

Strengthening Rural Organizations through Grassroots Fundraising



Diana Tellefson Torres, Executive Director of the United Farm Workers (UFW) Foundation

Adriana Rocha, Board Chair of Grassroots Institute for Fundraising Training (GIFT) and the Practice Director for CompassPoint Nonprofit Services.

Ryan Li Dahlstrom, Movement Building Director, GIFT

Jessica Hiemenz & Beverlie Sopiop
National Consumer Law Center



May 16, 2013



Presenter – Ryan Li Dahlstrom

- Has worked at the intersections of LGBTQ, youth, and anti-violence movements for the past decade as a fundraiser, organizer, facilitator, and program staff.
- Currently, he is the Movement Building Director for the Grassroots Institute for Fundraising Training (GIFT) and Co-Editor of the Grassroots Fundraising Journal where he supports and elevates the work of communities mobilizing resources for organizations and movements.
- Prior to GIFT, Ryan Li was the Executive Director of the Trans Youth Support Network (TYSN) and was actively involved with Headwaters Foundation for Justice, PFund Foundation, and the GLBT Host Home Program.



Presenter – Adriana Rocha

- Serves as the Board Chair of Grassroots Institute for Fundraising Training (GIFT).
- In addition, Adriana is the Practice Director for CompassPoint Nonprofit Services and leads CompassPoint's program services group in developing and achieving the organization's annual goals, the evaluation of the organization's programs and the marketing of CompassPoint's services.
- Prior to joining CompassPoint, Adriana served as a program officer at the New York Foundation where she managed a portfolio of 40 grantee organizations.
- She worked at Community Resource Exchange in New York City providing planning, fundraising and board development consulting to community organizing, immigrant, youth and HIV/AIDS organizations.



Presenter – Diana Tellefson Torres

- Executive Director of the United Farm Workers (UFW) Foundation. In the space of six years, the UFW Foundation has provided critical services, such as immigration legal assistance and community education, to thousands of Latino immigrants and has grown to five offices.
- Under Diana's leadership, the UFW Foundation plays a key role in advocating for changes to immigration policies at the federal level and for state laws that will protect farm workers and other low-income Latino immigrants.
- Diana also currently serves as a National Vice-President of the United Farm Workers union.





Working together to promote a vibrant rural America.

Experience Works · First Nations Development Institute · Housing Assistance Council · Indian Country Conservancy ·
National Association of Community Health Centers · National Association of Development Organizations Research Foundation

National Consumer Law Center · National Trust for Historic Preservation · National Rural Health Association ·
National Youth Leadership Network · NeighborWorks America · Save the Children · United Farm Workers Foundation



RuralXChange

www.ruralxchange.net

and

facebook.com/ruralxchange

We'll post updates and follow-up discussions related to this webinar here.

Please join us!



Grassroots Institute
for Fundraising Training



Presenter Info

Ryan Li Dahlstrom
Movement Building Director, GIFT

Adriana Rocha
Board Chair, GIFT
Practice Director, CompassPoint Nonprofit Services

Diana Tellefson Torres
Executive Director, UFW Foundation

www.grassrootsfundraising.org



About GIFT

About GIFT:

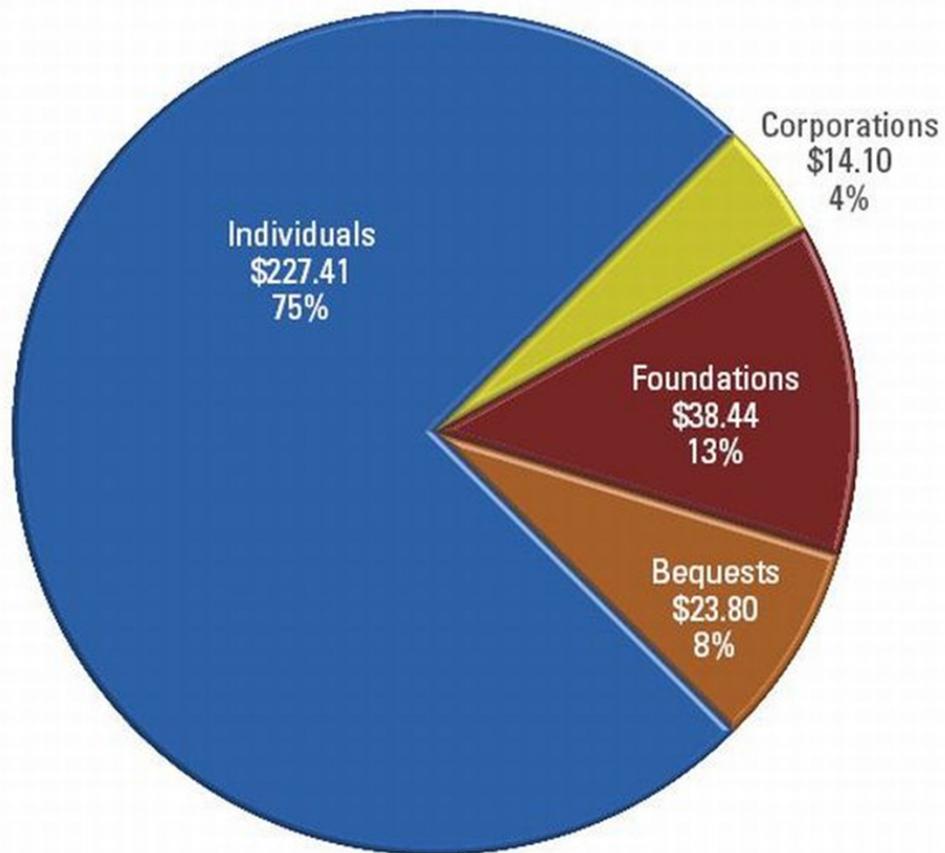
GIFT is a multiracial social justice organization that provides grassroots fundraising training, analysis, and resources to organizations. We work especially with organizations based in communities of color and low-income communities to help them build a broad base of donors.

Our Programs:

- Grassroots Fundraising Journal
- Training and consulting services
- Training for Trainers program
- Fundraising Academy for Communities of Color
- Fellowship Program
- Money for Our Movements: A Social Justice Fundraising Conference

www.grassrootsfundraising.org

2009 contributions: \$303.75 billion by source of contributions
(\$ in billions – All figures are rounded)



FOUNDATION \$ TO:

Communities of Color:
Less Than 8% (7.7%)

Immigrants & Refugees: **1%**

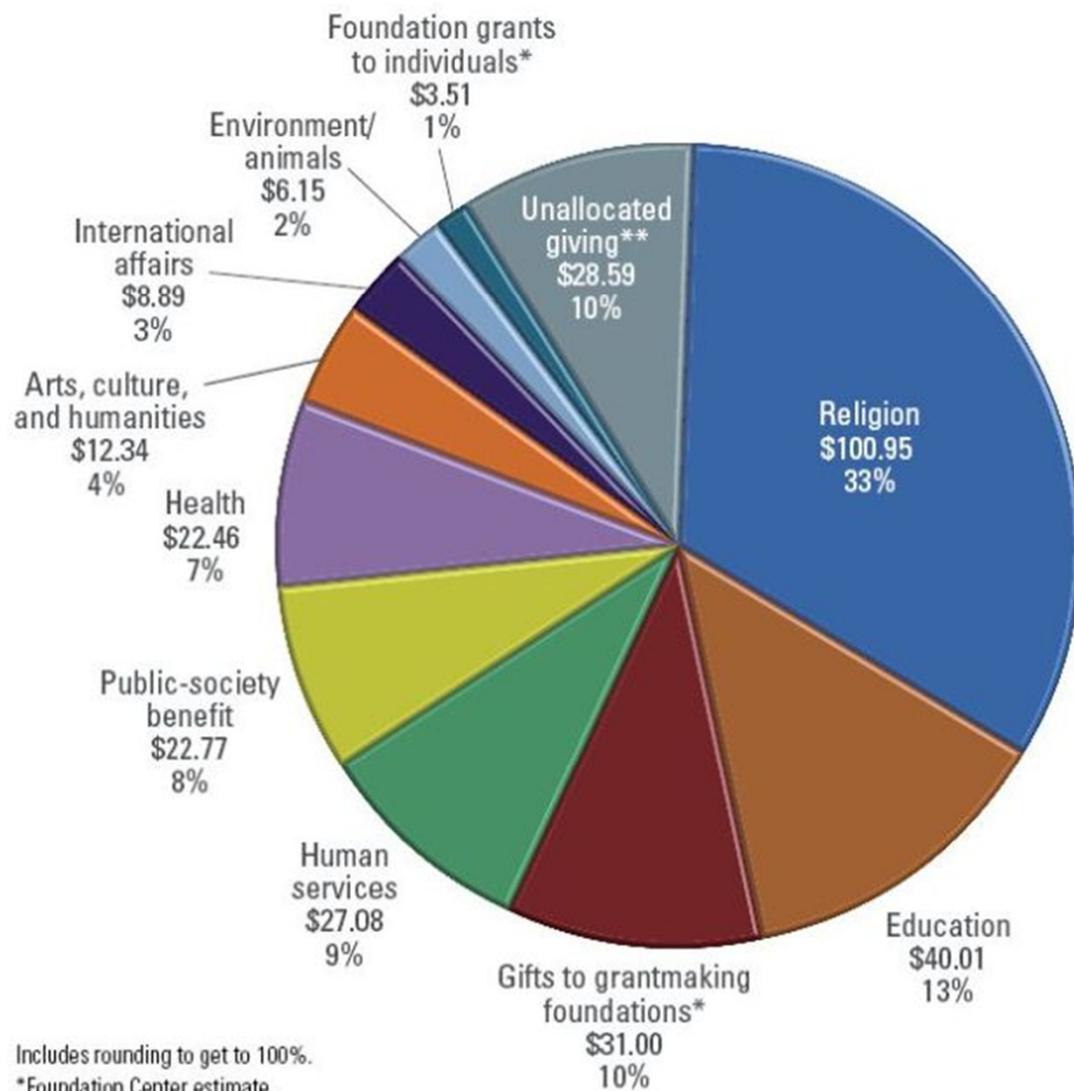
Slide 10

1

create poll if possible

Ryan Li Dahlstrom, 5/9/2013

2009 contributions: \$303.75 billion by type of recipient organization
 (\$ in billions – All figures are rounded)



Includes rounding to get to 100%.

*Foundation Center estimate.

** See definition in "Key Findings" pages.

Slide 11

2

create poll if possible
Ryan Li Dahlstrom, 5/9/2013

WHO IS GIVING (IN THE US)?

- 90% of gifts come from earnings, not assets
- 7 out of 10 newly immigrated families
- 8 out of 10 African-Americans
- 7 out of 10 white people
- 7.5 out of 10 people with a job
- 6 out of 10 people without a job
- 7 out of 10 heads of household who receive public-based assistance donate approximately \$75/year

HOW OLD ARE THEY?

- People over 45, on average, have five charitable entities that are “theirs” and that they give to regularly
 - Since 2008: 3 orgs
- Generation X (age 24 to 34), on average, give \$756 dollars per year – have no idea that their total is that big – and support over 10 organizations, of which they can name 2.
 - But they can name every friend who linked them to a gift they don't remember making.

Slide 12

3

create poll if possible
Ryan Li Dahlstrom, 5/9/2013

What about the economy?

Low-dollar donors are being squeezed by job loss, foreclosures, rising costs, etc.

Wealthy donors are experiencing losses in assets and investments.

Mid-range donors who give out of income (rather than assets) and still have their jobs are relatively stable.



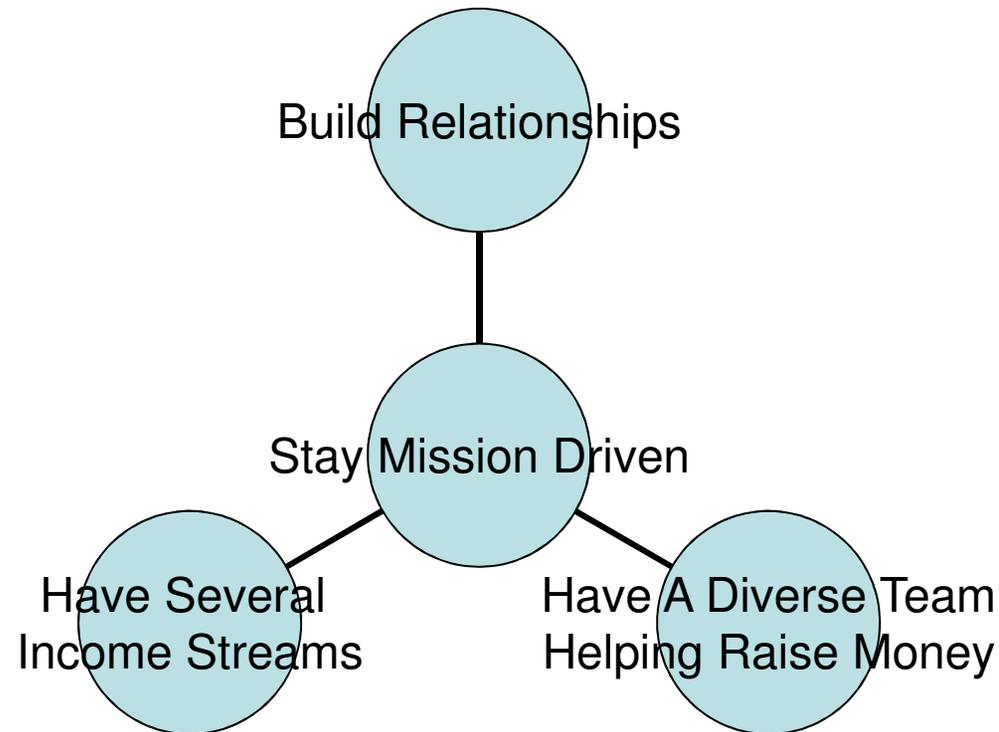
Why Have a Donor Base?

- **Financial reasons:** Unrestricted funds, consistent giving year after year (no term limits or grant periods), shorter response time
- **People power:** Help push policy or legislation, volunteers, spread the word or message, act as “evangelists”
- **Political reasons:** Accountability, leadership
- **What else?**

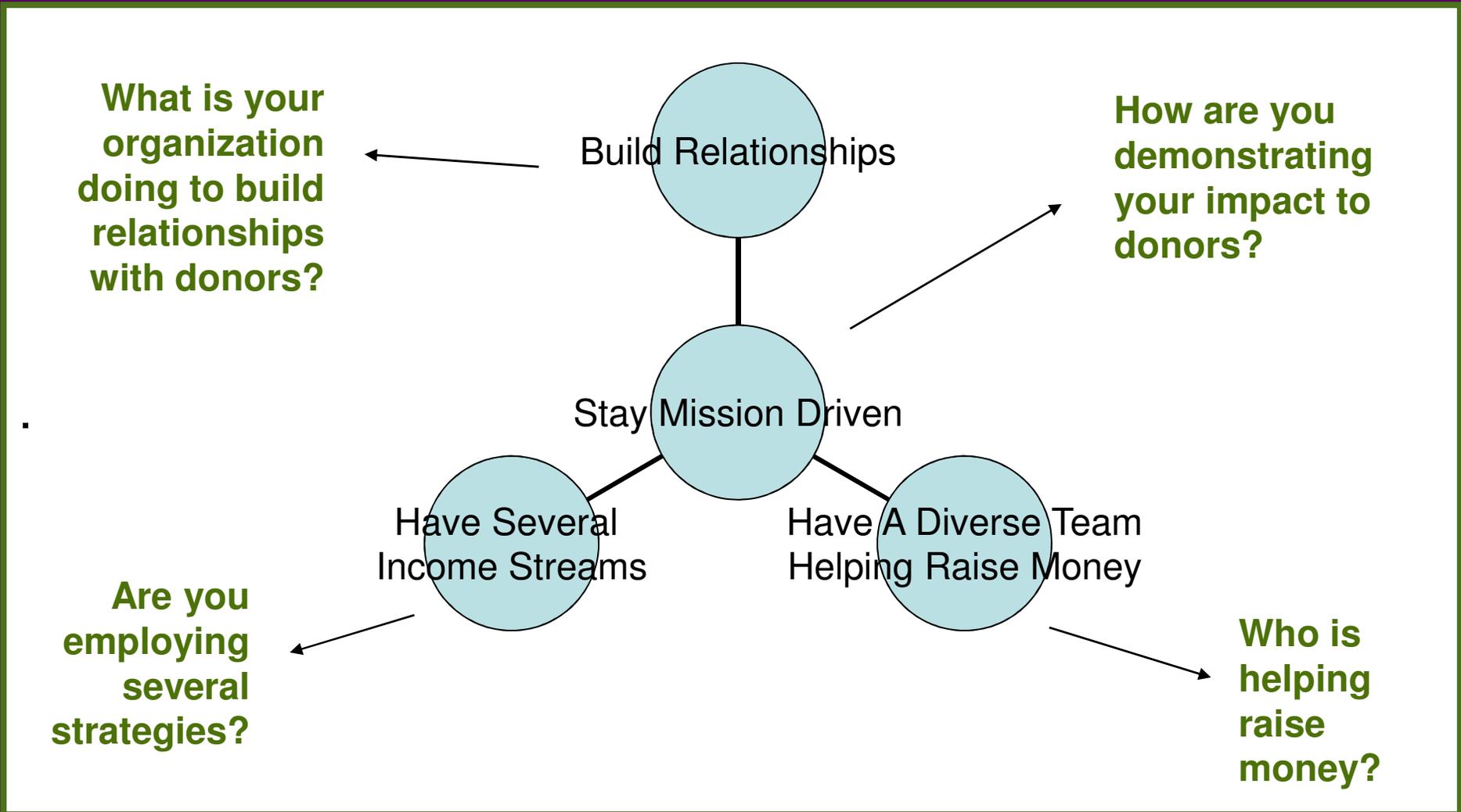
5 Tips for Successful Asking

- ❖ Success is asking.
- ❖ Be okay with “no” – you’re going to hear it.
- ❖ Believe in your cause. Your belief must be stronger than your fear.
- ❖ You don’t have to ask everyone – ask the people you are most comfortable asking and don’t ask the ones you aren’t.
- ❖ Put yourself in the donor’s shoes.

Basic Principles for Fundraising



How This Informs Strategy



Framing Your Message

People want to hear how you are making an impact and that you value them.

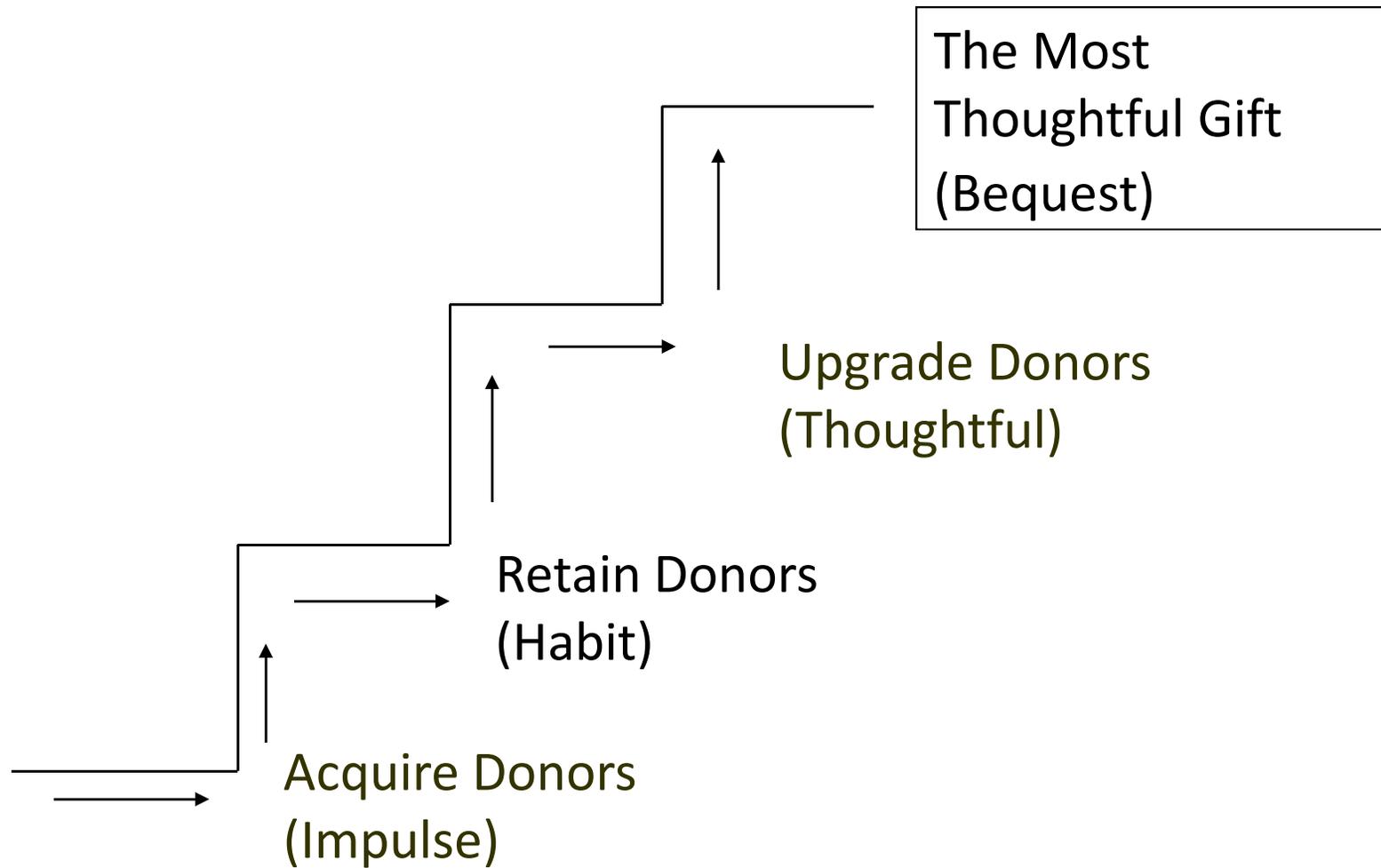
1. **Why** your organization exists – what is your long term vision for your work
2. Why this is **important now** – amid all the other economic, political, and personal priorities people may be dealing with
3. Why the donor should care or what's the **connection** between this issue and the donor

Tap Into Why Donors Give

- Because someone asked them. People like to be asked in a way that makes them feel noticed or important.
- To make a difference, be part of something bigger.
- To take care of, honor, or give back to their families and communities.
- As part of spiritual practice.
- Out of habit. They keep giving to organizations they know and trust, those that keep in contact with them.



Building Relationships





Finding an Effective Strategy

Typical response rates:

Personal face to face solicitation:	50%
Personal phone call:	25%
Personal letter, with no follow-up	10%-20%
Phone-a-thon to new prospects:	5%
Phone-a-thon to current donors:	10%
Direct mail to new prospects:	.5-1%

Of those who say yes, about 50% will give you less than what you asked for.

How many prospects do you need?

How many prospects will you need to get a donor?

Personal face to face asking: 4 : 1

Personal letter: 10: 1

Phone-a-thon 20: 1

Direct mail: 100: 1

Special Event: varies, at least 3:1



Build a Fundraising Team

- Invite people to participate in specific activities
- Include some fundraising tasks in everyone's job (board, staff, volunteers)
- Provide training and support
- Find a willing volunteer (ideally board member) to be a leader of the team



Engaging Your Board

- It is their responsibility as board members
- Each board member should be giving \$ (in addition to time) to the organization
- Give your board members options—a menu!
- STAY ON TOP OF IT...Board members are busy people, and they are volunteers. They need you to support them top



Questions about Fundraising Teams

- What are some of the challenges you've faced in engaging your board?
- What are some of the successes and benefits of building a fundraising team?
- Other questions



Resources from GIFT

Grassroots Fundraising Journal

Subscribe today for an affordable resource of practical fundraising how-to, worksheets and templates, case studies, and analysis. Current subscribers now also have free access to the Journal's online archives – over 250 articles!

\$39 1-year subscription (6 issues plus archive access of 250+ articles)

Webinars: Join GIFT for 1-hour trainings from your desk

Webinar trainings are done over the phone in a conference call while viewing PowerPoint slides on your computer. All that is needed is a phone and a computer with Internet access. We keep our webinars small so you can get live, personal attention from the trainer. We feature different topics every month, such as: Planned Giving for Small Shops, Creating a Culture of Fundraising at Your Organization, Improving Donor Newsletters, and more.

\$50-150 sliding scale

Visit www.grassrootsfundraising.org or call 510-452-4520



Resources from GIFT

Money for Our Movements conference, August 2014

Comunidades toolkit

Facilitators' Guide to grassroots fundraising in Spanish.

Stay connected!

www.grassrootsfundraising.org

510-452-4520

Like us on Facebook

Follow us on Twitter @GIFT_tweets

ryanli@grassrootsfundraising.org



Other Resources

Specific resources for Latino & rural organizing TBD