Brief Precis from Not-for-Profit Managers' Peer Support Group Meeting
4 August 2017

DONOR FUNDING BALANCING FUNDING STREAMS

Cheryl Moffat from Coastguard Southern Region facilitated the discussion on Donor Funding/Balancing Funding Streams.

Donations
•provide an opportunity to make people feel better by giving to a good cause;
•are the biggest growth potential for organisations, other forms of fundraising falling.

Finding donors
•To find individual givers, look at your community of interest and develop it.
•Treat everybody well
•Don't judge people, you never know…
•Manage donors via database
•Events e.g. raffle
        ◦Build contact list, ask people for email or phone
        ◦Need to be able to collect this info with people's permission, and there needs to be an opt out
•Keep looking for new people ◦People change their interests throughout their lives

Appreciation important
•personal letters of thanks create relationships

Donate button •'must have' for websites and facebook pages
•Need to collect individual data
        ◦For thanks
        ◦May lead to bequests
        ◦Ask why they donate
        ◦Connect values of organisations to values of donor
•Newsletters should always give an opportunity for people to donate

Story telling
•Tell the difference we're making by telling stories
•Plains FM most downloaded podcast is a show re Alcoholics Anonymous and a caller who said the show saved his life
•Profile volunteers
•Profile the difference they've made

Other considerations
•Try Payroll contribution
•Try and find donors willing to give monthly automatic payments
•You need to ask!