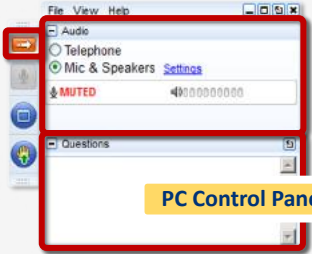




GoToWebinar Housekeeping



PC Control Panel



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Attendee Participation

Using your control panel...

Join audio:

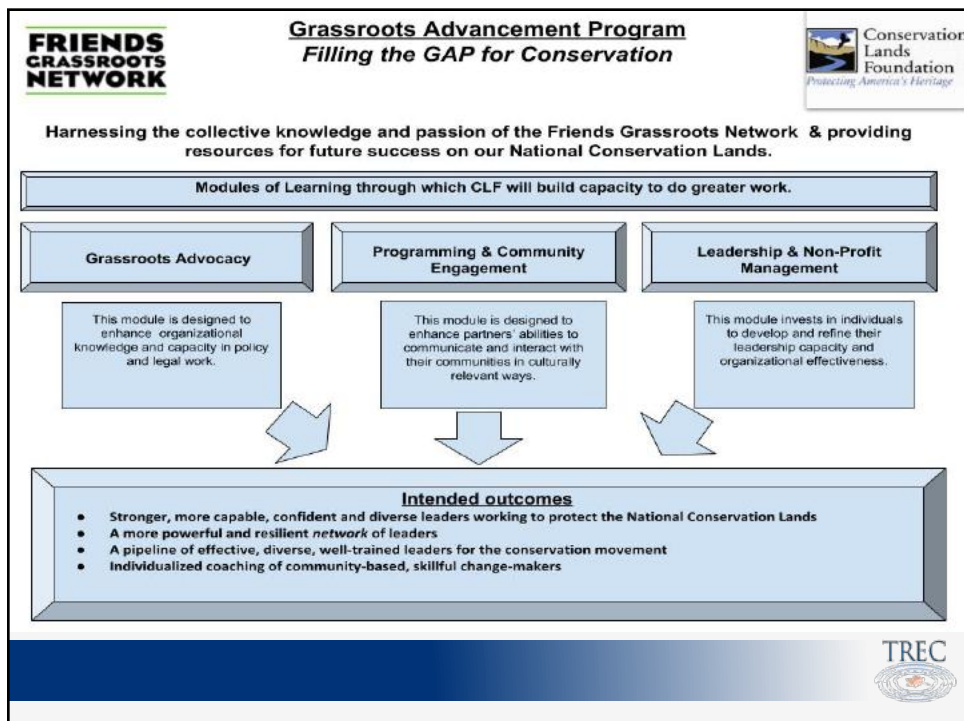
- Choose "Mic & Speakers" or "Computer Audio" to use VoIP
- OR choose "Telephone" or "Phone Call" and dial-in using the information provided

Submit questions and comments via the Questions panel.

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



1



2

TREC

Training Resources for the Environmental Community
Presents:

Fundraising in a New Administration



Presented by:

Katie Davis, *TREC Associate*

January 12, 2021

3

Today's Focus

What we know today

What we can expect to see

Utilizing a ladder of engagement

TREC

4

It's 2021



5

What we know today

- 2020 has re-shaped giving
- Impact of multiple crisis are being experienced differently
- Incoming pro-conservation administration



6

“Nonprofits have a choice: View the COVID-19 pandemic **as an event** or as the **start of a new era**. If we plan for a new era and we’re wrong, we simply can revert to previous practices when the pandemic ends. However, if we view COVID as an event and we’re wrong, we will enter the future unprepared.” -
Planning for Fundraising 2021, December 10, 2020 Association of Fundraising Professionals



7

1. 2020 has re-shaped giving



8

2. Impact of crisis experienced differently

- Communities of color disproportionately affected by COVID, climate, and racial crisis of 2020
- The wealth gap has widened and increased income inequality



9

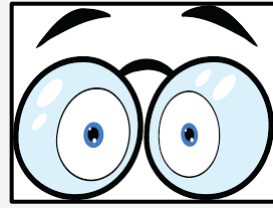
3. Incoming pro-conservation administration

- New administration has made climate change and racism top issues
- Historic pick for Interior Secretary/other positions
- Opportunities to reverse course



10

What we can expect to



- Multiple economies in motion will impact giving
- Technology is here to stay
- Online giving continues to be prioritized by donors



11

1. Multiple economies in motion



12

2. Technology is here to stay

- Events may resume in person and.....



13

3. Online giving continues to be prioritized by donors

 CONSERVATION LANDS FOUNDATION

National Conservation Lands Friends Grassroots Network Take Action About Us The Latest [Donate](#)

National Conservation Lands are your lands. Your support today helps us ensure they're protected for generations to come.

Amount >> Your Info >> Payment

☒ Give Once ☐ Give Monthly

\$10	\$25	\$50
\$100	\$250	\$500
\$1,000		

Other amount:

\$ [Continue](#)



14

Taking a closer look...



15

Foundations

- Stay in close contact
- Share what is most important
- Request unrestricted funds
- Look for opportunities to support your partners and community



16

Major Donors

- Give donors news they can feel good about
- Look for opportunities to discuss planned giving
- Communicate the different ways Donors can give (multi-year, pledges, etc)



17

Small Donors

- Automation
- Segmentation
- Messaging



18

Volunteers

- Look for alternative ways to engage if field work/onsite work not happening
- Identify 1-2 volunteers as Champions to support and encourage engagement
- Volunteers → Donors



19

What can you do right now?



20

And how can you do that?

Developing Ladders of Engagement



21

Ladder of engagement

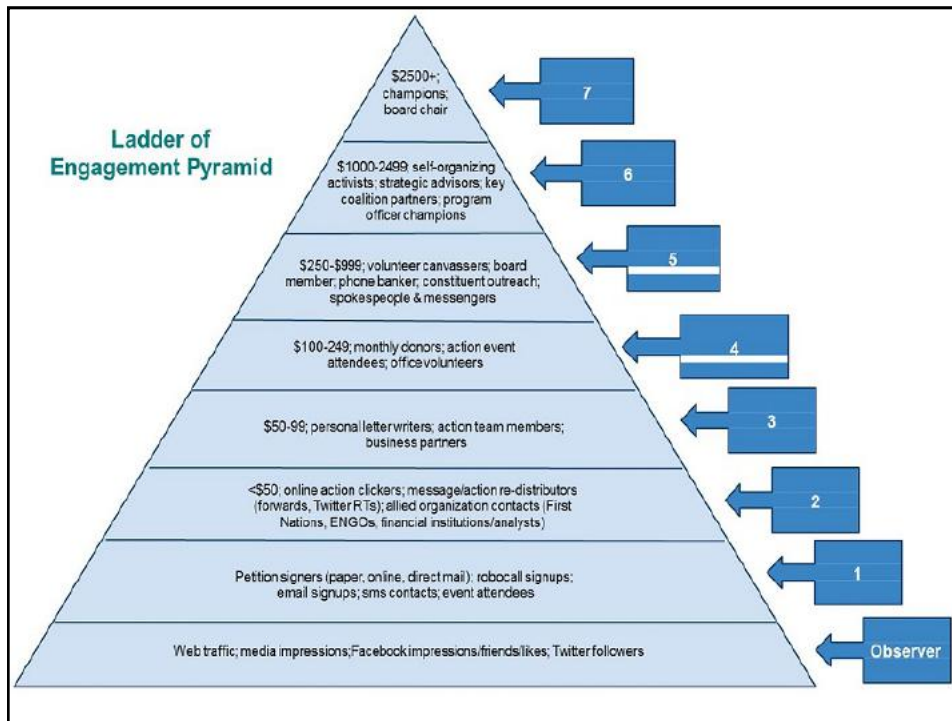
Major Donors
Champions

Donors

Volunteers



22



23

Level	Level #	Who they are	What they do	How we keep them happy at this level	Opportunities to move them up or down
Leaders	6	Our champions Board members House party hosts Steering comm. members Super-interns STAFF	Raise \$ Speak for us (expert testimony) Organize events/large 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/advice/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, LITs, 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, 1- 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
Unengaged	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)

24

Example 1: Moving donors who have given a gift of \$50 a year for two years towards monthly donor status.

Fundraising letter – request to become monthly donor

Annual Newsletter or other publication

ED “behind the scenes” – email or short video

Personalized written thank you letter for last gift



25

Example 2: Digital organizing ladder of engagement

Fundraising email sent

Email to supporters asking them to share a story

Posted link to FB to “sign a birthday card”

“Like” FB page



26

Next Steps

1. Create your 2021 Fundraising Plan
2. Pick one group or segment and create a ladder of engagement
3. Share with your staff/board



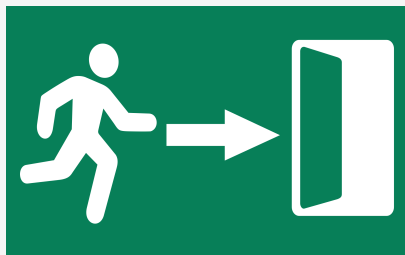
27



Evaluation of this webinar

As you exit the webinar...

Please fill out our brief survey!



28



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.

