

FUNDRAISING FORUM™

Despite economic challenges, philanthropy is still prominent among high net worth individuals

According to the findings of the 2015 Giving Report (The Giving Report III), produced by the Philanthropy Office of Nedbank Private Wealth, 88% of South Africa's high net worth individuals (HNWIs) gave of their time, money services or goods to uplift the less privileged, or in support of causes close to their hearts.

Based on independent research commissioned by Nedbank Private Wealth and conducted with a sample of 400 affluent individuals from across South Africa, the report is the third such commentary produced since 2010. For the purpose of the research, high net worth implies an income of at least R1.5 million per annum or investable income (excluding primary residence) of more than R5 million.

According to Noxolo Hlongwane, Head of Philanthropy at Nedbank Private Wealth, *The Giving Report III* offers heartening evidence of the continued desire by the country's wealthier individuals to apply their money, knowledge and skills in the upliftment of those less fortunate.

Of particular interest is the increasing tendency it identifies for HNWIs to get actively involved in causes they support rather than merely donating money. Non-cash donations increased in popularity to 78% (2015) from 67% (2012). "We continue to see steady growth in the amount of volunteerism and the value of time and personal effort invested by affluent individuals into the causes they support," says Hlongwane.

As has been the case in previous reports, social and community development remain the top beneficiary category for the country's affluent, with projects and causes in this sector receiving 69% of the total giving support, and 33% of the total value donated for the year. Non-profit organisations (NPOs) are the most commonly supported beneficiary within this category, with a particular emphasis on organisations working to support and care for orphans, vulnerable children and the elderly.

According to Hlongwane, religious beliefs also continue to play a big role in people's propensity to give. "34% of the survey respondents highlighted their religious beliefs as a key motivation behind their philanthropic commitments, and it is interesting to note that those motivated by such religious beliefs also tend to give

larger amounts on average."

Given these motivating factors, it's perhaps unsurprising that the report findings point to a reluctance by the country's affluent to align their giving with political agendas of any sort. Advocacy groups and political parties received only 3% of the total value of philanthropic support provided by respondents in 2015. When asked about their confidence in various groups to solve societal problems, about two thirds had little confidence in government as positive change-makers, choosing to place their faith in the country's large corporates and religious institutions.

Networks

Hlongwane says that personal networks are also a significant beneficiary determinant, with almost half of the respondents pointing to their personal and business networks as a key means by which they identified or selected beneficiaries to support.

For most high net worth givers, philanthropy appears to be driven more by the heart. "Only around 5% of affluent givers use trusts or foundations as vehicles for their philanthropic efforts," explains Hlongwane, "but those who do approach their giving in a more planned and strategic manner, tend to donate significantly larger amounts on average."

Hlongwane says that the *Giving Report* is an invaluable piece of research by which the work of Nedbank Private Wealth's Philanthropy Office delivers on its mandate to create strong links between affluent givers and deserving beneficiaries.

"Through the research and publication, we continue to foster discussion and encourage philanthropic action by applying our expertise to do good," she adds, "thereby helping our clients to make lasting positive change for the country while creating a legacy of which they can be truly proud."

The report is available online at <https://www.nedbankprivatewealth.co.za/south-africa/the-giving-report-III>

INSIDE INFORMATION

The seven habits of highly effective fundraisers	2
Philanthropy in focus	3
Your website: wart or winner?	4
How to get a second gift from new donors	5
Exceptional service key to successful peer-to-peer fundraising	6
Should you consider a bequest promotion programme?	7
Younger is not better in fundraising right now	8

The seven habits of highly effective fundraisers

Joe Garecht shares the seven key traits that all successful fundraisers have in common.

Every non-profit fundraiser is different. We each have different strengths and weaknesses, and we each have our preferred strategies and tactics. And that's OK – every non-profit is different, each with their own unique development needs . . . thus, there's room for almost every type of fundraiser imaginable.

What I have noticed, however, is that there are seven key traits that are shared by the most effective development professionals . . . those who are most likely to meet or exceed the goals laid out by their organisations. How many of these habits do you share with them?

1. They pick up the phone

Every highly effective fundraiser I have ever met used the telephone as a primary fundraising tool. When they need to get in touch with a donor or prospect, they don't send an e-mail first . . . they pick up the phone and make a call. Then they follow up with an e-mail.

Successful fundraisers love the phone because it puts them quickly and directly in touch with their donor and helps to build the relationship they have with the person on the other end of the line in a way that e-mail cannot.

2. They focus on metrics

Good fundraisers know that they don't have lots of time and resources to spare. They will never be able to get every possible fundraising activity done . . . so they have to spend their time doing what works. The only way to know what works, and what doesn't, is to track metrics and return on investment (ROI) for all fundraising tactics.

3. They ask for referrals

The single best way to generate new prospects for your non-profit is to ask your current donors, volunteers, board members and friends to introduce you to their networks. Great fundraisers know this, and make it a point to ask board members and donors for referrals at least once per year.

4. They diversify revenue streams

Woe to the non-profit that relies on just one or two revenue streams. When one of them dries up, the organisation goes into a frenzy, programmes suffer, and heads roll.

Highly effective fundraisers spend time and energy diversifying revenue streams for their organisation. If the non-profit relies on grants and events, good development pros launch a major gift programme or an annual giving campaign. Even within a singular tactic, diversification is key. Thus, if the organisation's major donor programme receives 50% of its funding from a



single large donor, great fundraisers push to meet new prospects and increase major donor revenue streams.

5. They strengthen their board

Efficacious fundraisers know that their non-profit's board of directors can and should be a major source of development support for the organisation. For this reason, successful development professionals work hard to strengthen their board of directors.

In order to strengthen their boards, highly effective fundraisers provide training, support and encouragement to board members, organise board giving campaigns, and constantly seek out new supporters who are capable of joining the board and making a positive impact.

6. They prioritise work

Highly effective development professionals follow the 80/20 rule, and spend most of their time focused on those activities that offer the highest rewards for their non-profit. They test new things, keep what works and cut the rest. When they have too much work on their plate, they delegate what they can, and spend their time focused on the strategies that will raise the most for their organisation over the long term.

7. They practice their craft

Great fundraisers are constantly working to become better at what they do. This means that they read fundraising strategy guides, attend non-profit seminars, conferences and training opportunities, and work with their peers to practice things like making asks and writing better fundraising letters. Honing your skills can mean the difference between being a mediocre fundraiser and really knocking it out of the park for your organisation.

Visit www.thefundraisingauthority.com ■

MILESTONE THINKING

On-target observations in brief

The ones I pity are the ones who
never stick their necks out for
something they believe, never know
the taste of moral struggle, and never
have the thrill of victory.

Jonathan Kozol

Our greatest weakness lies in giving
up. The most certain way to succeed
is always to try just one more time.

Thomas A. Edison

Legacies are not the gift of angels, but
will increasingly come from donors
who are loved and nurtured in their
relationship with their favourite charity.

Stephen Pidgeon

Although NPOs remained the favourite
channel through which companies
directed their CSI expenditure, the
proportion of respondents giving to
NPOs declined from a high of 100% in
2014 to 82% in 2016.

**The Trialogue CSI
Handbook, 19th edition**

When dealing with people
remember that you're not dealing
with creatures of logic, but with
creatures of emotion.

Dale Carnegie

In every country, people have this
in-built desire to give and help others.
Governments should encourage that
spirit of generosity and create the
environment in which a strong civil
society can flourish allowing people
to reach out to those less fortunate
than themselves.

**John Low, Chief Executive,
Charities Aid Foundation**

You never really understand a person
until you consider things from his
point of view . . . until you climb in
his skin and walk around in it.

Atticus Finch

Philanthropy is undergoing significant
transformation. These changes are bringing
both challenges and opportunities for non-
profits to recalibrate their approaches to
engaging, stewarding and retaining donors,
as well as structuring overall revenue
generation.

**The Philanthropy Outlook 2016 &
2017, Marts & Lundy**

PHILANTHROPY IN FOCUS



A quality education for every Jewish child

Herzlia is a Jewish community
school comprised of 10
campuses which has served the
Jewish community of Cape Town for
more than 76 years.

In 1972 the late Eliot Osrin
established The Herzlia Foundation Trust,
whose vision is to ensure that 'no Jewish
child is denied a Jewish community
school education for genuine financial
reasons'. An endowment fund was
created to provide bursaries to Jewish
children and ensure that Herzlia remains
a Jewish community school providing
educational excellence with world-class
facilities.

Through the successful fundraising
efforts of The Herzlia Foundation Trust,
as well as the generous support of
The United Jewish Campaign, bursaries
have been provided to over 1 000 pupils,

many of whom remain unaware
that they were bursary recipients.

In addition, the Foundation
also helps to ensure that the school
continues to offer an excellent
academic programme through the
retention of superb teachers, constant
updates and enhancement of school
programmes, and the improvement
of facilities across all campuses, thereby
ensuring Herzlia retains its world-class
reputation.

Herzlia is consistently ranked in
the top ten schools in the Western Cape
Province. Their 'four pillars' of focus
are: Academics, Jewish Life and Learning,
Arts and Culture, and Sports. They're
also committed to inclusiveness and
extension, to meet the holistic needs
of each child.

Visit www.herzlia.com

*** Recommend an organisation to be featured in *Philanthropy in Focus*
and earn your organisation a free strategic fundraising planning consultation.**

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.
To download the current – and past – issues, visit www.dmi.co.za

Your website: wart or winner?

What has your website done for you lately? Are visitors landing and quickly leaving – or are they captivated by your content, signing up for news and showing their support by donating online? Marisol Gutierrez sifts through the ingredients of winning websites.

It's true: the Internet has become our go-to place for information about everything – from news, reviews, tips and travel, to learning, inspiration and research. It follows then, that a charity's website is frequently the first stop on the supporter journey. Whether this is a captivating experience, or exercise in frustration, can influence someone's decision to engage with your organisation more meaningfully – or make a hasty retreat.

So, how can you tell if your site is dressed for success and walks your cause's talk? Let's start with a scan of the most common mistakes we see. Some of the usual suspects include:

- Confusing navigation.
- Too many menu buttons.
- Outdated news.
- Text that's too long, too technical or too difficult to read.
- Not mobile-responsive.
- A lack of calls to action such as 'subscribe to our newsletter'.
- Broken links.
- The donate button is not prominent on every page.

If any of those website warts can be found on your site, fix what you can immediately.

Now let's consider what makes for a winning website. For instant inspiration, you can check out the 20 best non-profit websites identified by TopNonprofits (<https://topnonprofits.com/lists/best-nonprofit-websites/>). Stunning sites like these share some common features, such as:

- Mobile-responsive design.
- Clear messaging and good writing.

- Long home pages: scrolling down the page without having to click.
- Fewer menu options from the primary navigation page.
- Good photos, infographics and graphics.

Perhaps most importantly, great websites (non-profit or not) are designed from a visitor's point of view. This is why, if you're about to dive into a website redesign, it's important to set aside personal preferences (and the opinions of everyone else from the secretary to the CEO) to ensure that your site architecture is keenly visitor/donor-focused.

Even the most gorgeous site is no good if its functionality is not user-friendly. Great sites are easy to navigate; clicking from one page to another is a smooth journey – and you don't feel lost in a tangled web of wilderness.

Seamless

This need for a seamless transition applies equally to donate pages. It shouldn't take more than a couple of clicks to conclude an online donation process. Make sure this is set up to be safe, speedy and satisfying – and of course, an immediate thank you for all donations is non-negotiable.

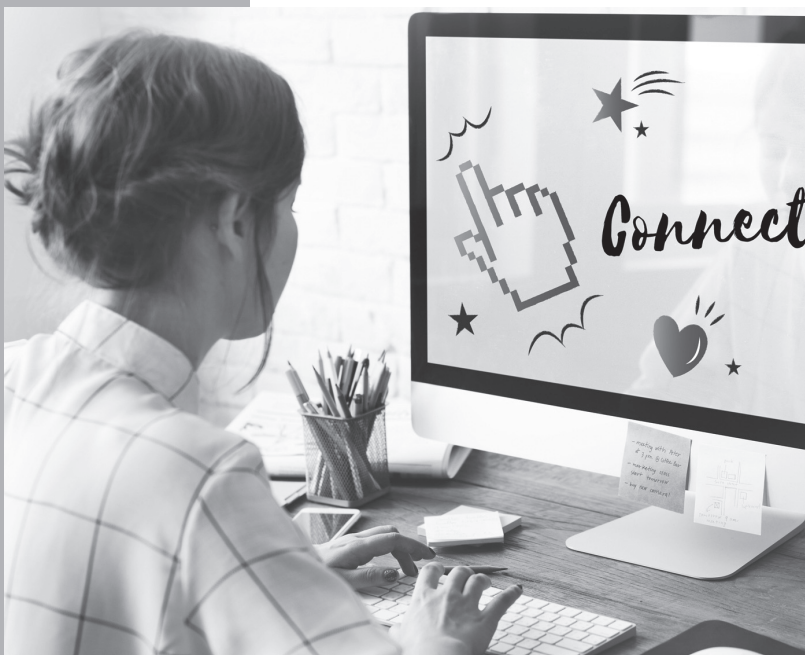
Forego the temptation to ask your prospective donor for too many details. If you want someone to abandon the entire donation or newsletter sign-up process, present dozens of fields all begging to be filled in. Ask for only essential information and keep it simple.

Look at your website critically and ask:

- Is our mission clear to visitors?
- Do we show the impact of our work?
- Is news current?
- Is there a call to action on every page?
- Are there links to our social media channels?
- Do our photos tell stories; show proof of our work?
- Is our copy compelling?
- Is our site POPI*-compliant?
- Is it quick and easy to donate?
- Do donors receive an immediate thank you?
- Can visitors sign up for newsletters?

If your website measures up, well done – and continue to keep your content fresh, engaging and sharply aligned to your mission. But if your site needs anything from a little to a whole lot of attention, get the right help to ensure that your website works hard – and works smart – to fulfil your communication and fundraising needs.

*Protection of Personal Information Act. ■



How to get a second gift from new donors

TECHNIQUE

Did you know that the second gift you get from a new donor is almost as important as the first? Seriously – in large part, it is the second gift that determines whether or not this new donor will become a lifelong giver to your non-profit, or remain just a one-time donor.



According to the Fundraising Effectiveness Project's 2016 Survey, only 19% of new donors to non-profits give again after their first gift. That number is shockingly low. However, once a new donor gives a second time, 63% will give again.

Let that sink in. Only two in 10 new donors to an average non-profit will give a second time. But of those who make a second gift, six in 10 will make a third gift. What does that tell you?

Besides the fact that we, as an industry, need to get our retention rates for first time givers up past 22.9%, it tells me that one of the most important things you can do at your non-profit is steward your new donors into making a second gift, because once they do, it is likely that they will continue to give again and again.

So . . . how do you get new donors to give again? Here's my four-step new donor stewardship process:

Step 1: Thank new donors properly

The first step in properly stewarding your donors and moving them to make a second gift is to thank them properly. In our most recent Fundraising Authority podcast, Claire Axelrad gave some great tips on how to do this. These tips included getting your thank you letters out within 24 hours, making the thank you letter donor-centered instead of organisation-centered, and adding in a thank you phone call whenever possible.

You should also consider sending your new donors a welcome kit that includes more information about your organisation, a point person they can contact with questions, and things like bumper stickers and refrigerator magnets that reinforce the relationship. Saying "thank you" the right way is the first step of great donor stewardship.

Step 2: Stay top of mind

After you thank your donors, it is imperative that you stay top of mind for them. This means that you need to communicate with them, on a regular basis, to make sure that they are thinking about you and know that you are thinking about them.

Newsletters (direct mail or e-mail), postcards, annual reports, cultivation events, and holiday greeting cards are all ways you can communicate with your donors to build an even stronger relationship. For larger donors, you can also do one-on-one or group calls as well as in-person meetings and small group events.

Step 3: Ask for non-financial involvement

One of the best ways to make your donors feel like more than just a donor is to ask them to get involved in ways that go beyond simply writing a cheque. During your stewardship process, take the time to ask your donors for their non-financial involvement.

For larger donors, this can include serving on advisory committees or informal working groups. Where appropriate, you can ask all of your donors to volunteer for your organisation, or take direct action like participating in letter-writing campaigns. Likewise, you can send out surveys and questionnaires to your donors to ask them for their thoughts and advice.

If a donor takes the second step of volunteering or getting involved in some other non-financial way, they are far more likely to make the second gift.

Step 4: Ask for a gift

Finally, ask for the second gift. Believe it or not, this is where many non-profits fail. They may have called the donor to make the first ask, but after building the relationship using steps one through three, they simply assume the donor will make the second gift by way of an annual appeal letter or by clicking "donate now" on the organisation's website.

Don't make this mistake. If you want a donor to make a second gift to your non-profit, you have to ask. For many organisations, this means picking up the phone (or setting up a meeting) to do a real, honest to goodness fundraising ask. Don't worry – if the donor gave the first time and you followed these four steps, it is highly likely they will want to give again.

www.thefundraisingauthority.com ■

Only two in 10 new donors to an average non-profit will make a second donation, which is why it's vital to secure a second donation.
Joe Garecht reports.

Exceptional service key to successful peer-to-peer fundraising

Peer-to-peer (P2P) fundraising – where you encourage your supporters to raise money from their networks on your behalf – is one of the fastest growing forms of fundraising in the world.

Although peer-to-peer fundraising's been around for years (remember running around in junior school with a sponsorship form, convincing friends and family to sponsor you 50 cents a lap for your school big walk?) the Internet and social media have taken it to a whole new level – and as a result, charities that are investing in P2P are substantially increasing revenue from this type of fundraising.

In South Africa there are a number of local fundraising platforms (GivenGain; doit4charity and Back-a-Buddy for example), which make it super easy for your supporters to raise money for you. But is registering on these platforms all you need to do to boost your income? I chatted to Natasha Johannes, Fundraising Officer at the Cape of Good Hope SPCA, to find out how she has driven the growth of their P2P fundraising income from zero to close to R1 million in just five years:

SS: When did you start peer-to-peer or challenge fundraising?

NJ: In 2010 we took a stand at the Cape Town Cycle Tour Expo where we just sold our merchandise to cyclists and their families. We did pretty well but realised that we needed to get cyclists riding and raising funds for us. We had our first Team SPCA cyclists of 57 riders in 2012 and they collectively raised R180 000 for us. We were so thrilled with the success that we took more entries the next year and so it grew.

SS: How big is it now?

NJ: From 57 cyclists in 2012 we've branched out into other mass participation events, like the Old Mutual Two Oceans Marathon, Impi Challenge, Sanlam Cape Town Marathon and Wine to Whales. Last year we had a total of 260 challenge fundraisers taking part in big events and doing so in support of the SPCA. Collectively they raised close to R1 million for us.

SS: What investment has the SPCA made to achieve this growth?

NJ: We've invested in marketing and communication to raise awareness about our challenge fundraising initiatives across various platforms, like social media (Facebook and Twitter), our website, magazine, newsletters, flyers at our vet and charity shop, and some carefully placed advertising.

We've also always included fabulous goodie bags (filled with sponsored items) and a limited-



edition Team SPCA shirt, which our fundraisers really love and look forward to receiving. More recently we've also sourced wonderful prizes for our top 10 fundraisers, which has really helped to

encourage our challenge fundraisers to exceed their targets.

But our biggest investment has been in providing exceptional, personalised service to each one of our challenge fundraisers, regardless of how much they raise for us. As a result many sign up to ride or run for us again and recommended us to their family and friends. Nearly every enquiry I receive asking for a charity entry will start with: "I got your details from a friend...". Nothing is too much trouble for us and we make it as easy as possible for people to help us, while consistently making them feel really good about what they are doing.

SS: What do you see as the major benefits of P2P fundraising?

NJ: It's a wonderful way to build deeper relationships with existing donors and attract new supporters – either as challenge fundraisers themselves, or new donors; people who've donated in support of a friend or family member. Every person is thanked (we are big on thanking – we spend a lot of time on it).

SS: What would you say are the most important elements of successful P2P fundraising?

NJ: Focus on building personal relationships by getting to know your fundraisers and keeping in regular contact with them. Make them feel special and remember that being polite pays off. Sending them one email when they sign up is not enough – we are in touch regularly, offering tips on fundraising, training, linking them up with other cycling or running groups, sending good luck SMSs before the race day, and thanking them individually at the end.

We also organise a pre-race function at the SPCA for our cyclists and runners before each big event, where we give them their goodie bags and shirts and show them what their efforts are helping to support. The combined effect is that our fundraisers are made to feel like the heroes they are, and we benefit from their amazing fundraising efforts.

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

Should you consider a bequest promotion programme?

BEQUESTS

It's highly unlikely that author Shannon L. Alder was thinking about the role of bequests in fundraising when she wrote: "Carve your name on hearts, not tombstones. A legacy is etched into the minds of others and the stories they share about you." Yet, she may as well have been talking about charitable bequests, since these reflect passion, commitment and loyalty to a cause.

Leaving a bequest to a charity is the donor's choice. It's personal. And a supporter's Will is none of our business, anyway. Or is it?

This is tricky territory . . . and it's also the point at which we begin to bump into the elephant in the room: namely the subject of death. We'd rather avoid it, tip toe around it, circumvent it – anything but hold its gaze for more than a millisecond. No surprises there. After all, contemplating death, whether our own or someone else's, makes us feel uncomfortable.

But are our sensitivities around the subject founded in fact? In reality, the older we get, the less intimidating the subject becomes. Maturity unmask the things that truly matter to us. We adjust the lens through which we see the world; the picture gets bigger. We reflect on how we have lived, what remains to be done. We begin to consider how we'll be remembered and what we'll leave behind – not only in relation to our children but also, the world. If we're strong supporters of a cause, and have a longstanding relationship with a particular charity, that connection evolves and deepens.

That enduring connection is the common ground between a non-profit and its most loyal supporters – it's this caring, mutually respectful place in which bequest programmes are founded.

But before a non-profit considers venturing into this specialist area, two important prerequisites should be fulfilled: an ethical, proven programme structure is in place, and essential training of staff has been undertaken.

A paid bequest liaison officer who is part of the fundraising team is the best person to lead your bequest promotion programme. Ideally, this special soul will embody these traits:

- Mature (i.e. someone who knows what a typewriter is);
- A good listener with a caring nature;
- Feels at ease with older people;
- Honours confidentiality;
- Knows where to find legal and tax advice;
- Has a long-term view of the role; and
- Possesses good administrative skills.

Bequest programmes often take three to four years to bear fruit; they're by no means a quick

fix for ailing revenue streams. For charities that have successfully implemented them, bequests generate significant revenue in the form of money, property, investments or valuable assets such as antiques and jewellery.

Donors quite often don't think of including their favourite charities in their Wills – unless something triggers the idea. This is where a bequest promotion programme fulfils an invaluable role, since it's structured to filter information about Wills in appropriate ways through donor-focused communications.

As the decision to leave money to a charity is often made later in life, from around the age of 70, one of the first steps is to start building a list of individual supporters who are 65 and older.

The 'promotion' aspect of the programme begins with developing suitable literature on the subject of Wills, including legalities. Factual, up-to-date information is critical. Well-trained bequest liaison officers should understand the subject matter and be comfortable discussing it. They'll also be able to relate to and respectfully interact with senior supporters.

Once the foundations of a programme have been built, the next step is to launch a 'bequest society' and extend invitations exclusively to those supporters who have made confirmed bequests. This initiative enables the charity to express its gratitude to these donors through exclusive events, special communications and other nurturing activities.

A bequest society will typically offer its members recognition and give them the opportunity to engage with peers who share the same passion for and commitment to the organisation.

Regular, intimate functions that nurture personal ties are at the heart of successful bequest societies. Interesting speakers are invited to these functions; members enjoy easier access to organisational leadership and they receive tailor-made communication.

Importantly, these special people are not neglected outside of their event attendance. Bequest officers take the time to maintain these key relationships by keeping in touch by phone, email and personal visits. ■

The aims of a bequest promotion programme:

- To identify those most likely to make a bequest.
- To educate the constituency about the necessity of making a Will.
- To make people aware of the possibility and advantages of a bequest.
- To establish and maintain rapport with these prospects.

For cause-committed donors, leaving a bequest to their chosen NPOs is a way to continue their support beyond their lifetimes, writes Marisol Gutierrez. Should bequest promotion be part of your fundraising mix?

Younger is not better in fundraising right now

Eternal youth is the stuff of many dreams, but in fundraising today, a young person is not a fundraiser's dream – a mature person is. DMI considers why.

If you know the answers to the first two questions below, you have an excellent memory for really silly, really clever childhood jokes. Here they are:

Why shouldn't you write with a broken pencil? Because it's pointless.

What's green and sits crying in the corner? The incredible Sulk.

OK, so those have nothing to do with fundraising – but this one does: what's the best way to get donations from people under 40 years of age? Wait until they're over 40.

The last question was actually asked and answered in a post by fundraising expert Sean Triner (<http://www.seantriner.com/2016/11/30/the-best-way-to-get-donations-from-under-40s/>).

According to Sean, even face-to-face fundraising – aimed at Generation X – sees older Gen X donors giving more than their younger Gen X peers (in other words, a 45-year-old would donate more than a 35-year-old).

However, this doesn't mean that younger people should be out of your communication loop. Our digitally connected world is seeing awareness of social challenges at an all-time high, although what you communicate to younger audiences – and how – is a subject for another story.

Prioritise acquisition

While it does make sense to attract supporters while they're young since this makes it more likely they'll donate to your cause as they mature, Sean suggests that this shouldn't be a primary strategy.

He asks: wouldn't it be easier to acquire the (older) more valuable donors NOW, and adopt the longer-term “get ‘em in young” strategy only once you have more

of the older donors?

In DMI's experience, the typical individual donor is indeed older; and this holds true across a broad range of non-profit organisations, regardless of the cause. It is also a wise NPO that continually invests in donor acquisition, since it makes sense to prioritise finding more of the same kind of donors who are already donating to you.

DMI would also agree with Sean's suggestions around analysing a donor database by age, since there is usually strong correlation between age and meaningful fundraising metrics. Generally, older donors tend to show:

- Higher average donations;
- Higher second gift rates;
- Higher retention (especially in monthly giving);
- A higher lifetime value;
- A higher chance of being bequest prospects;
- A higher chance of becoming a major donor; and
- A higher chance of responding to most of your communications.

Who are they?

As we inch closer to the end of the first quarter, take a step back and examine your fundraising audiences. Ask questions.

Within your individual giving programme, who is currently donating to you? What's their average age? Are they mostly men, mostly women – or a balance of the two?

Also set out to identify where your donors originally came from. Can you isolate the source/s of your active donors? When does their giving peak?

Having this insight will help you to begin mapping out an acquisition strategy that's designed to reach out to the right people, through the right channels, at the right time.

Marisol Gutierrez is Partnerships and Communications Manager at DMI. ■

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

E-mail: info@dmico.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
- **The Fundraising Authority.** Visit www.thefundraisingauthority.com

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