

Masterclass: The Art & Science of Fundraising

Dr Nonie Brennan

Thinker in Residence

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CITY OF
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Fundraising

An Art
and
A Science

TOP 10 MOST GENEROUS COUNTRIES

4TH United States of America

5TH Ireland

6TH United Kingdom

Bahrain

10TH

Kenya

8TH

Singapore

7TH

9TH

Myanmar

1ST

Indonesia

2ND

Australia

New Zealand

3RD

CAF
Charities Aid Foundation

CAF WORLD GIVING INDEX 2018

The Art of Fundraising

A critical goal in Fundraising is to cultivate, develop and sustain long term relationships with donors.

The Science of Fundraising

Understand and utilize the current research to inform your work.

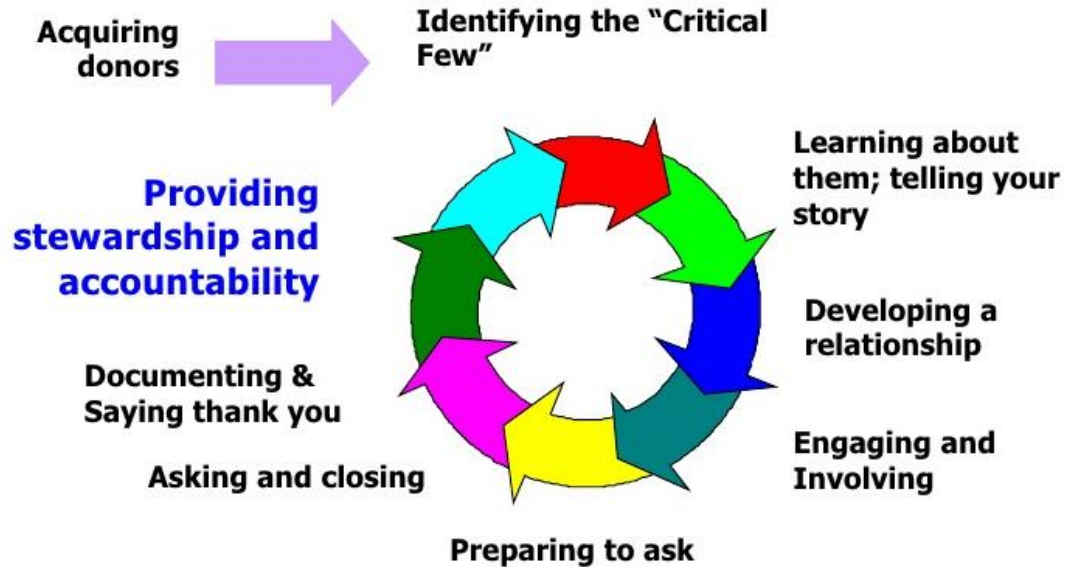
Why People Give

- They were asked
- Connected to the organization
- Peers are giving
- To make a difference
- To share their good fortune
- For recognition
- To ensure the organization's ability to fulfill its mission in the future
- For tax reasons
- To ensure their pet project finds a home

Why People Do Not Give

- They were not asked
- Solicitation is infrequent or poorly communicated
- They don't see how they would make a difference
- They never feel wanted or needed
- They receive no direct, personalized appeal
- They gave an unacknowledged gift in the past
- The timing wasn't right
- The organization's mission was not compelling

The Engagement Cycle

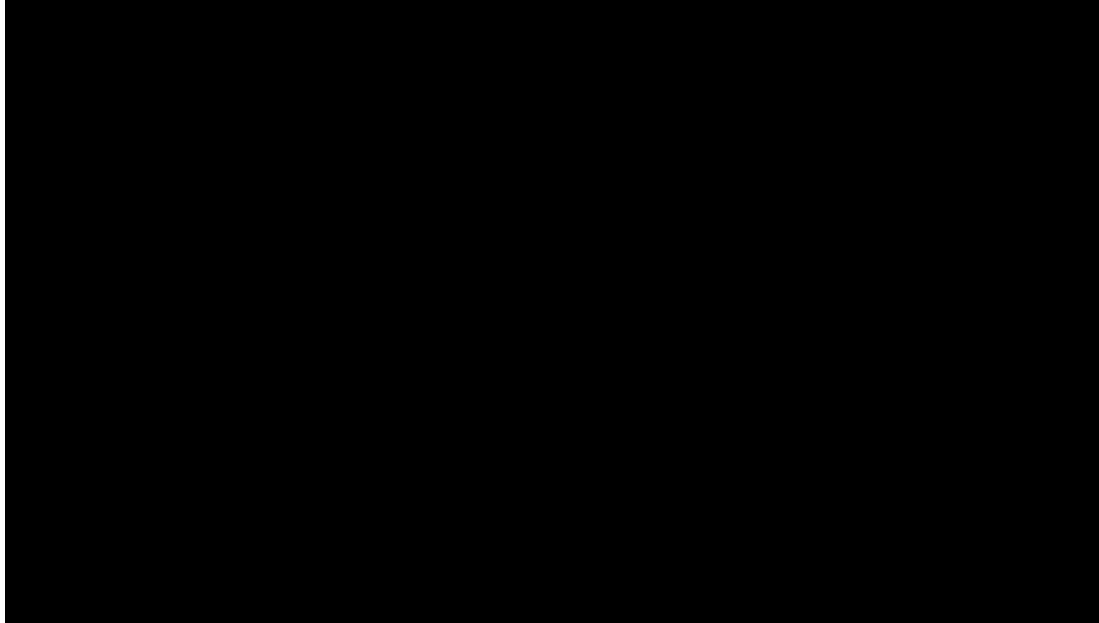


The 4 Elements of Success

1. The Story of the organization
2. The Goals of the organization
3. Making the ask
4. Overcome fears

If you don't
ask, you
won't
receive.

What's Your Story/Goals?



What's Your Story/Goals?

- What's been your BEST day?
- What's been your hardest day?
- Which one person or family have had the most profound or powerful experience?
- What are 2 FACTS that you think would surprise people?
- What is the ONE thing you want people to DO on behalf of your organization?

Identify Donors

- Individuals
- Corporations or Corporate Foundations
- Civic Leadership Organizations
- Families or Family Foundations
- Business Owners or Entrepreneurs
- Private Clubs
- Women's Leadership Groups

Building/Strengthening the Relationship

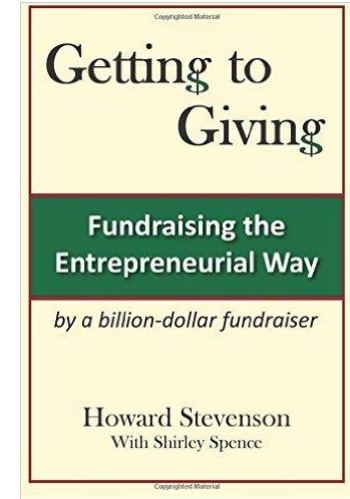
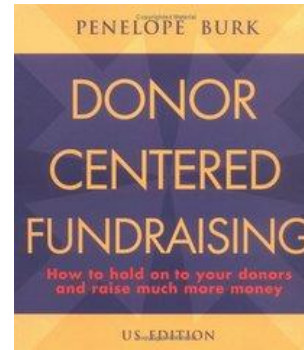
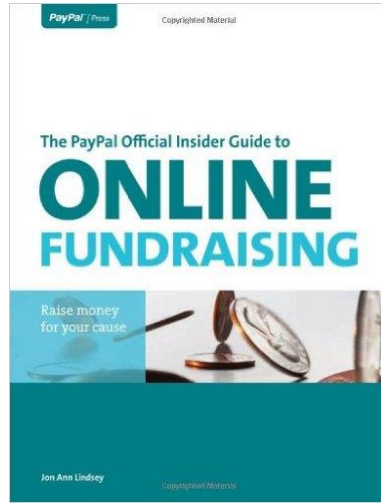
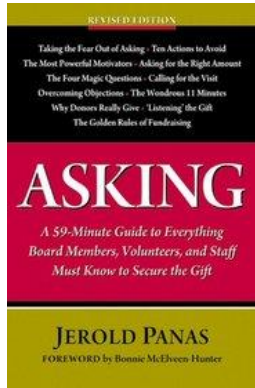
- Special site visit/tour
- Meeting with key staff, client, partner
- Personalized letters or calls
- Invitations to special events
- Lunch with a peer or VIP
- Highlight them in publications or social media

Strategic Asks

- Join the board
- Open a door/referral
- Review donor lists
- For Advice
- Host or attend a private dinner
- Present or lecture on a topic
- Facilitate a Corporate Partnership
- Sponsorship

Resources – Books and Articles

Google Scholar Search



References

- www.good2give.ngo
- www.probonoaustralia.com.au
- www.Blog.philanthropy.iupui.edu

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Any Questions?

Brenton Wright Scholarship

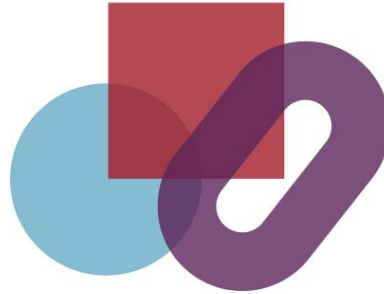
Social Impact Investment in South Australia



Key findings

- Capital on standby
- Cultural change is key for success
- Less complexity
- Collaboration is critical
- Intermediaries wanted
- Money is not the end goal





The Brenton Wright Scholarship

Social Impact Investing in South Australia

www.socialimpact.org.au

www.facebook.com/socialimpactSA



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Thank You For Attending!

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