

# FUNDRAISING FORUM™

## Are you certain of your NPO's Section 18A status?

**This is the question that all NPOs need to address as a matter of urgency due to the recent amendments implemented by SARS for the 2016 income tax filing season which opened on 1st July 2016.**

The South African Revenue Service (SARS) have for the first time introduced Public Benefit Organisation (PBO) reference number validations on income tax returns filed by donors. Previously no such validation took place when donors claimed Section 18A deductions for donations made within their income returns, which resulted in a loss of revenue to Government.

### What does this mean to your NPO?

There have, in the past, been many instances when NPOs incorrectly issued Section 18A certificates/receipts to donors for donations received even though:

- These donations were utilised for non Section 18A activities (e.g. religious or sporting activities etc); and/or
- The organisation may not have been an approved Section 18A PBO.

Thus donors were benefitting from income tax savings through these 'invalid' Section 18A certificates, which was a loss to fiscus, as no checks were done by SARS on the eligibility of such claims. If anything, there were a few isolated cases where SARS auditors would identify such anomalies during standard income tax verification reviews.

For 2016 income tax returns however, there will be automated validation of the

PBO numbers input within donor's income tax returns to verify that the deduction being claimed is for donations to registered Section 18A PBOs. A further change is the requirement for donations to be reflected individually per organisation (up to a maximum of five of the largest donations) on the donor's income tax return.

Should this validation fail, the donation deduction will be rejected, which would mean no income tax benefit to the donor. This could have far reaching consequences on your organisation and its relationship with donors, along with the possibility of the NPO sector being placed under the SARS spotlight.

### The next steps for your NPO

There seems to be a common misconception that all PBOs are Section 18A approved, which is not the case. In fact, a large number are unaware that a normal PBO application made to the Tax Exemption Unit does not automatically qualify for Section 18A approval.

It is thus crucial that your organisation verifies that it is a registered Section 18A PBO by inspecting the PBO registration letter issued by SARS, which over and above the PBO registration, would specify the Section 18 approval. Alternatively, you could search the list of approved Section 18A PBOs which is available on the SARS website. With acknowledgment to Farida Lavangee – [farida@tpcsa.co.za](mailto:farida@tpcsa.co.za) and Reza Amra – [reza@tpcsa.co.za](mailto:reza@tpcsa.co.za) of Turning Point Consultants, Southern Africa. ■

## INSIDE INFORMATION

Non-profit storytelling for fun and fundraising 2

Philanthropy in focus 3

Ask . . . and you shall receive! 4

In the beginning . . . some advice for the smaller organisation and those just starting out in fundraising 5

Treat your data like the treasure it truly is 6

The simple fundraising recipe that works for every non-profit 7

When donor events stick better than peanut butter and syrup 8

*The team at Downes Murray  
International wish you and yours  
a happy Christmas and a  
prosperous New Year.*



# Non-profit storytelling for fun and fundraising

*Did you know that every good non-profit fundraiser is a storyteller? As development professionals, we cast real life stories for donors that excite and intrigue. Joe Garecht reports.*

**W**e show the world as it is, and as it could be, and then ask our listeners/prospects to jump right into the story and take the reins by investing in our vision for the future.

At least, that's the way fundraising should be. So often, though, we get mired in the details . . . the time and date of the next event, the prospect universe for our upcoming direct mail piece, the conversion rate for our website "donate now" button . . . that we forget to dwell in the story.

The story, my friends, is what is most compelling to donors, prospects and volunteers. Every non-profit has a story to tell. If you're wondering how to paint a clear picture with your story, here are some tips:

## **Your story has an antagonist and a protagonist**

Like any good tale, your story has a hero, a protagonist. That protagonist, of course, is your non-profit – and the people that work there. The hero battles against an enemy, the antagonist. And your story has an antagonist as well . . . the wrongs that you are trying to right, the problems you are seeking to solve.

If you're working with a homeless shelter, the enemy is homelessness and hunger. If you're raising money for a hospital, you're fighting cancer, illness and disease. Colleges seek funding to vanquish an uneducated populace, a city full of the underemployed, or a town without true academic and civil discourse. No matter your mission, there is an antagonist you are battling.

Be bold in telling your story. Don't be afraid to paint it in these terms.

## **Your story has an arc**

Even with a valiant hero and a dastardly enemy, stories can fail to hold the attention of listeners if they don't have a clear arc. The tale of your non-profit and of your work has a compelling story arc.

Think about it . . . where did your antagonist come from? How did the problem arise? When was it discovered? How many other heroes have come up with the wrong solutions and failed? When and why did your organisation come onto the scene? What special powers do you possess that make your non-profit, as the hero of the story, uniquely qualified to win the battle? What is

your strategy? When will the battle be won?

Your charity's story has a beginning, a middle and an end. The end, of course, hasn't yet happened. It's a vision you paint for the future . . . one where your organisation wins the day, all with the help of your donors.

## **You're telling a 'choose your own adventure' story**

Remember, as you tell the story of your non-profit to prospects and donors, you're telling a 'choose your own adventure' tale the people listening to your story can choose to make your vision of the future a reality by getting involved and investing financially in your organisation. Or they can sit back and do nothing, and risk having the antagonist prevail.

Think that sounds too dramatic?

It isn't. Doesn't your organisation do good – and necessary – work? Aren't you fighting against a real problem, seeking real solutions that help real people? Then how can you not frame it as a chance for donors to get involved on the side of the hero, or risk having the bad guys win the day?

## **Your story is real**

Here, frankly, is the most compelling part of your story. . . it's real. The tale you tell isn't a piece of fiction. It's an honest to goodness true story, happening in real time. When you make an ask at the end of your story, you are giving people the very real chance to make a huge difference in the world.

Is that what you are telling your donors? Is that how you are presenting it? Or are you relying on a wishy-washy case statement that waters down the facts and plays nice around the edges before meekly asking for "whatever support you can afford"?

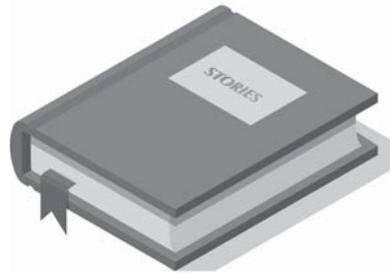
Fortune favours the bold, especially in non-profit fundraising.

## **Now go out there and captivate your audience**

Take some time, right now, to think through the story of your non-profit. Figure out how to tell your tale in a way that is compelling, emotional, and leads to an ask.

Then, go out and cast the vision that will captivate your audience and ensure that your non-profit wins the day.

Visit [www.thefundraisingauthority.com](http://www.thefundraisingauthority.com) ■



On-target observations in brief

When it comes to gathering online contributions, all the great strategy and creative in the world is worthless if your donation pages and payment systems suck.

**Roger Craver**

Don't rush out and do surveys without ensuring you can follow them up, record the results and actually use the data in communications with your donors.

**Sean Triner**

While earning your daily bread, be sure you share a slice with those less fortunate.

**Jackson Brown, Jr.**

You know what it takes. Strong fundraisers communicate and listen well. They must be patient and persistent. They also must be team players and represent the organisation effectively among supporters and potential partners. Finally, they must deliver results.

[www.philanthropy.com](http://www.philanthropy.com)

Asking a prospect for a gift-in-kind that may not be perceived as costly is one way to build a relationship with a donor – and a habit of giving – that will one day lead to cash gifts.

**Successful Fundraising**

There's a powerful fundraising opportunity that is open to every single not-for-profit organisation – large or small – and that's the use of a 'challenge' or 'matching' gift.

**Terry Murray**

Renewals don't just happen. There are skills employed in making it pleasant and easy for the donor to keep giving. The goal is to retain donors for as long as possible.

**Michael Downes**

Recent graduates may not have much to contribute financially at first, but they can give back to their alma maters in other ways. Developing that habit may lead them to donate later on.

[www.philanthropy.com](http://www.philanthropy.com)



Alexa Sedgwick

## Striving for a safer South Africa

**E**stablished in 1976, the Rape Crisis Cape Town Trust is the oldest organisation in South Africa supporting the recovery of rape survivors, seeking justice and bringing about change in communities.

Rape Crisis has a vision of a South Africa in which women are safe in their communities, and where the criminal justice system supports and empowers rape survivors.

Their goal is to promote an end to violence against women – specifically rape. Rape survivors are key to successful convictions and their empowerment is based on safety, respect, support and the ability to make informed choices as they embark on this difficult and challenging journey.

Rape Crisis aims to reduce the trauma experienced by survivors and encourages them to report rape. The organisation supports communities in challenging high rape rates and flaws in the criminal justice system.

These goals are achieved through coordinated action between their three

main programmes:

**The Road to Justice:** Striving for better support services for victims of rape, both prior to entering, and within, the criminal justice system. By minimising secondary victimisation and improving conviction rates, more women and men are encouraged to report rape.

**The Road to Recovery:** Rape survivors are encouraged to speak out about their experience, so that psychological healing may begin. Both telephone and face-to-face counselling are offered free of charge to survivors and their families, as well as support groups.

**Making Change:** Communities are encouraged to devise innovative prevention strategies, and to build safe spaces within areas (including the workplace). Rape Crisis also strives to change attitudes towards rape and to create a culture of respect for women and girls in South Africa.

For more information visit [www.rapecrisis.org.za](http://www.rapecrisis.org.za)

## FUNDRAISING FORUM™

**F**undraising 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.

To download the current – and past – issues, visit [www.dmi.co.za](http://www.dmi.co.za)

# Ask . . . and you shall receive!

*It's an old fundraising adage – if you don't ask – you won't receive. Sarah Scarth explains the importance of building relationships . . . and of course, asking for support!*

***T***he Art of Asking is the title of the must-have fundraising book by the late Terry Murray (founding partner of Downes Murray International). It is also the title of a remarkable memoir by Amanda Palmer, who rose to fame in 2012 when she raised \$1.2 million to make her music album using the crowdfunding platform, Kickstarter.



*Sarah Scarth and Amanda Palmer.*

At the time it was the biggest music project in crowdfunding history. What fascinated me most about Amanda's story is how right from day one, when she started work as a human statue in Boston (she called herself 'The Bride'), she instinctively knew that it wasn't so much about her performance but rather about connecting with and acknowledging each person who dropped a coin or dollar bill into her hat.

### **Gratitude**

She did this by lovingly looking each person directly in the eye and then handing them a flower. In so doing, she made every person feel noticed, special and appreciated for the gift they had given her. She writes: 'Sometimes people would hold my gaze and try to give the flower back to The Bride, as if to somehow repay me for the flower I had just given them. And I would gesture: No, no . . . it's yours to keep.'

Amanda gave up working as a human statue when she formed the indie rock band *The Dresden Dolls* with Brian Vigliani. Just as she'd done as The Bride, Amanda connected personally with her audience, only this time she did it by replying personally to fan mail (first by post and email and then through Facebook and Twitter) and being available to meet and chat to fans after their concerts (with sometimes the after-concert meet-and-greet lasting longer than the performance).

Through these relationships she asked for help and her fans and friends responded generously. In her book she describes colourfully how they crowd-sourced a place to stay each night (a.k.a couch-surfing) while touring; secured venues, musicians, opening acts and food.

She shares: 'Like all real relationships, my "special relationship" with my fans wasn't some shtick that I came up with at a marketing meeting. Throughout my career, the fan base has been like one big significant other to me, a thousand-headed friend with whom I have a real, committed partnership.'

'I don't take vacations from communicating without warning. We share our art with one another. They help me run the business by feeding me constant information. I cop to my mistakes. They ask for explanations. We talk about how we feel. I tweet to say good night and good morning, the

way I would with a lover. We trust one another. Occasionally, I've broken up with fans. Some have broken up with me.'

What amazes me about Amanda is that unlike other artists, especially the famous ones who build walls (invisible and real) around themselves to protect themselves from their fans, she embraced her crowd. And in so doing she built a loyal fan-base, who were at the heart of her crowdfunding success. She also learnt to not be afraid to ask.

'Asking is, in itself the fundamental building block of any relationship. Constantly and usually indirectly, often wordlessly, we ask each other – our bosses, our spouses, our friends, our employees – in order to build and maintain our relationships with one another.'

After Amanda's crowd-funding success she was invited to give a 12-minute TED talk in which she describes her journey from The Bride to Crowdfunding Superstar. It resonated very powerfully with the audience with one person saying: 'Your talk unlocked something really profound for me. Why the hell do we find it so hard to ask, especially if others are so willing to give?'

Within a day of the talk being posted to YouTube, it had over 100 000 views; and today, more than 4,5 million people have watched it. I have – and I encourage you to do so, too – and then read her book. Besides being thoroughly entertaining, it's a wonderful reminder of what's at the heart of successful fundraising: building relationships and not being afraid to ask.

P.S.: Amanda Palmer was the opening plenary speaker at the 2016 International Fundraising Congress in the Netherlands. Visit [www.resource-alliance.org](http://www.resource-alliance.org) to find out more.

*Sarah Scarth is a consultant at Downes Murray International, and is the Resource Alliance's Southern Africa area representative.*

# In the beginning . . . some advice for the smaller organisation and those just starting out in fundraising

**I thought it was time to offer some words of encouragement to the smaller organisations and those just starting out on a fundraising development programme. In other words, those non-profits doing no less valuable work than the high-profile ones, but whose struggle for funding is much greater, and often needs a somewhat different approach.**

I'm sure many of you have experienced the situation when you first faced the task of fundraising – the Director and your Board are pushing you for results: everyone is suggesting different methods of achieving them, and expecting you to start out in 20 directions all at once.

The first and most important bit of advice is: don't allow yourself to be rushed or pushed into an unplanned programme. Never rush off without proper preparation. Make sure that your organisation knows its mission. Develop a proper case statement (with the input of members of your donor/potential donor constituency).

Invest in feasibility studies, donor surveys, and discussions. Take time to train volunteer leaders and workers. Attention to these and other planning and preparation details will smooth the road ahead.

## **Start slowly**

Build your fundraising and development programme one step at a time, starting with the annual giving programme. Special events like dinners and competitions may well have a place in your fundraising, but they don't build an ongoing relationship, and they won't create long-term giving habits.

A properly organised direct mail programme, for budget funding that allows everyone in your support group the opportunity of giving at least once a year, is the essential starting point to building the necessary relationship with donors.

Use newsletters to inform your donor constituency about your needs and the various ways in which they can help. In your newsletters and your printed literature, talk about bequests and their importance to the long-term continuation of your work.

And above all, make sure that you are building towards a programme which gives as many people as possible the opportunity to contribute – from the widow's mite to the mighty millionaire's millions.

While we're on planning – develop long and short range plans. A long range plan which you can review and update with your organisation's Board or Committee will help you focus on the ultimate development programme you've set and will prevent you from getting so impatient that you

rush ahead with too many activities all at once.

Short range planning calendars for each fundraising activity (allowing for delays and problems) will keep you from being overtaken by Murphy's Law.

## **Board Members**

Find the right leaders. When you recruit Board members or volunteer leaders, be sure that you spell out what is expected of them, and give them a clear understanding of your organisation, its mission and its structure. Don't collect Board members whose names will look good on your letterhead but whose commitment is lacking. As the fundraiser, development director, public affairs officer or whatever you may be called – your task is not to do the day-to-day fundraising. You must concentrate on co-ordinating and orchestrating the programme whilst the right volunteers, with the right amount of "TFI" (Top Financial Influence) do the actual solicitation.

You need to make sure that you have the right balance between existing donor renewal programmes and new donor acquisition. If you put all your efforts into a programme that concentrates only on existing donors – you may well produce maximum income for a while – but you'd be ignoring the future.

Keep the balance and be sure that your annual plan includes new donor solicitation. Use your special events to build lists of potential supporters who can be recruited to become regular donors in the mail.

A word of warning. Don't get so enthusiastic about your own ability that you involve your organisation in projects that it cannot sustain. If you lead the organisation into an activity it's not ready for or does not have the finances or facilities to support – think about what can happen if one day you are no longer there to hold it all together.

Finally, don't be afraid to ask for advice. An objective viewpoint is often invaluable. Ask a colleague in non-profit work, ask a volunteer businessman to take a look at your operation and give you an outside perspective, or ask for professional fundraising advice on a "payment for time" basis. A half-day or a full day consultation can provide an in-depth look at your organisation and your development programmes, from someone with the experience of many different non-profit organisations. An audit of your organisation and its present activities is one of the easiest ways to put together the necessary information base at the start of a fundraising development plan.

*With acknowledgment to Terry Murray in Fundraising Forum No. 13 – July 1990.* ■

*Much of the fundraising advice that is published for non-profit organisations is aimed at the larger, more established organisations with fairly sophisticated and developed fundraising programmes.*

# Treat your data like the treasure it truly is

*Your data could be holding surprises and hidden treasure. Marisol Gutierrez explains why . . .*

**N**on-profit organisations are vital to making meaningful change in the world and they have significant amounts of untapped potential in their data. But why do some struggle to use data while others have successfully harnessed information to drive better decision making?

According to Steve MacLaughlin, director of analytics at Blackbaud who conducted research into this, there are five critical characteristics of successful, data-driven non-profits:

- 1. Natural curiosity:** the best examples of people using data to drive decisions are those who have curious minds. They may not all have a background in statistics or computer science, but all of them were curious people. They want to understand why things happen and how the world works. Natural curiosity is a prerequisite for changing the status quo and data-driven non-profits empower their people to explore what's possible.
- 2. Data health:** the term 'data hygiene' rarely gets anyone excited, but the importance of data health cannot be overstated. This is not about garbage in and garbage out. It's actually much worse than that. If you start out with bad data, then it only gets worse from there, never better. Data-driven non-profits have healthy data habits.
- 3. Champions at all levels:** we often hear about the importance of top-down leadership to make change happen. While the support of leadership is important . . . it is not enough. The most successful data-driven non-profits have champions at all levels of the organisation, working to drive change.
- 4. 'Data is not a foreign object':** these were

the words of Christoph Gorder, chief water officer at charity: water. It encapsulates the mindset of highly data-driven organisations. Data is part of the daily workflow and forms the basis for how decisions are made. Data driven non-profits embrace the use of information to accelerate change.

- 5. Data scientists are good storytellers:** it is a mistake to believe that the data should speak for itself. A common thread among the best data scientists in the non-profit sector is that they have learned how to be good storytellers. They are able to distil all information and influence decisions through telling stories about the hidden surprises in the data.

## Investment

Data-driven non-profits are accelerating change in the world by using data to influence strategy and inform decisions that produce value and impact. All of these organisations have invested in people, process, data, and technology. But that is simply not enough.

It turns out that the secrets to success are being curious, having champions at all levels of the organisation, making data part of the daily workflow, and being good storytellers.

Some organisations still treat data as exhaust: the wasted overflow from systems that provides no value. Successful organisations focus on turning that data into information and insights that drive better decision making. In the coming years, these characteristics will be essential to the success of non-profit organisations around the world.

Adapted from an article on Huffington Post <http://huff.to/2cg7gHl> Marisol Gutierrez is Communication and Partnership Manager at Downes Murray International ■

SIMPLE DATA CAPTURE

CUSTOM SOLUTIONS

AWESOME ANALYTICS

POPI-COMPLIANCE

LINKS TO TELEPHONE CAMPAIGNS

✓

## Our database management solution ticks all the right boxes. Does yours?

# InteroData

Database Management Solutions

info@interodata.co.za \* 031 205 3161 \* www.interodata.co.za

IDEAL FOR DIRECT MAIL FUNDRAISING

GLOBALLY COMPATIBLE

BACK-UP SUPPORT

SMS + EMAIL CAPABILITY

EXCELLENT REPORTING

# The simple fundraising recipe that works for every non-profit

**R**ecipes can be easy or hard. They can take practice and require tinkering. But once someone develops a good recipe, anyone should be able to follow it, as long as they have the right ingredients and equipment.



Did you know that there's a recipe for non-profit fundraising? A step-by-step formula that has been perfected over the years and which results in a growing, thriving, well-funded organisation? In this article, I'm going to walk you through the fundraising recipe that works for every non-profit.

## Step 1: Cast a vision

The first step of the fundraising recipe is to cast a compelling vision for your organisation. Whether you're just one person with a dream or a non-profit that has been around for 92 years, your organisation needs to develop a message that gets people excited about what you do.

You need to tell your donors and prospects:

- Why your organisation's work matters;
- Why the donor or prospect should care about your work;
- Your big-picture, life-changing vision;
- How much it will cost to fund your vision;
- Why you need the amount you say you need; and
- Why you need the money now (and not next year).

This vision/message is normally contained in your non-profit's case for support, and must permeate everything you do at your organisation.

## Step 2: Gather a group of supporters

The next step is to use the message you have developed to gather a group of supporters who want to help you accomplish your goals. This group of supporters is not built from a group of cold calls or cold meetings. The group of supporters you build is a subset of the group of people you already know and can reach out to – directly – to talk about your organisation.

If you're starting a new organisation, this means talking to your friends, co-workers, family and neighbours. If you're already an established non-profit looking to launch a new fundraising effort, this means putting together a core group from among your current donors, volunteers, prospects and other friends of the organisation.

## Step 3: Communicate your vision to an ever-growing community

The third step is to take the message you developed in Step 1 and communicate it regularly to the group you gathered in Step 2 to build a strong relationship with them. This means arranging meetings, making calls, sending out newsletters, holding non-ask events, etc. to

keep in touch with your supporters.

The group of people you are communicating with should always be growing. This requires asking current donors, supporters and friends to introduce you to new prospects, so that you can

build a relationship with them. This also means doing outreach events and pursuing networking opportunities to organically grow your base of support.

## Step 4: Ask for support

Once you communicate with your supporters and build a relationship with them, the next step is to ask them for financial support.

This ask can be accomplished through a personal conversation (in-person or over the phone), or through other tactics such as fundraising events, direct mail, online fundraising, etc.

You will need to ask your supporters for gifts regularly (usually more than once per year, per supporter) and be focused on stewarding your donors to make sure that they keep giving each and every year as well as upgrading their gifts.

## Step 5: Turn donors into evangelists

The fifth and final step is to encourage your donors to become evangelists for your non-profit. This means building up a strong enough relationship, and casting such a compelling vision, that when you ask your donors to open up their networks to introduce you to new potential donors, they gladly say, 'Yes!'.

Your job as a fundraiser is to keep as many of your donors as possible engaged in Steps 3-5, which are a never-ending loop of support for your organisation. Communicate with donors . . . ask them for a gift . . . ask them to help you expand your network . . . then communicate with them again.

This fundraising recipe works for all of your development needs. Launching a new fundraising event? If you want it to be a success, you'll need to cast a vision around it, gather a group of supporters, communicate with them, make asks, and then turn them into evangelists for the event.

Running a 150-year-old organisation that has plateaued? Develop a re-energised vision, gather your most ardent supporters as a core group, communicate that vision, make asks, and get the core group engaged in evangelising your other supporters, as well as new donors from within their networks.

No matter where you are starting from or how far you have to go, the fundraising recipe works for every non-profit.

*www.thefundraisingauthority.com* ■

*Good recipes are a road map to a desired outcome. Do you want to eat a homemade loaf of bread? Follow these 10 steps, and you'll have one in a couple of hours. Joe Garecht tells you how.*

# When donor events stick better than peanut butter and syrup

**If you've ever dropped a peanut butter and syrup sarmie face down on the floor, you'll know that the famous five second rule becomes obsolete. The stuff sticks like static to nylon. And this sticking factor is precisely the kind of social glue you want when it comes to hosting donor events.**

Yes, they take time to plan and prepare; and yes, they can involve some expense. But they should definitely be on your fundraising calendar: they're worth it.

Why? As Rachel Muir wrote in an article\* for *Network for Good*, there are at least five good reasons to host them:

1. Donors see your need first hand.
2. You get to mingle with donors and ask them great discovery questions.
3. Donors are immersed in your mission through a unique experience.
4. They drive donation upgrades and donor retention.
5. They can bring in new prospects.

It was fundraising expert and author Adrian Sargeant who said, 'The more immersive the experience, the more likely the impression can result in a donor relationship.'

Donor events are the perfect setting to really involve your donors in your cause and connect with them; and they enable you to share stories, first-hand, of the difference that your organisation is making with their support.

They offer a relaxed setting for you and your Board to get to know your donors free of formalities and pressure.

But – like so much related to fundraising and donor nurturing – the event should not be held without a plan for follow-through. Remember to thank donors for attending, include a personalised line or two in your letter or email that references something you

remember from your conversation – and tell them if your organisation has any other events in the pipeline.

Even without a large budget, you can arrange a donor cultivation event that inspires your donors and encourages loyalty.

How? Muir offers this advice and also encourages you to consider these questions:

- What would appeal to my audience?
- How can I make my event as immersive as possible? Literally, an event that takes your donors to the action and gets them to experience your work.
- What are you doing that would be meaningful for your donors to see?
- What VIP volunteer opportunities can you host that will allow donors to feel a part of your mission in a fun, engaging way?
- Who is your audience: major donors, mid-level donors, prospects, media, stakeholders?

Produce every moment of the event from start to finish and have a follow-up plan that moves attendees to give. Think welcome refreshments and a personal welcome from a Board member or your CEO, a staff liaison or knowledgeable volunteer who checks in on them throughout the event – and then a warm thank you and follow-up survey to learn what they thought afterwards.

Whatever event you decide to host, make sure it's immersive, expertly managed, memorable; and that the insight you provide into your good work sticks with the donor . . . like peanut butter and syrup.

*Marisol Gutierrez is Communication and Partnership Manager at Downes Murray International.*

\*<http://bit.ly/2clFHJA>

**FUNDRAISING FORUM™** is edited by Richard Solomon and published by Downes Murray International. Views expressed are not necessarily those of the publisher.

**DOWNES MURRAY**  
INTERNATIONAL  
FUNDRAISING THOUGHT LEADERS

Downes Murray International (DMI) are fundraising specialists, working with charities and non-government organisations of all kinds, to increase their fundraising effectiveness.

DMI offers feasibility studies, strategic planning workshops, direct mail fundraising, mail/phone, corporate and capital fundraising campaigns, online fundraising and website design, church fundraising and bequest promotion programmes.

In addition, DMI has close links with a number of fundraising consultancies across the globe, and represents DVA Navion International Consultancy in Africa, enabling DMI to keep a finger on the pulse of international trends and techniques. For more information, contact us:

**P O Box 394,  
Gillitts, 3603**

**Tel. 031 584 5000**

**Website: [www.dmi.co.za](http://www.dmi.co.za)**

**E-mail: [info@dmi.co.za](mailto:info@dmi.co.za)**

**“Reprinted with acknowledgement to . . .”**

**Fundraising Forum** prides itself on keeping fundraisers up-to-date with developing attitudes, trends and techniques, in South Africa and overseas. We are grateful to the following international publications, which are regularly quoted and highly recommended:

- **Ahern E-News.** Subscribe for free at [www.AhernComm.com](http://www.AhernComm.com)
- **The Fundraising Authority.** Visit [www.thefundraisingauthority.com](http://www.thefundraisingauthority.com)

**Subscribe for free at  
[www.dmi.co.za/  
dminewsletters.asp](http://www.dmi.co.za/dminewsletters.asp)**