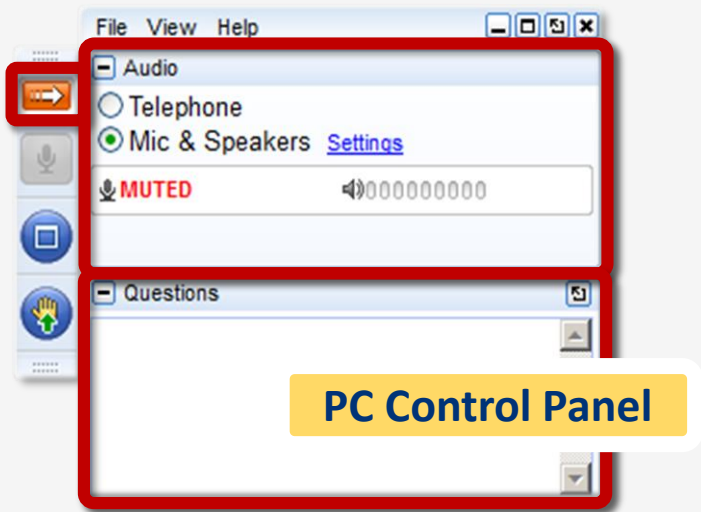




GoToWebinar Housekeeping



Attendee Participation

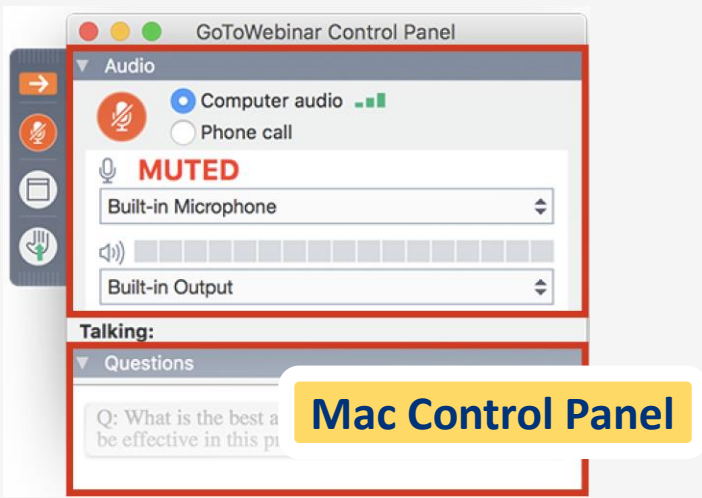
Using your control panel...

Join audio:

- Choose “Mic & Speakers” or “Computer Audio” to use VoIP
- OR choose “Telephone” or “Phone Call” and dial-in using the information provided

Submit questions and comments via the Questions panel.

Note: Attendees are muted and your webcams are disabled (listen-only mode).



Harnessing the collective knowledge and passion of the Friends Grassroots Network & providing resources for future success on our National Conservation Lands.

Modules of Learning through which CLF will build capacity to do greater work.

Grassroots Advocacy

This module is designed to enhance organizational knowledge and capacity in policy and legal work.

Programming & Community Engagement

This module is designed to enhance partners' abilities to communicate and interact with their communities in culturally relevant ways.

Leadership & Non-Profit Management

This module invests in individuals to develop and refine their leadership capacity and organizational effectiveness.

Intended outcomes

- **Stronger, more capable, confident and diverse leaders working to protect the National Conservation Lands**
- **A more powerful and resilient *network* of leaders**
- **A pipeline of effective, diverse, well-trained leaders for the conservation movement**
- **Individualized coaching of community-based, skillful change-makers**

Training Resources for the Environmental Community
Presents:

Beyond Newsletters and Appeals: FUNdraising Strategies for Fundraising Success both Virtually and In-Person



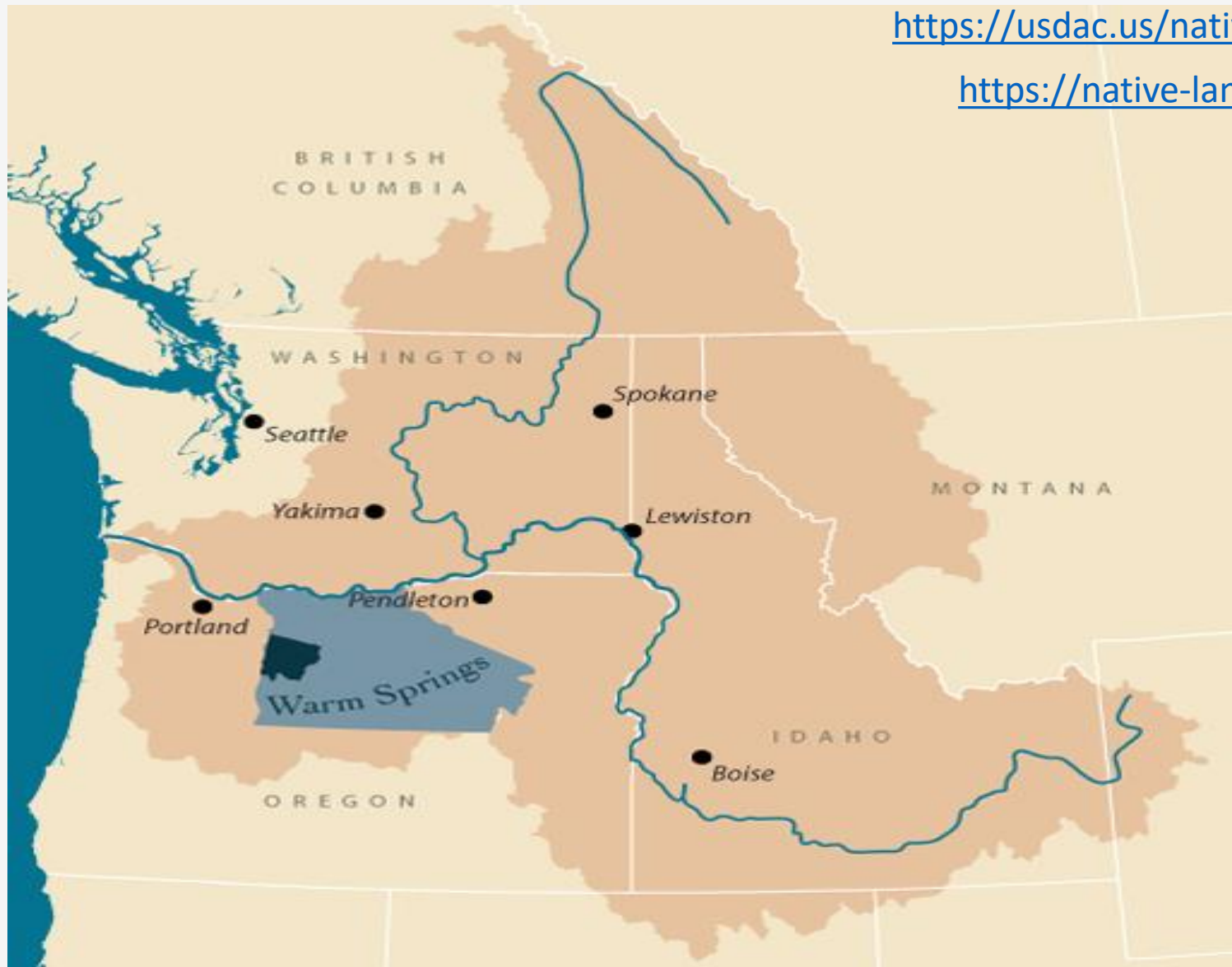
Presented by: Katie Davis

TREC Associate

May 26, 2020

<https://usdac.us/nativeland/>

<https://native-land.ca/>



Today's Agenda

- Back to basics
 - Sources of Revenue
 - The Ladder of Engagement
 - The Donor Journey
- Beyond newsletters asks: Tactics to increase engagement
 - Monthly Giving Program
 - Events
- “Virtual-ly” anywhere
 - Success Stories

Place your pin.



Back to Basics

1. Sources of Revenue
2. Ladder of Engagement
3. The Donor Journey



Possible Revenue Sources:

1. Grants

- Federal Grants
- State Grants
- Foundations

2. Individual Gifts

- Small Donors
- Major Donors
- Monthly Donors

3. Events

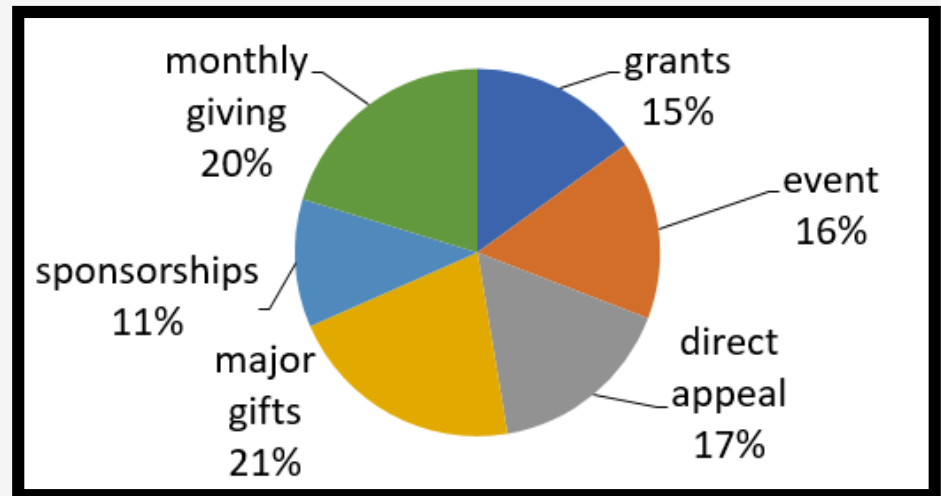
4. Sponsorships

5. In-Kind Donations

6. Merchandise

7. Endowment Fund

8. Earned Income



Conduct a Review of your Revenue Sources

Sources	Organization 1	Organization 2	Organization 3
Grants: Federal	70%	40%	10%
Grants: State	10%	10%	10%
Grants: Foundations	20%	20%	30%
Individual: Small Donors		10%	15%
Individual: Major Donor		20%	25%
Individual: Monthly Donors			5%
Events			5%
Sponsorships			
In Kind Donations			
Merchandise			
Endowment Fund			
Earned Income			



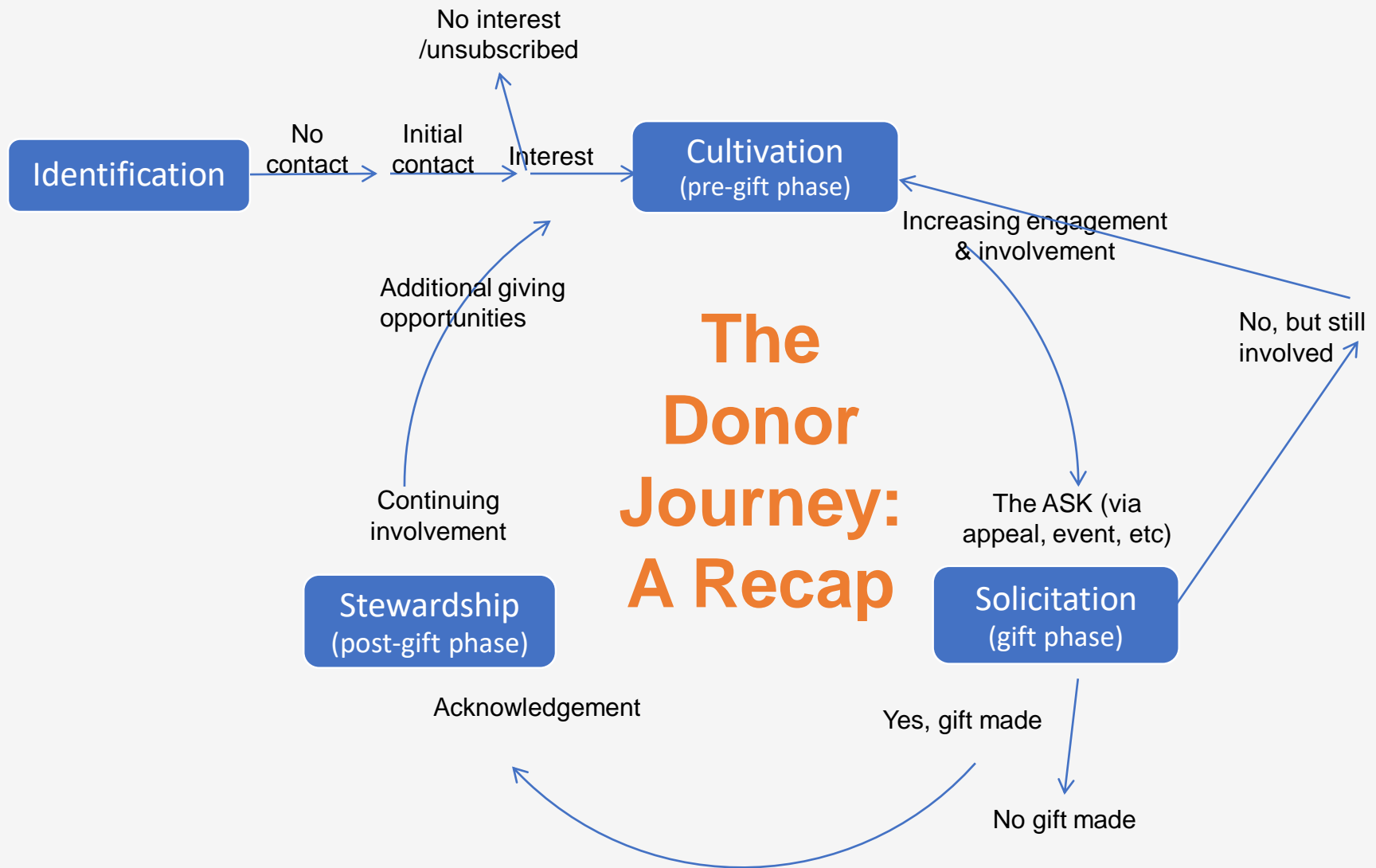


What is a ladder of engagement?

“A ladder of engagement is a framework designed to deepen engagement. It works by asking someone to take increasingly important actions, leading up to an ultimate goal.”

[Digital organizing 101: What is a ladder of engagement and why do I need one?](#)





Back to the Ladder



Ladder of Engagement – Who are they?

http://www.spitfirestrategies.com/wp-content/uploads/2017/01/SPT_SMARTS_Ladder_.pdf

Leaders

- Our Champions, Board members, House Party Hosts, Steering Committee Members, Interns, Staff

Organizers

- Regular/Active volunteers w/ Special Projects/Campaigns

Super Supporters

- Activists/volunteers who devote time in ways that require engagement w/ issues
- Donations can't move people to >= this level, only TAKING ACTION

Core Supporters

- Renewing members, New members from an event/tabling, Major Donors (>=\$100), Volunteers

Bridge Supporters

- On-line activists, New small donors, Gift members

Followers

- FB followers, E-News non-members, subscribers who haven't acted

Unengaged

- No in database, The "public", direct mail recipients (outside lists)

What They Do

Leaders

- Raise \$, Speak for us, Organize events/action, Manage program work

Organizers

- Organize other volunteers, Recruit friends to act/donate/volunteer

Super Supporters

- Take action, like attend hearing, lobby, write articles, etc.

Core Supporters

- Renew at least 1x, Write a letter, Make a call, Volunteer time

Bridge Supporters

- Use quick tools online to take action, Petition signers, Donate to rect letter, 1st donation

Followers

- Receive e-news

Unengaged

- N/A

How we keep them happy in the level

Leaders

- Special Event invites, personal contacts, volunteer appreciation events

Organizers

- Special projects using their skills, recognition, create easy tools for recruiting friends, appreciation events

Super Supporters

- Regular updates on vol opps-give options to act, appreciation events

Core Supporters

- Regular updates on vol opps, actions ask, direct follow up, appreciation events

Bridge Supporters

- Regular updates/action asks, recognition/thanks for acting, direct follow-up on action results

Followers

- Receive Portable content, regular updates/action asks

Unengaged

- Press, social media, web content, tabling, send direct email



What opportunities do we offer them to move them up?

Leaders

- Hire them

Organizers

- Request for them to host/advise/etc., Special communications

Super Supporters

- Volunteer for special projects

Core Supporters

- Attend a meeting

Bridge Supporters

- Easy ways to write a personal letter, call an elected official; send special appeals/renewals

Followers

- Send direct mail, take action

Unengaged

- Give us their email from site, Sign up at tabling (give/ask for contact info)

Level	#	Who they are	What They Do	How we keep them happy in the level	What opportunities do we offer them to move them up?
Leaders	6	Our Champions Board members house party host steering committee members interns staff	Raise \$ Speak for us Organize events/actions Manage program work	Special event invites personal contacts volunteer appreciation events	Hire them
Organizers	5	Regular/active volunteers w/ special projects Interns	Organize other volunteers Recruit friends to act/volunteer /donate	Give them special projects using their skills Create easy tools for recruiting friends Recognition Volunteer appreciation events	Requests for them to host/advise/etc Special communications (Forest sentinel-type contact?)
Super Supporters	4	Activists/vols who devote time in ways that require engagement w/ CNW issues ***DONATIONS CAN'T MOVE PEOPLE TO >= THIS LEVEL, ONLY ACTIONS***	Take action like: attend hearing, lobby, write articles, LTEs, etc.	Regular Updates on vol opps-give options to act Volunteer appreciation events	Volunteer for special projects
Core Supporters	3	Renewing Members New Members from an Event/Tabling Major Donors (>=\$100) Volunteers	Renew at least 1X Write a letter Make a call Volunteer time	Regular updates on vol opps Action asks (WNW, online, etc) Direct follow up Volunteer appreciation events	Join WP? Attend a meeting
Bridge Supporters	2	On-line Activists New small donors (new members from direct mail who gave <\$100) Gift Members	Use quick tools online to take action petition signers Donate to rect letter, 1st donation	Regular updates/action asks Recognition/thanks for acting Direct follow-up on action results	Easy ways to write a personal letter, call an elected Send special appeals/renewals
Followers	1	FB followers E-news non-members WNW subscribers who haven't acted	Receive e-news, WNW, or grassroots	Portable content Regular updates/action asks	Send direct mail (in-house lists) Take action
UnEgaged	0	Not in SF The "public" Direct Mail recipients (outside lists)		Press, social media, web content Tabling Send direct mail	Give us their email from site Sign up at tabling (give us their info/ask for more info)



1. Monthly Giving Program



Monthly giving program benefits

- Regular, reliable donation income
- Data shows significantly higher retention rate of recurring donors
- Increased level of investment/engagement of donor

Steps to developing a monthly giving program

1. Make maintenance easy (making the gift, acknowledging the gift, reminders if cards are expiring, etc.)
2. Give the program an identity
3. Suggest an amount in your materials (default on website)
4. Develop plan for engagement/follow-up

2. Events

- House Party
- Virtual Auction
- Virtual Gala
- Virtual Hikes
- Virtual Trail Run
- Virtual Stewardship Trip



Good reasons to have an event

Primary

- Increase your visibility
- Engage new people from new places (especially virtually)
- Programmatic reason to bring people together
- There's a plan for maximizing the event's impact on your issue
- There's a plan for fundraising follow-up

Secondary

- Thanking people
- Begin or celebrate the end of a campaign
- Honor one or more people



PSA: Calculate **true cost** of your event!

Venue

+

Food

+

Decorations

+

Invitations

+

Entertainment & Speakers

+

Volunteer effort (\$24.14 x hours spent planning & attending)

+

Staff effort (wage x hours spent planning & attending)

The House Party



The House Party

What is it?

- 45-60 minute event
- Virtual or in person
- Opportunity to share about your organization
- Opportunity for folks to learn more about you
- May have an “ask”

Why is it useful?

- Quick touch opportunity
- Connect with new prospects who don't know about you
- Volunteer-run, usually a board member or core volunteer
- Informal and low risk opportunity to make an “ask”

Making the Pitch

- Timed when the most people are there
- Give envelopes out to 2 – 4 “plants” who have agreed in advance to give
- Host introduces self and presenters
- After presentation, host makes simple ask
- Org. representatives pass out envelopes
- Give clear place to put envelopes

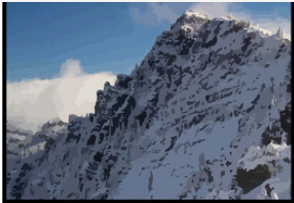


After the House Party



- Evaluate strengths and weaknesses
- Thank donors (staff and host)
- Put donors on contributor list
- Send appeal letters to those who didn't give
- Plan your next House Party

Virtual auction



FRIENDS OF SCOTCHMAN PEAKS WILDERNESS

Home | 0 Favorites | 0 Stars | All Items (73) | Search



[View All Items](#)

START	01	May 2020 05:00 PM PDT
END	15	May 2020 08:00 PM PDT
RAISED		\$5,616.50
GOAL		\$6,000.00

About Friends of Scotchman Peaks Wilderness

Friends of Scotchman Peaks Wilderness (FSPW) is dedicated to uniting thousands of Montanans and Idahoans to ensure our children and grandchildren have the chance to discover nature in its purest form. Right here in our wild backyard. We build grassroots support to save the wild Scotchmans through outreach, education, stewardship, and advocacy.

[Learn More](#)

Incredibly Wild [Online] Auction

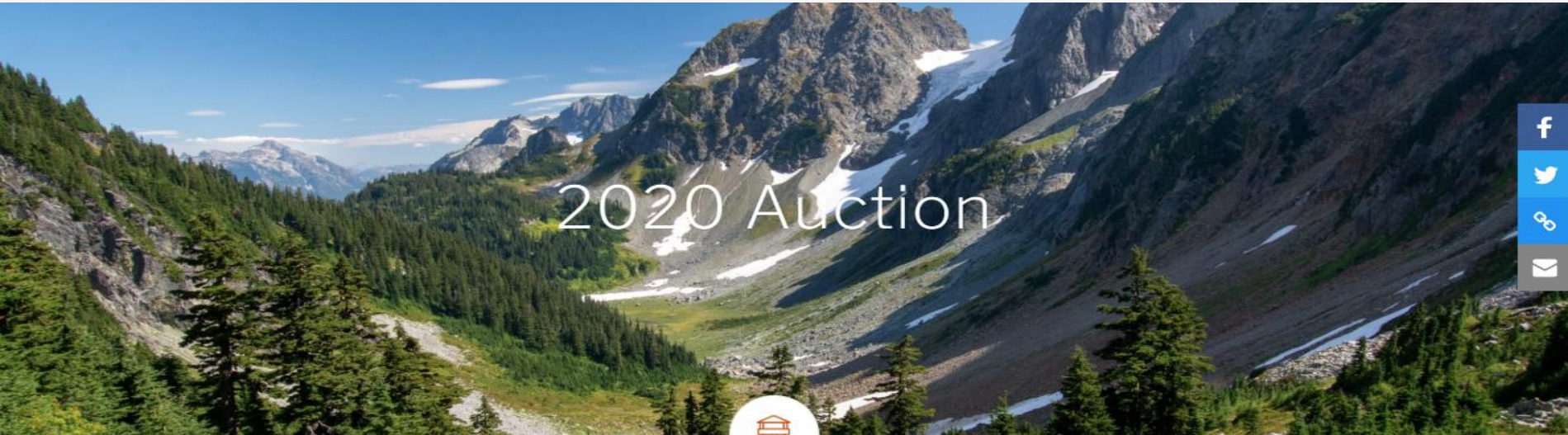
Friends of Scotchman Peaks Wilderness decided to do a spring online auction in a pre-covid 19 world. We realized in early April that there was a way to help small businesses and support saving the wild Scotchmans at the same time.

Most of the items in this auction were purchased by (or with specific donations from) supporters of the Scotchmans. Individual FSPW supporters donated over \$1,600 in gift certificates to locally owned businesses. And that doesn't include the donations from FSPW's board and staff.

When you bid on these items, feel good knowing you're helping a small business and wild places like the Scotchman Peaks.



Virtual gala



Our biggest event of the year happened online on April 2. THANK YOU to everyone who raised a virtual paddle or placed a bid through our auction! If you need to fulfill a paddle raise, you can do so **through our secure online form.**

Or make a donation or become a member anytime at **www.donatecnw.org**!

Virtual hikes



[Go Hiking](#) ▾ [Get Involved](#) ▾ [Give Today](#) ▾

[Become a Member](#)

Celebrate National Trails Day[®] with these Three Steps



Pledge

Join a nationwide movement

[Take Pledge](#)



Act

We'll provide easy actions you can take, even while social-distancing

[Easy Actions](#)



Connect

Share why trails and natural space are important to you. Tag #NationalTrailsDay and @AmericanHiking in your social media.



Virtual trail run

DON'T FENCE ME IN TRAIL RUN

[COURSE MAPS](#)

[AWARD CATEGORIES](#)

[CHALLENGE CATEGORIES](#)

[RULES AND GUIDELINES](#)

[TRAILRAISER](#)

[SPONSORS](#)

[PHOTO GALLERY](#)

(SOCIAL) DISTANCE RUNNING:

NEW DON'T FENCE ME IN VIRTUAL TRAIL RUN AND TRAIL CHALLENGE!

The new guidelines for social distancing may have affected our plans for the 20th Annual Don't Fence Me In Trail Run on May 9, but they haven't stopped us from finding fun new ways to get "together" and celebrate the incredible trail system we have right in our backyard. *We're running with it!*



Virtual stewardship trip - MWA

Protect Our Trails!

These trying times show that we need to maintain Montana's trails now more than ever.



\$0 / \$20,000

0%
OF GOAL

0
SUPPORTERS

[DONATE NOW](#)

How you can help MWA maintain our trails



Food for one week **\$32**

Help keep our trail team fed as they dig trenches, scratch out trails, and cut up downed trees. It sure makes them hungry!

DONATE



Half day of trailwork **\$70**

This covers everything that isn't food, from tools and gear to masks and hand sanitizer.

DONATE



Basecamp Set-up **\$100**

Help our trail crews make it to the trailhead to set up a homey basecamp as they toil on the trail.

DONATE



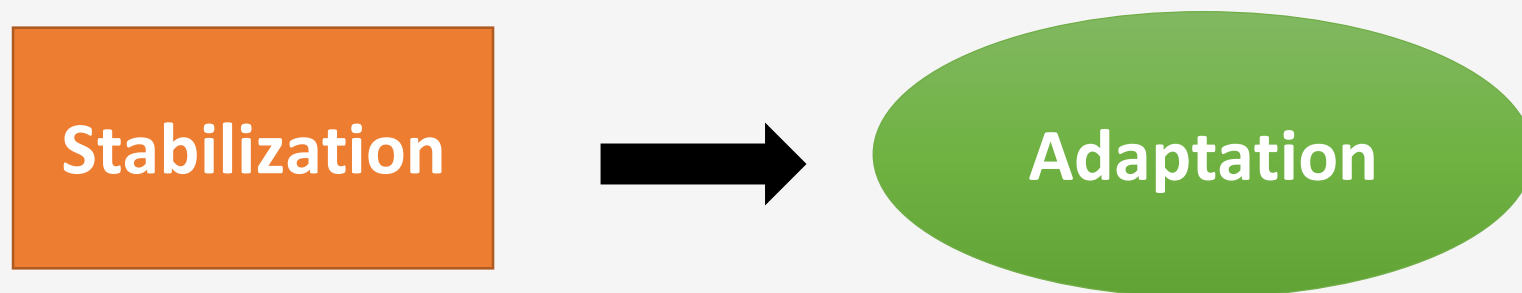
Full day of trailwork **\$140**

Help our trail crew stay out there for a full day of cutting, digging, and other maintenance that comes with trail work.

DONATE



Final thoughts



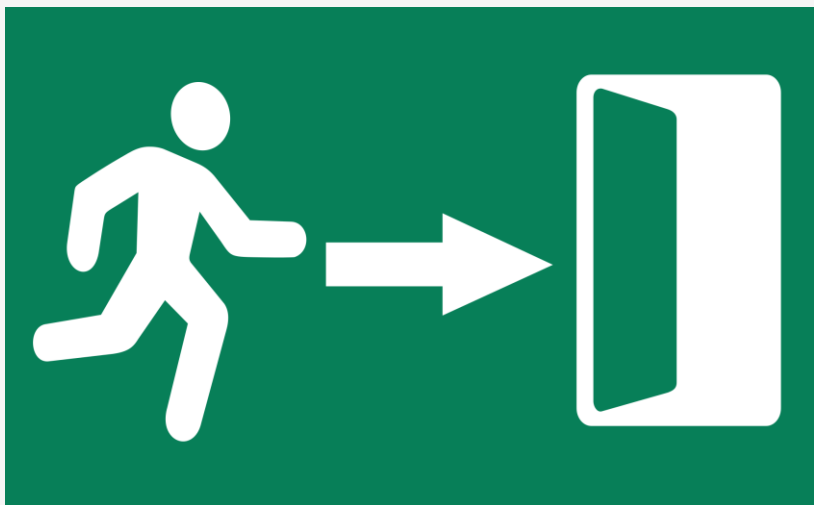
- Review your revenue sources and potential shortfalls and adjust/update as new information becomes known
- Make a fundraising plan. Revisit often to update
- Think of events as a mile marker along the donor journey, not the end goal



Evaluation of this webinar

As you exit the webinar...

Please fill out our brief survey!





Questions?



How to Participate

Using your control panel...

- **RAISE YOUR HAND** if you would like to be unmuted to speak your question
- OR continue to submit questions and comments via the **Questions** panel.

Thank you for attending today's webinar! We will stay after to answer your questions, but feel free to exit the webinar if you need to go.