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FUNDRAISING FORUM™

Three things to know before making your next fundraising ask

At one time or another, most non-profit donor relationships involve asks. When making asks, it is imperative that fundraisers come from a donor-centered perspective. Joe Garecht reports.

Here are three important parts of the donor mindset – three things you must understand in order to make successful asks:

People don't like to be 'sold'

Whether it is a used car salesperson, an insurance agent making a cold call, or a non-profit fundraiser making an ask, people don't like feeling as if they are being sold something.

That's why the best sales people use conversations to draw out wants and needs from buyers, and then present them with a product or service that fills their needs. That's why insurance agents make the most of their sales through referrals by friends, family, and current customers. And that's why non-profit fundraisers need to cultivate first and ask second.

People don't want to feel as if your non-profit is "selling" them something. They worry that they will make a donation to you and wake up the next day with "donor's remorse." The best way to overcome this fear is to build a relationship with your prospect. Find out what they are interested in . . . what programmes or services that you offer are most important to them . . . how they want to give. Make your cultivation and your ask about them, not about you.

People want to give

While people don't like to be sold, they do like to give. People like to give to non-profits. Giving makes them feel good, and provides them with very real psychological and/or spiritual rewards. Make it easy for them to give. Paint a compelling picture. People want to give and be helpful in general, and if you build a relationship with them and paint a big enough vision, they will want to give and be helpful specifically to your organisation.

People don't give unless they are asked

This is a key point that needs to be driven home for every organisation: for the most part, people don't give unless they are asked.

Rare indeed is the situation where your non-profit receives a sizable donation from a person or company without first asking that person or company to donate. People want to give, but they won't give unless you ask them.

Far too many non-profits set up fundraising events and hope for the best, without making any real asks. Sending out invitations to a fundraising event is the weakest possible form of an ask. In fact, it's almost a non-ask.

Asking people from your board and support networks to co-host the event and sell 10 tickets each . . .that is an ask. Asking companies to sponsor the event at R5 000 a pop . . . that is an ask, too. Just slapping stamps on invitations? Not really an ask.

The other major problem I see with non-profits is the belief that because they are doing good work, if they just get their name out there, get brochures into the right hands, get a couple of good stories in the local paper, and spend some time at events and tours talking about how much money you need to keep operating, that the money will come rolling in. Nothing is further from the truth. Mentioning how much money you need is not an ask.

Talking about how much money you need, then directly asking someone (in person or on the phone) to give a certain portion of that amount . . . that, my friends, is an ask.

Asks are questions. Asks mention specific amounts. Asks are made in such a way that they need to be answered, either yes or no. People don't give unless they are asked.

With acknowledgment to www.thefundraisingauthority.com ■

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Five copy resolutions for the New Year

With the New Year already in full swing, Deborah Block and Paul Karps offer you their New Year's resolutions when it comes to writing fundraising copy.

Granted, this is hardly an exclusive list. We could literally go on and on. (And maybe that should be Resolution Number 1: Don't go on and on!) So we'll try to keep this year's list to a minimum. After all, there's always next year.

Anyway, in no particular order, here goes:

1. It's OK to wear your heart on your sleeve

Showing emotion in your copy is a good thing. Not being afraid to get personal is even better. In other words, giving your signer the chance to sound like a real, unique individual – writing to another real, unique individual – will only serve to make your copy warmer and more persuasive. Let's say, for example, you're writing for a children's hospital. Including a reference to how the signer is a mother of two – or grandfather of four – gives you the opportunity to establish a closer bond with the reader, thereby increasing the case for giving. But even if you don't have that kind of detail available, keep your copy warm and friendly, whatever the actual writing style of the signer may be.

2. Don't assume donors know who you are

You may live and breathe the mission of the organisation you write for. But your donors may actually be thinking about other stuff.

So even though you may be sick and tired of that one story you told in your newsletter six months ago – and that's been on your Web site for four months – your donors probably won't remember it or may not have even seen it.

3. Write the copy from the reader's perspective

This one's certainly an oldie-but-goodie . . . and definitely worth repeating. In a nutshell, it's not all about 'you', the non-profit.

Instead, copy should revolve around the wants, needs, and interests of the reader. That's why 'you' – aka the reader – is considered the most important word in fundraising.

Yet as much as this seems so obvious to most of us, we recently received a four-page acquisition letter from a local non-profit . . . in which the very first 'you' was toward the end of page four when the non-profit finally got around to asking for money. Just inexcusable. But it happens – time and again.

4. Don't think email copy should be any less compelling than direct mail

One misconception we sense is that many people feel email copy needs to be short and sweet. Hey, the thinking goes, these email types have such short attention spans that we can only hold on to them for a brief moment.

So keep appeal copy to a bare minimum. Of course, if you take this advice, you're just as likely to suck all the air out of the appeal – making the case for giving that much less compelling.

Indeed, could this be a factor in the finding that direct mail continues to outperform email?

On the other hand, some of the most effective fundraising emails we tend to receive are longer in length, quite comparable to the length of direct mail appeals.

5. Target your copy to the right audience

In writing fundraising copy, one size does not fit all. If you're writing to donors, you need to thank them. If they're lapsed, thank them for their past generosity and ask them to reaffirm their support. If they're high-dollar donors, step up the praise.

If they've given to a capital campaign or other specific effort, single them out. And if they've never given to you before, make that abundantly clear, as well.

More and more these days, we seem to be writing multiple copy platforms – targeted to these kinds of different audiences – that can then be lasered on page one.

Page two is written in such a way that it applies to everyone equally. It can then be preprinted, probably saving you money in production.

That's it for this year. Five's a nice round number, don't you think? At least that's what our friend Fibonacci says!

Editor's note

Here, in brief, are my top five copy resolutions for the year:

1. Convince more people that 'copy by committee' = 'too many cooks spoil the broth!' Having a direct mail piece approved by more than one – or two people at the most – is likely to ruin the copy all together.

2. It's OK to write in conversational English. In fact – it works! So please feel free to use contractions (it's, I'm, that's) and avoid jargon. It's even acceptable to start a sentence with 'but', 'because' and 'so'. And even 'and'.

3. The two most important words in fundraising copy are 'You' and 'I'. Not 'give money'.

4. Short words, short sentences and paragraphs of varying lengths will get copy read. Use underlining for emphasis and remember to indent paragraphs.

5. Ask early and ask often. Ask for the right amount based on what donors give on average – because more often than not, you'll get what you ask for.

www.malwarwick.com ■

MILESTONE THINKING

On-target observations in brief

Donors don't give to your organisation. They give through your organisation.
Tom Ahern

Tell your potential donor about the opportunity to be a hero by making (whatever) possible. That's the simple, basic, and yes, professional way to build rapport, not destroy it.
The Non Profit Times

Charity is injurious unless it helps the recipient to become independent of it.
J.D. Rockefeller

The path to financial security in the not-for-profit sector lies in the building of closer relationships with donors and gathering around you the largest possible number of people who will remain loyal friends to your organisation for all the right reasons.
Terry Murray

Love is not patronizing and charity isn't about pity, it is about love. Charity and love are the same – with charity you give love, so don't just give money but reach out your hand instead.
Mother Teresa

With the ever-increasing importance of online fundraising and the significance of your online presence, it is important to simplify and optimise the online (and mobile) giving experience. Invest time in these two aspects of your organisation's online giving programme and you will see great rewards.
http://nptimes.com

While we do our good works let us not forget that the real solution lies in a world in which charity will have become unnecessary.
Chinua Achebe

At its best, fundraising is fabulous. Anyone with eyes and imagination can see that. Individual donors give far and away the largest part of all voluntary income and, in this world of need, make deep and lasting differences in a wondrous array of ways.
Ken Burnett

Exploring life, faith and meaning

As part of Alpha International and Alpha Africa, Alpha South Africa plays a significant part in the global whole in serving and equipping churches of all denominations.

By sharing, free of charge, this unique ten week course that's been developed by Alpha, their goal is to transform South African society through revitalising the church to more effectively evangelise the nations.

At some stage of life, many people struggle with the big questions: 'What is life's meaning?' 'What's the purpose of my life?' 'Am I on the right road to the right destination?'

Alpha provides the platform for people to come together in a safe and relaxed environment, to raise and discuss these questions, and be given the opportunity to discover the answers. Over the past 38 years Alpha has trained and equipped countless local leaders to run Alpha. As a result, individuals' lives are being changed, and churches are being renewed right across the country.

In 2017 a total of 20 290 people attended 858 Alpha courses across South Africa. A quarter of these were youth courses.

Alpha is given freely to guests and churches and Alpha South Africa relies entirely on the generosity of donors who believe in the power of God to transform lives and thus nations through Alpha.

To find out more visit *www.alphasa.co.za* ■

FUNDRAISING FORUM™

Fundraising Forum is a regular newsletter dedicated to the enhancement of management, fundraising techniques and the promotion of community service, welfare and non-profit organisations of all kinds.

It is published by Downes Murray International and circulated, free of charge, to anyone with an interest in the growth and improvement of the non-profit sector and those served by it. In addition to regular features written by Downes Murray International staff, there are extracts from international fundraising publications which are reprinted with acknowledgement to the publishers.

We welcome submissions for publication from all writers involved in non-profit work. Visit **www.dmi.co.za** for more information. ■

Is your newsletter working for your organisation?

A potentially powerful communication device and fundraising tool — the newsletter is probably one of the most abused items in the fundraising mix. With acknowledgement to Terry Murray.

Your newsletter should be a 'donor newsletter' – start by calling it that name and you'll already begin to hold the correct focus. The purpose of your newsletter is to:

1. Make donors feel really good about their support of your work;
2. Tell them about the people who are benefiting from their donations;
3. Grow their understanding of all aspects of your work and why their involvement is so important to you;
4. Provide those who cannot visit your projects with clear and moving pictures of what they are helping to make possible;
5. Inform them about new directions and new projects for which you may be seeking their support in the near future;
6. Give them examples of how bequests are another vital form of providing you with income to continue your good work;
7. And inspire them with quotations and examples of the wonders of philanthropy.

What to avoid

Next, let's look at what your donor newsletter shouldn't be:

1. A vehicle for praising your board members and your staff or showing pictures of people at your latest black tie dinner;
2. A place to list the dozens or even hundreds of corporate or foundation donors from who you have received gifts;
3. The place to shout about your achievements or the fact that you've been in business for 25 years – unless the focus is on how your donors are the ones who have made it all possible.
4. A place to boast about how much money you've raised;
5. Or a vehicle for complex and dreadfully dull, financial reports.

Now let's look at the timing and format for your newsletter:

Ideally, you should be producing at least two donor newsletters per year, and they should be timed to mail between your appeal mailings so that not every communication with donors is based on a specific and direct 'ask'.

The masthead (title) should be attractive and eye-catching and relevant to your work.

Use at least two colours (and nowadays, four-colour printing is about as inexpensive as two colours). Print the body copy in black (easily readable) and pictures in full colour.

For body copy use at least an 11 point Serif typeface (such as Times New Roman) – proven by research to be more readable and readily comprehended.

By all means use a Sans-Serif typestyle (like Arial) for headlines – but keep the body copy in Serif.

Use two, or even three columns across the page (so as not to have long lines of copy that are difficult to read).

Avoid type reversed out of a solid background, and avoid 'watermark' designs behind body copy (destroys readability).

Remember that the average donor to a direct mail appeal is an older person who is often likely to have less-than-perfect eyesight – another reason to keep body copy at a size that can be easily read.

Intersperse your stories with inspirational quotations or snippets of useful information.

Always choose a striking article and strong headline for the front page to attract immediate attention and interest.

Make sure that your headlines (and body copy) are donor focused and feature words like 'you' rather than 'we' and 'our'.

Use good pictures showing people – and some close-ups so that you can see the eyes of the people in the photos.

Tell stories that provide feedback on the people and projects which you have featured in your recent appeal letters.

You don't need a heavy, glossy paper for your newsletter – this often gives older folks the impression of wasteful use of funds. An 80 gram Bond is quite sufficient, and even newsprint is often enough.

Always include a pre-addressed donation form (or 'deepflap' reply envelope) with a 'soft ask'. This can usually be used as the address piece when you mail your newsletter in a DL window outer envelope (thus avoiding ugly and impersonal address labels on the outer envelope and at the same time making it much easier for donors to respond).

How do you score?

So there you have it – what amounts to a checklist of donor newsletter 'dos and don'ts'. Perhaps you'd like to try scoring your newsletters against our recommendations to see how you stack up?

What I can promise you is that if you follow these simple guidelines, you will find that your newsletter:

Always produces a handsome net income from donors;

Brings your donors closer to your cause and grows their understanding and loyalty to your programmes,

And reduces the percentage of lapsed donors and helps to increase the average number of donations from each donor. ■

Seven tips for better email newsletters

Does your non-profit use e-mail newsletters to cultivate and steward donors? If not, it should… e-mail newsletters are one of the easiest and best ways to stay in touch with donors, update them on your work, and make them feel like part of your team. Joe Garecht reports.

If you are going to be sending out e-newsletters, though, you want to make sure you are doing it the right way. You want your donors to sit up and take notice, but you also want to make sure that running your email newsletter programme doesn't take lots of time or cause lots of stress at your organisation.

Here are seven tips for making your e-mail newsletters more appealing to your donors while at the same time simplifying your system and reducing the hassle of sending them out.

Tip 1: Use an email newsletter provider or list-server

Even if you are just starting out, it is best to use an email newsletter provider like Constant Contact or Mail Chimp. These systems are very inexpensive, particularly for small lists. You can also use an e-mail newsletter service provided by your donor database package, provided you can export the data if you decide to stop using that database. Using an email newsletter provider will make list management far easier. Newsletter service providers also make it easy to stay compliant with SPAM regulations and easy to make your newsletters look nice in both HTML and text formats.

Tip 2: Use a standard template or have one custom designed

You want to make sure that your email newsletters look good, while keeping things simple. You also want to make sure that people recognise your e-newsletter easily by providing a consistent look and feel. The best way to do this is to use a template provided by your email newsletter service provider or to have a template custom designed for your non-profit.

When your list is small, chose one of the templates these newsletter list hosts provide, customise it for your non-profit and use it for every e-newsletter you send out. Once you have more subscribers, time and money, have your web designer create a custom template using your non-profit's graphics, colours, etc.

Tip 3: Keep it short!

Your email newsletters should be much shorter than your paper newsletters. People don't like to read a lot in their email, they like to browse, then click on links if things interest them.

You can include the first 200 words of four different articles, then include links to the rest of those articles on your site, as a way to including lots of information without having the newsletter look intimidating.

Tip four: Include lots of links to your site

This rule flows from the previous rule about keeping your newsletters short. Be sure to include several links in each newsletter back to your organisation's website so that people can get more information and interact with you, without clogging up your newsletter with lots of text.

Also include standard links in each newsletter at the bottom or in a sidebar that allow people to go to your homepage, your about page, your donate page, etc.

Tip 5: Send your e-newsletter at least once every month – preferably every month

If you send your e-newsletter any less than once every other month, people will forget they signed up and will think you are spamming them. Sending it out less than every other month also makes it harder for your non-profit to stay top-of-mind for your donors and prospects.

On the other side of the spectrum, don't send more than one e-mail newsletter per week – and only do it this often if you have actual news to share and great content to get out on a weekly basis. Be careful – if people read your newsletter and it contains lots of stuff they aren't interested in, they will stop reading your newsletters and unsubscribe from your list.

Tip 6: Make collection of email addresses for your newsletter a priority

You're going to be spending a decent amount of time creating an e-newsletter to go out every month or every other month, so you want as many people to read it as possible.

Thus, you should be trying to collect as many e-mail addresses from people as you can to add them to the newsletter – make it clear that you are adding them to the newsletter and make sure they really are opting in and that you aren't spamming them.

For this reason, one of the primary purposes of your organisation's website should be to collect email addresses for your email newsletter.

You can also sign up donors through a note on your donation forms asking for an email address and noting that people will be signed up for your free e-newsletter when they respond.

In addition, have clip boards at your events, walk-a-thons, non-ask events and other functions asking people to sign-up for your e-newsletter. Finally, encourage your newsletter readers to share your newsletter with their friends, family and co-workers.

Tip 7: It shouldn't take all day

Creating your e-newsletter shouldn't take that long – once you have your template set up, it should be fairly simple. Your e-newsletter should take less than one day to write, edit, upload and send. In many cases, you will be able to do it in far less time than this. Paper newsletters, on the other hand, often take more time.

With acknowledgment to www.thefundraisingauthority.com

The fundamental rules for finding new prospects for your non-profit fundraising

Prospects are the lifeblood of non-profit fundraising. Without a regular stream of new prospects, organisations can't cultivate, can't ask, can't steward. Our non-profits need new prospects in order to thrive.

There are several fundamental rules of prospecting that will help you understand and engage new prospects for your fundraising programme:

Rule 1: People give based on relationships

Humans are relationship driven. We seek out relationships and make decisions based on relationships. It's no different with philanthropy – people give based on relationships. Before someone gives to your non-profit, there has to be some sort of relationship which gives the prospect a reason to give. That relationship can be interpersonal, or organisational.

Some people give because of interpersonal relationships: they know and trust someone on your board, or one of your volunteers, or someone that you helped. Their relationship with that person (and that person's positive recommendation of your non-profit), encourages them to make a gift.

Some people, on the other hand, give because of an organisational relationship with your non-profit. They hear about your organisation, you cultivate them and build a relationship with them, and then they give.

Either way, a relationship must exist or be built before a donor will make the decision to donate.

Rule 2: Strong-arm fundraising doesn't work

Having read Rule #1, many non-profits may think, "great! I'll just tell my board and volunteers that they have to get all of their friends to donate. They can just go through their address book and tell people, 'I need you to make a R200 donation' ". This is called "strong-arming your contact list," and it doesn't really work.

Sure, you can raise money this way, at least for a time. Your board and supporters can call in favours from friends and colleagues and make it a point of personal friendship or professional association for donors to give to your group. And some of those people will in fact give. Once. But it's not sustainable, and doesn't generate the huge returns that can be had by relationship-based prospecting.

Instead of asking your board to strong-arm their contacts into making a donation, ask your board to invite three people they think may be interested in your non-profit to a non-ask event or a tour of your facility . . . or ask them out to lunch with the executive director . . . or get them involved in a volunteer activity.

This slow-but-steady approach to prospecting builds long-term donors who give more money, year in and year out, than the one-time gifts that can be had through strong-arming your board's contact lists.

Rule 3: Mission matters to prospects

No matter how you come across a prospect – whether that person is a former client of your agency, a patient at your hospital, a friend of your board chair, or simply a businessperson with a heart for your particular issue, know that mission matters to your prospects.

Some prospects will want to give to your organisation because they support your mission. Other prospects will decide not to give because they don't support your mission or disagree with your approach to tackling your mission. Either way, your mission matters to them. For that reason, you should make your mission, and the work you do, central to your prospecting conversations and communication.

Rule 4: Prospecting should be a deliberate process

Prospecting should be a deliberate process. Far too many non-profits prospect without any real strategy or plan. This leads to haphazard prospecting at best, and a disorganised and ineffective fundraising organisation at worst.

Have a written prospecting plan. What are your prospect profiles (who is likely to give to your organisation)? Where can you find those people? How can you reach them?

Similarly, track your prospects through the fundraising funnel.

My favorite strategy for doing this (in addition to keeping accurate and detailed notes in an organisation's fundraising database) is to visually track major prospects through the funnel on a whiteboard that allows your entire team to see, on a daily basis, where each prospect stands in your funnel.

Rule 5: The more you mail, the more you will receive

How many newsletters does your non-profit send out? How many non-ask events do you have? How many tours do you offer of your facilities per month? How often do you provide volunteer opportunities? The more often you "mail" things out into the world, the more prospects will seek you out.

For example, over the course of one year, one non-profit I know went from mailing almost nothing to offering quarterly facility tours, monthly e-newsletters and press releases, and renewed focus on volunteer activities, which were heavily publicised.

As they implemented this plan to mail more out into the world, they not only generated additional buzz among their own supporters and friends, but they started to have new prospects approach them, simply because the prospect had heard about all of the good work the non-profit was doing. Mail more, receive more.

With acknowledgment to www.thefundraisingauthority.com

The benefits of embracing a shared value partnership approach

If there's one donor market most South African fundraisers seek to actively engage with, its corporates. Giving by corporate South Africa has evolved significantly over the past 10 years, with corporate giving practices generally becoming more strategic and for some, strongly influenced by the BBBEE scorecard. DMI's Sarah Scarth reports.

At the recent International Fundraising Congress (IFC) 2018 in Holland, CEO of the Children's Hospital Trust (CHT), Louise Driver, explored the concept and elements of successful corporate shared value partnerships, from the perspective of the NPO. In this interview for *Fundraising Forum*, she shares some of the key take-aways from the workshop session:

FF: How has giving by corporates changed?

LD: There's definitely been a change in how many corporates work with NPOs compared to 10 years ago.

The trend now is for all-inclusive partnerships with shared value. For example a company makes a financial donation; shares the proceeds from their golf day and/or other client events; gives in-kind product donations; and sets up staff engagement opportunities – it's a package of support.

There are certainly still some 'traditional' corporates who allocate funding based on requests received, but to grow (i.e. by not just focusing on a once-off donation), NPOs need to embrace a 'shared value' approach.

More and more companies want and need to find new and different ways to get involved with the organisations they choose to support and they want to see internal (staff) and external (customer) marketing value from their work with NPOs.

FF: Why the increasing shift to shared value partnerships?

LD: There are a number of factors influencing the change. For example, increasingly employees (especially younger staff) want to work for a socially conscious company. So how the company "gives back" is important, not just for attracting but also retaining staff.

Also in these tough economic times, marketing increasingly plays a role in how corporates partner with NPOs.

When times are hard, CSI budgets often get slashed rather than marketing. So if a company is supporting an organisation where there's a 'cause-related marketing' opportunity or potential to strengthen brand loyalty by their customers, they are likely to find the budget to spend on promoting a joint campaign, i.e. to launch and create publicity to build awareness and attract support.

FF: Who are the key influencers?

LD: In our experience long term corporate partnerships depend on the involvement, commitment and passion of the senior leadership team. No longer is it just the decision of the CSI manager or the person responsible for this portfolio.

At the Trust we find ourselves interacting less with just the CSI manager and it could now be Marketing Director; FD and CEO – everyone is involved.

When you get the senior leadership involved, especially the CEO or MD, they not only motivate staff but also potentially get their suppliers involved. A great example of this is Col'cacchio's 10 year partnership with CHT.

Employee involvement is also a key influencer especially active engagement – i.e. staff visiting projects and getting involved and making in-kind contributions (i.e. blanket drives; etc.).

Because South Africa hasn't seen the same success with employee "give-as-you-earn" initiatives as is the case in developed North fundraising markets, finding ways to get staff actively involved is likely to be more successful, i.e. peer-to- peer fundraising challenges where a corporate team takes part in a race or challenge and fundraisers on behalf of the partner NPO. There are great team/moral building opportunities here to develop with corporate partners.

FF: What external factors are driving or influencing the shift to 'shared value'?

LD: Increasingly we are seeing companies shifting their corporate identity to that of a Social Purpose organisation.

For example Discovery no longer brands itself as an insurance company but rather as a provider of health and wellness. For corporates it is all about innovation and how to differentiate themselves in the market and having social purpose at their core helps achieve this.

FF: So how do fundraisers get this new approach right?

LD: To be successful in obtaining corporate shared value support we need to build relationships by starting by asking our corporate partners: "What problems do they face and how can we help solve them?". I recommend you start by asking: "Tell me about your business" so you get to understand them and their context and then you can start developing a truly 'shared value' partnership plan.

Since 2011, Louise has held the position of CEO of the Children's Hospital Trust, which fundraises for paediatric healthcare through the Red Cross War Memorial Children's Hospital and in the Western Cape. A former CEO of Greater Good, she also researched and wrote the book: "How to Help: A Guide to Worthy Causes in Durban', a resource for private and corporate funders. In 2017 Louise won the SADAC regional and South African CEO Global Award for Africa's most influential Woman in Business and Government. ■

Easy does it

Thanks to our digitised world, we apparently have an attention span of eight seconds. That's shorter than the goldfish's nine-second stretch – so how do we engage people with such fleeting interest, asks Marisol Gutierrez.

Is it easy to see – within seconds – what your organisation's work is about? Do your home page images convey your mission, your story? Is it quick to ascertain how to help?

What about your donation page? It's surprising how many non-profit organisations still don't cater for online gifts. If your page features a general appeal for support along with your banking details and a downloadable form for debit orders – and also asks supporters to fax or email 'proof of payment' – it's time for a makeover!

Measure everything on your website in terms of donor-centricity. Ask people who are not involved with your organisation to look at your site and provide feedback. Importantly, ask them specific questions, so that you can assess more than vague generalisations.

Ideally, your donation page should:

- Reiterate your call to action.
- Reassure how funds are used.
- Offer monthly giving options.
- Offer various payment options.
- Reflect your brand.
- Suggest gift amounts linked to tangibles
- Be easy to use!
- Capture the donor's email address.

Then, what happens after your donate page has done its job and someone has donated?

That's a milestone on your donor mapping journey and hopefully, appropriate donor stewardship strategies are in place.

Ensure that the good work done by your website and donate page aren't ruined by shoddy stewardship. An immediate thank you is not a nice-to-have, it's a must-have.

With acknowledgment to Marisol Gutierrez.

Back by popular demand. The International Fundraising Congress (IFC) Pop Ups: South Africa 2019

Following on from the huge success of the IFC Pop Ups in 2017 and 2018, the Resource Alliance, in partnership with Nedbank Private Wealth, GIBS, UKZN Foundation and The Bertha Centre for Social Innovation and Entrepreneurship, UCT GSB, is bringing a fresh selection of some of the best video sessions from IFC 2018 in Holland and Asia to South Africa in early 2019.

These one day learning and networking events will take place in Johannesburg, Durban and Cape Town during February and March 2019.

They are an amazing opportunity for local fundraisers and social impact leaders to access the IFC magic, innovation and inspiration close to home.

This year's programme will include both video (international) and live presentations (local) on a wide range of resource mobilisation themes, including:

- Digital fundraising trends
- Major donor giving essentials
- Becoming powerful storytellers
- How to build a powerful volunteer programme
- How to embrace innovative finance and social enterprise opportunities.

IFC Pop Ups are one-day fundraising inspiration and learning sessions jam packed with some of the best speakers from IFC Holland and IFC Asia.

Presented in video format with live Q&A via Skype with some of the speakers, the IFC Pop Ups gives you the opportunity to learn from some of the world's leading fundraising experts and network with peers on how to apply learnings locally.

Affordable and accessible, the IFC Pop Ups will give you great fundraising insight and inspiration.

Here are the dates and venues for the IFC Pop Ups: South Africa 2019:-

- 20 February – Johannesburg (GIBS)
- 7 March – Durban (UKZN Westville Campus)
- 14 March – Cape Town (UCT GSB)

The cost to attend is R990 per person and includes all refreshments and lunch. A limited number of Early Bird tickets (10% discount) are available on a first serve basis for those who book early.

To secure your place visit https://resource-alliance.org/ifc-south-africa-pop-ups/

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