



Donor Centric Fundraising Tips & Tricks

Identify

Ahoy! Like mighty Ishmael searching for the white whale, we too are looking to identify the right people who have a link to Scouting, an ability to give, and an interest in helping youth succeed. Thankfully, we aren't in search of a single whale, we are able to match fish and aquatic mammals to the right project that a donor may be passionate about.

In the Old Hickory Council we identify prospective donors in four ways. You are involved in the first two:

- 1) Historical Donors – people who have given to the Council before
- 2) New Donors – as someone passionate about Scouting, we hope that you are willing to share that passion with friends, family, business partners, and vendors. You are able to receive recognition for helping acquire new donors
- 3) Prospect & Evaluation – we have focus groups on an annual basis that help us identify new prospects and review current ones to identify those who may have a greater ability.
- 4) Foundation Support – our staff and board build relationships with local organizations and write requests for assistance.

As an Ambassador, we hope that you will have 4-8 historical donors and help us identify 2 new donors, which means you probably need to ask 6-8 people.

Educate

Why give to Scouting? A better question is *Why does the DONOR want to support Scouting?* Give us money is not a good sales pitch. Learning what the donor is passionate about will help them.

Is it ensuring Raven Knob is successful? Is it because they learned how to swim at CRK? Is it because they want to see every girl get an invitation to join Scouting?

Most answers a donor can give can be accomplished by donating to the Deliver the Promise campaign. If you look at the brochure, specifically the picture with the iceberg, you can see that there are 15 promises that we are making. Some are more adventurous like Camp, and some are less appealing like office supplies. Ultimately the Friends of Scouting campaign helps our general fund which pays for ALL of those things.

Take a few moments to teach your donors how their funds can have an impact.

If you get into a situation where they ask a question and you don't know the answer, it's OK to take notes, find the correct answer, and get back to them. In fact, that can help you build and cultivate a relationship with the donor.



Cultivate

Using the philosophy of donor-centric fundraising, we want to understand why a donor gives and what they are passionate about. That can help us keep/grow their gift to the Friends of Scouting campaign through the years and also help us understand if they might be interested and able to give a larger gift to help a specific project at camp or elsewhere.

Cultivation is the fun part. Grab coffee, go out to eat, play a game of golf. Granted, some of these things may not be relevant to the relationship you have for the donor, but you can use your imagination.

Other donors will simply want you to make the ask and go away. That's OK too. Hopefully we can build a relationship with the donor but sometimes they just want to do 'what they always do' and move on with their day. In these cases, it's good to drop them a line throughout the year to let them know about the exciting activities going on at camp or the successes we are having with membership recruiting. Your District Executive can provide more information.

Ask

For many people this is the hard part of the process. It's also the most important. Getting right to the point. You may have butterflies in your stomach or fight/flight response but here are some tips that may help:

- You've cultivated and educated your donor prospect, now it's time to utilize that knowledge to ask them to support Scouting.
- Here are some example asks.
 - Mrs. Smith, you've mentioned that you wish that you could have been a Scout when you were a young girl. We now have single gender dens and troops where the girls get the SAME opportunities, experiences, and values. Would you like to make a contribution to help provide membership recruitment resources so every young lady gets an invitation to join Scouting?
 - Mr. Anderson, It's lovely to hear all about your Scouting adventures at camp. We still operate that camp and have hundreds of boys, girls, and their families take advantage of our resources. Having them at camp gives us the chance to teach our values and prepare them for life. Last year you gave us \$200 to support activities, upkeep, and maintenance at the property. Would you be willing to donate again and consider increasing your contribution?
- Make the ask and then be silent. It's an awkward silence, however whoever speaks next 'loses' the 'standoff'. Let the donor tell you the ask is too much or it is not the right time. If you speak first, the odds are that you'll say something like "I know that's a lot of money, if it's too much we can get by with X instead of Y." You won't even know you're doing it.





Steward

The hope is that you'll continue to speak with the donor throughout the year, whether it's because they're your friend, you run into them at the grocery store, or because you make a concerted effort to say 'Thanks' throughout the year. This will help a donor feel more connected, grow their involvement, and increase their gift in the future.

It is much easier to grow a gift than to find a new one. And it's also a lot more fun!

