



# Donors

Seeking Support for our Programs

# Knowing the Donor

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- That individuals or foundations have lots of money does not mean they will support our cause.
- The process of getting to know and cultivating a donor never ends. This process might take months or years.
- Before asking for a donation you should be aware of the donor's values, interests, purposes, goals, affiliations, etc.. You have to establish a positive relationship with the donor.

# Elements of a cultivation program

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- Clear goals, a growing trend must be perceived.
- Strong community image
- Needs must be exciting and attractive.
- Know the potential donor.
- Donor involvement.
- Inspire donors to do something important for the organization.
- Maintain constant communication.

# Local and International Donors

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## **Local**

- Government
- Companies
- Individuals
- General public

## **Internationals**

- Foundations
- Corporations
- Individuals
- Government from others countries

## 6 Main reasons why donors give

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- Belief in the mission of the organization.
- Community responsibility and civic pride.
- Fiscal responsibility of the organization– gift is an investment.
- Regard for volunteer leadership.
- Regard for staff leadership.
- Service on Board or committee.

# 5 Steps for the donor visit

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- “Chit chat”
  - where are you from? Interests? Establish rapport. LISTEN
- Telling your organization’s big picture .
  - do you have an elevator speech?
- Specific project
  - photos, maps, know your project
- Summarize the problem/opportunity and solution
  - how the donor can make a difference
- Moment of truth – Ask
  - Practice your solicitation mantra. “Would you consider gift of...

# 15 ways to overcome your fear of asking

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- You are not asking for yourself.
- Your organization is a noble cause.
- Donor will give their money elsewhere.
- You only need 10 seconds of courage.
- Everyone gets nervous.
- Plan your strategy well.
- Revise the strategy and the expected results before each call.
- Review each call immediately afterward to look for ways to improve the next call
- Seize your bold moments.
- Take someone with you.
- Fall in love with your campaign and mission.
- Tell a story with only one logical conclusion – an obvious urgency for help/involvement.
- Find the magic words that make it easiest at each step. (“Would you consider a gift of...?”)
- Listen as well as speak.
- Remember – people like your organization’s work!

# Finding information about donors

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## Some useful research tools:

- **Local and regional newspapers and magazines.**
- **Brochures and bulletins from other organizations.**
- **Businesses Directories, Chamber of Commerce, and community groups.**
- **The Foundation Center—<http://www.fdncenter.org/>**  
This is the best site for public, private and corporate foundation research. It is a great resource for learning more about grant writing and research. If you click on "researching philanthropy" and then "statistics" you can find information on international grants.

# Finding information about donors

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Some of the available search options include:

- "*Foundation Finder*"--(FREE) search by name for basic information on recent assets, giving, main contact, website link and 990 tax form search. **If you click on the tab that says "sector search" and then "advanced" you can specifically look for those foundations that fund environmental issues internationally.**
- "*The Foundation Directory Online Subscription Service*" (subscription required)— Search the entire universe of U.S. foundations, corporate giving programs, and grant making public charities — over 65,000 funders in all. A one-click link takes you from the grant information to information on the foundation that awarded it. **This is a paid service, but highly recommended.**
- "*FC's Philanthropy News Digest*"--(FREE) search current or archived newsletters for foundation news. **When searching the archives, you can specify articles dealing with international grants.**

# Finding information about donors

- **Guidestar** - <http://www.guidestar.org/> is a free searchable database of more than 640,000 nonprofit organizations (including foundations) in the United States. It can be used to search for foundations that fund internationally (go to Advanced Search and in "keyword" type environment; in "category" select international. Once you have found a possible funder (either through this site or another way), use this site to look up the 990 tax form of the foundation. The tax form usually lists the board members and all of the most recent grants made by the organization.
- **Grantsmart**— <http://www.grantsmart.org/> is similar to Guidestar. I usually check both because one may have a more recent 990 than the other.
- **Chronicle of Philanthropy**— <http://www.philanthropy.com/about/about.htm>  
This is the #1 newspaper of the nonprofit world and also worth a paid subscription. With a subscription, you can use the web site to get the complete contents of recent issues, an archive of articles from the past two years, and more than four years worth of grant listings -- all fully searchable.  
The following has a way to search on both "environment" and "international" so could be useful:
- <http://www.CCInet.org> is the Corporate Community Involvement site from the **Charities Aid Foundation**. It demonstrates how businesses are supporting their communities by providing links to hundreds of company CCI web pages.

# Finding information about donors

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- **EUROPEAN FOUNDATION CENTER (EFC): FUNDERS ONLINE**  
Europe's counterpart to the Foundation Center has debuted a new service, Funders Online. The service is positioning itself as a one-stop resource for "philanthropic information online." <http://www.fundersonline.org>

**Other sites with general information about research and some links to other sites:**

- **University of Southern California Development Research Department** – <http://www.usc.edu/dept/source>
- **Internet Prospector** – <http://www.internet-prospector.org/inter.html#Global> If you go back into general internet-prospector site, there is more general information on research.
- **Catalog of Federal Donor Assistance** – [www.cfda.gov](http://www.cfda.gov)
- **General search engines for research include:** [www.google.com](http://www.google.com), [www.ask.com](http://www.ask.com), [www.altavista.com](http://www.altavista.com), [www.yahoo.com](http://www.yahoo.com), etc.
- **Don't forget the websites for the foundations or agencies themselves!**

# Other ways to research

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- Publications
  - Newspapers
  - Magazines
  - Annual reports
- Third Parties
  - Board of Directors
  - Other Donors

# When a donor says “No”.

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- Do not take it personal.
- Make sure you understand the reason for the rejection.
  - We ran out of money
  - The proposal was past due.
  - The proposal was not complete.
  - We are not interested in this area.
  - Our focus changed this year.
- Ask if you can submit the proposal next cycle.

# What to do after a gift or a rejection

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- After a gift you celebrate. Make sure you thank everyone who worked in the proposal.
- Send a thank you letter to the donor. Appreciate the investment the donor has made to your organization.
- Maintain Communication: a phone call to say thank you, to give an update on the progress of the project, or to inform about the acquisition of more funds is appreciated by the donor.

# What to do after a gift or a rejection

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- If you get a rejection, a polite phone call to the foundation staff can result on a request for a proposal next cycle.
- “No” is not forever. Give thanks for the opportunity of submitting a proposal even though it was rejected. It is fine to call or write requesting feedback.