaders communicate a clear and consistent message to every set of employees they meet with
- Maintain pride in the organization's mission
- DuPont's CEO, Ellen Kullman: "People start thinking our mission is to reduce cost. That's a tactic, that's not our mission."

A pyramid of stacks of coins is centered on a green background. The pyramid consists of five levels of stacks. The top level has one stack, the second level has two stacks, the third level has three stacks, the fourth level has four stacks, and the bottom level has five stacks. The coins are dark and have a textured surface. The text "What do donors say?" is overlaid in the center of the image in a bold, yellow, sans-serif font with a black drop shadow.

**What do donors say?**

# Common Objections

The background of the slide features several stacks of coins of varying heights, arranged in a stepped pattern. The coins are rendered in a dark green color, matching the overall background. The background itself is a lighter shade of green with a subtle grid pattern.

**Basic Issues**

**Higher Authority**

**Budget/Timing**

**Price/Value**

**Problems v. Conditions**

# Key Issues

A large, faint background image of a pyramid made of stacks of coins, centered behind the text. The pyramid is composed of several stacks of coins, with the tallest stack in the center and shorter stacks on either side, creating a symmetrical, stepped structure.

**Weak donor base**

**Donor loyalty?**

**What motivates your donor?**

# What to do?

- Don't look extravagant
- Clear and consistent marketing
- Reward your staff
- Focus strategic plan
- Buy in, not buy out!

**Questions?**

**Alice.Ferris@goalbusters.net**  
**Jim.Anderson@goalbusters.net**  
**www.goalbusters.net**  
**Facebook.com/goalbusters**  
**@goalbusters**



A photograph of a desert landscape featuring golden sand dunes with fine ripples on their surface. The sky is a clear, vibrant blue. The text is overlaid on the upper left portion of the image.

Finding

Dollars in the  
Desert

**Focus on Annual Giving  
Donors**

A photograph of a desert landscape featuring golden sand dunes with fine ripples on their surface. The sky is a clear, bright blue. The text is overlaid on the upper left portion of the image.

Finding

Dollars in the  
Desert

**Rethink Your Major Gifts  
Program**

A photograph of a desert landscape featuring golden sand dunes with fine ripples on their surface. The sky is a clear, bright blue. The text is overlaid on the upper left portion of the image.

Finding

Dollars in the  
Desert

**Find New Pockets of  
Government Funding**



Finding

Dollars in the  
Desert

**Renew and Acquire  
Foundation Support**

A photograph of a desert landscape featuring rolling sand dunes with fine ripples on their surfaces. The sky is a clear, deep blue. The text is overlaid on the upper left portion of the image.

Finding

Dollars in the  
Desert

**Renew and Acquire  
Corporate Support**

The background of the slide is a photograph of a desert landscape. It features rolling sand dunes with fine, wavy ripples on their surfaces, characteristic of a coastal or island desert. The sand is a warm, golden-brown color. The sky is a clear, vibrant blue, suggesting a bright, sunny day. The overall scene is serene and expansive.

Finding

Dollars in the  
Desert

**Create Memorable  
Meaningful Special Events**

A photograph of a desert landscape featuring golden sand dunes with fine ripples on their surface. The sky is a clear, bright blue. The text is overlaid on the upper left portion of the image.

Finding

Dollars in the  
Desert

**Start or Expand Revenue  
Generating Programs**



Finding

Dollars in the  
Desert

**Introduce or Expand  
e-Philanthropy**

A photograph of a desert landscape featuring golden sand dunes with fine ripples on their surface. The sky is a clear, bright blue. The text is overlaid on the upper left portion of the image.

Finding

Dollars in the  
Desert

**Develop or Nurture Partnerships with  
other Nonprofits to Conserve Resources  
and Create Opportunities**

**Questions?**

**Alice.Ferris@goalbusters.net**  
**Jim.Anderson@goalbusters.net**  
**www.goalbusters.net**  
**Facebook.com/goalbusters**  
**@goalbusters**

