

(Small) Congregation Fundraising Today

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Hello!

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Creating a Culture of Philanthropy

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*People will forget what you
said. They will forget what you
did. But they will never forget
how you made them feel.*

Maya Angelou



**RECONSTRUCTING
JUDAISM**

Deeply rooted. Boldly relevant.



Key components:

1. Articulate fundraising's role in advancing your congregation
2. Lead from the top – professional and board
3. Create opportunities to engage board members and volunteers in fundraising activities
4. Keep everyone informed of progress – professionals, board members, volunteers, donors
5. Prioritize your donors
6. Incorporate an attitude of gratitude into your culture



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Common challenges:

1. Membership vs. fundraising
2. Lacking enthusiasm and optimism
3. Paralysis by analysis
4. Not listening to your donors

— WE HAVE A —
**STRATEGIC
PLAN**

IT'S CALLED
★ **DOING** ★
THINGS.

— Herb Kelleher

Building Your Annual Campaign



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Key components:

- Develop a timeline (and be flexible)
- Set clear, measurable and achievable goals
- Engage leadership
- Segment your donors
 - Major donors
 - Mid-range donors
 - Lower level donors
- Solicitation Strategy
 - Personal Asks
 - Letters/Email
 - Digital Strategies
 - Events/Small Gatherings
- Acknowledge and thank your donors
- Recognition
- Celebrate

How do I balance our
immediate fundraising
needs vs **program**
support and long term
sustainability?

Making an Ask

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***Most giving is 80% emotion
and 20% rational. And the
best way to get to someone's
emotions is to tell a story.***

Unknown



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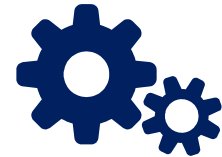


Principles of an ask

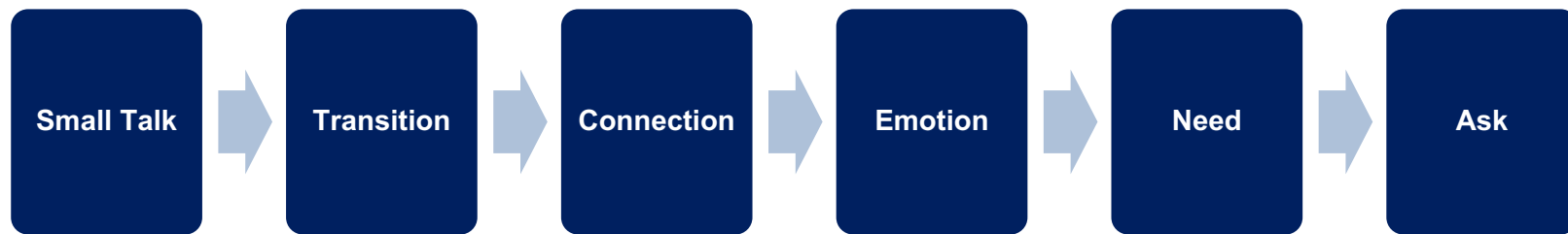
- Donors don't want to be sold
- Most people want to give
- Donors don't give unless they are asked
- Donors want to know where their money is going
- Donors want their money to make a difference
- Donors want to give to organizations they trust
- People give to people – Relationships matter



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Making an ask



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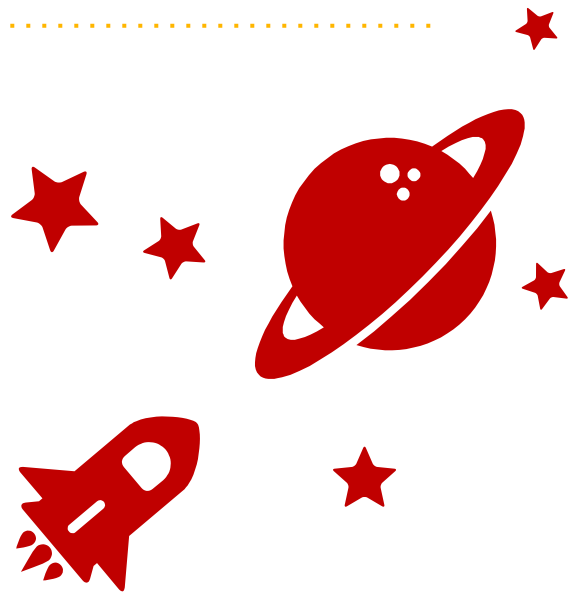
Thank Your Donors
Thank Your Donors
Thank Your Donors



Donor loyalty is not about the donor being loyal to you, it is you being loyal to the donor.

Harvey McKinnon

**Impact +
Accountability =
Great
Stewardship**



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10 simple stewardship ideas:

1. Monthly thank you calls
2. Handwrite thank you notes
3. Make a thank you video
4. Update donors on your progress
5. Host a thank you gathering
6. Share program updates
7. Recognize the anniversary of a gift
8. Send articles of interest
9. Profile donors on synagogue communication
10. Acknowledge donor's life cycle events



Thanks!

Any questions?

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