

Let me ask you . . .

As a board member, what would you guess is the biggest contributor to raising more money?



I'm serious.

A nonprofit's growth has more to do with the leadership's approach to & comfort level with:



PLANNING



BUDGETING



INVESTING



SPENDING



...And then how you're driving and tracking these on an **annual, quarterly, and monthly** basis at and between board meetings.



So, if you . . .

want to do everything you can to generate revenue all month long, we need to have **an honest conversation and address 2 root challenges.**



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First.

Overhead is not a bad word.



Misconception:

Nonprofits should be expected to **DO
MORE, ON LESS.**



Change lives
Solve world problems
Continue serving in times of crisis
Change your model in times of crisis
Serve more people in times of crisis
(You get the picture)



Here's how 'DO MORE, ON LESS' plays out...



These misconceptions were true before
COVID-19 existed.

And it's time for them to end.



You MUST plan to invest time and spend money on **all 3 key areas** of your nonprofit grow.



Not investing in all 3 areas **leaves you . . .**

- **vulnerable to a funding plateau**
- **land-locked from opportunities**
- **at risk in times of crisis**

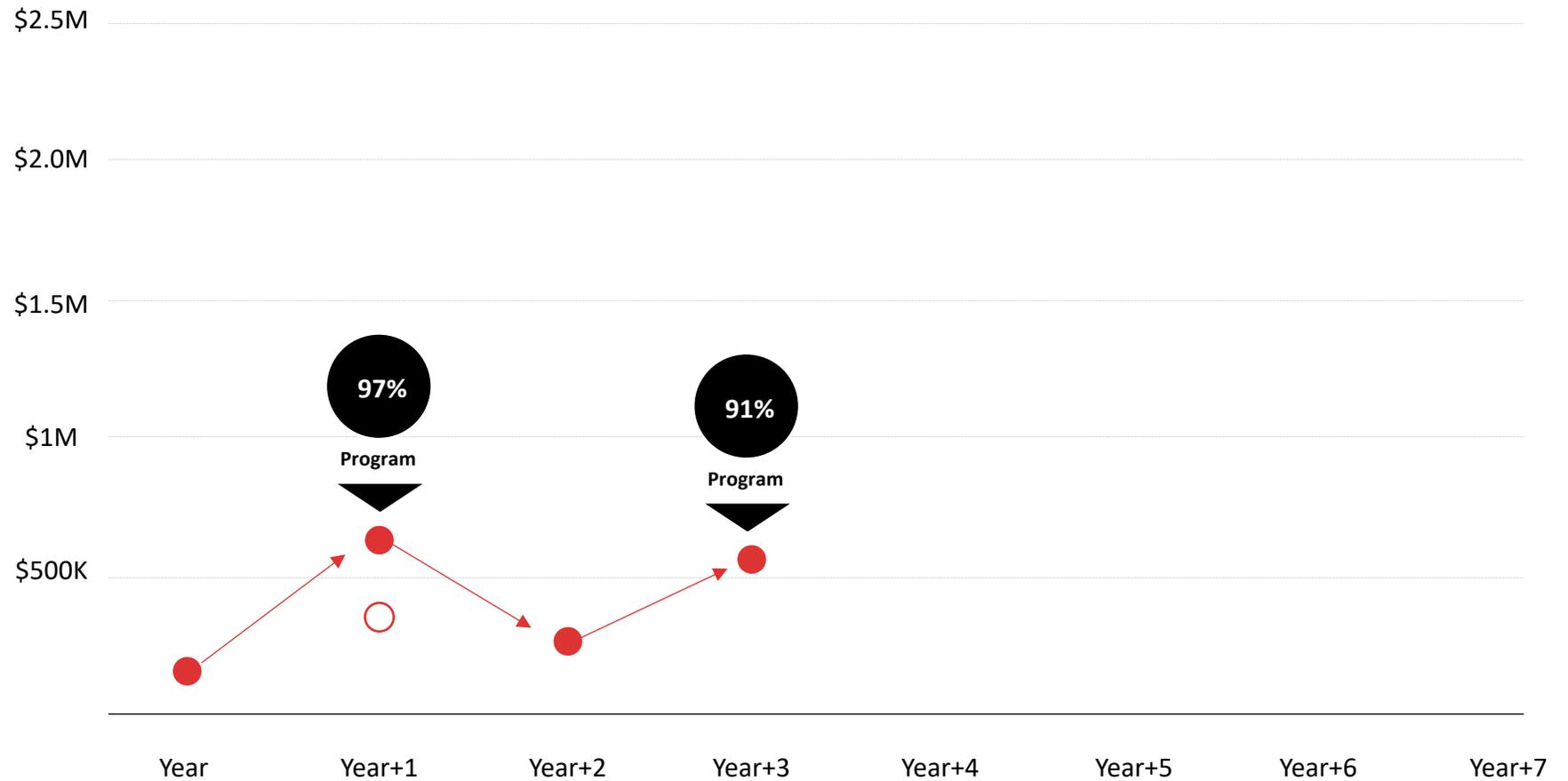


Truth

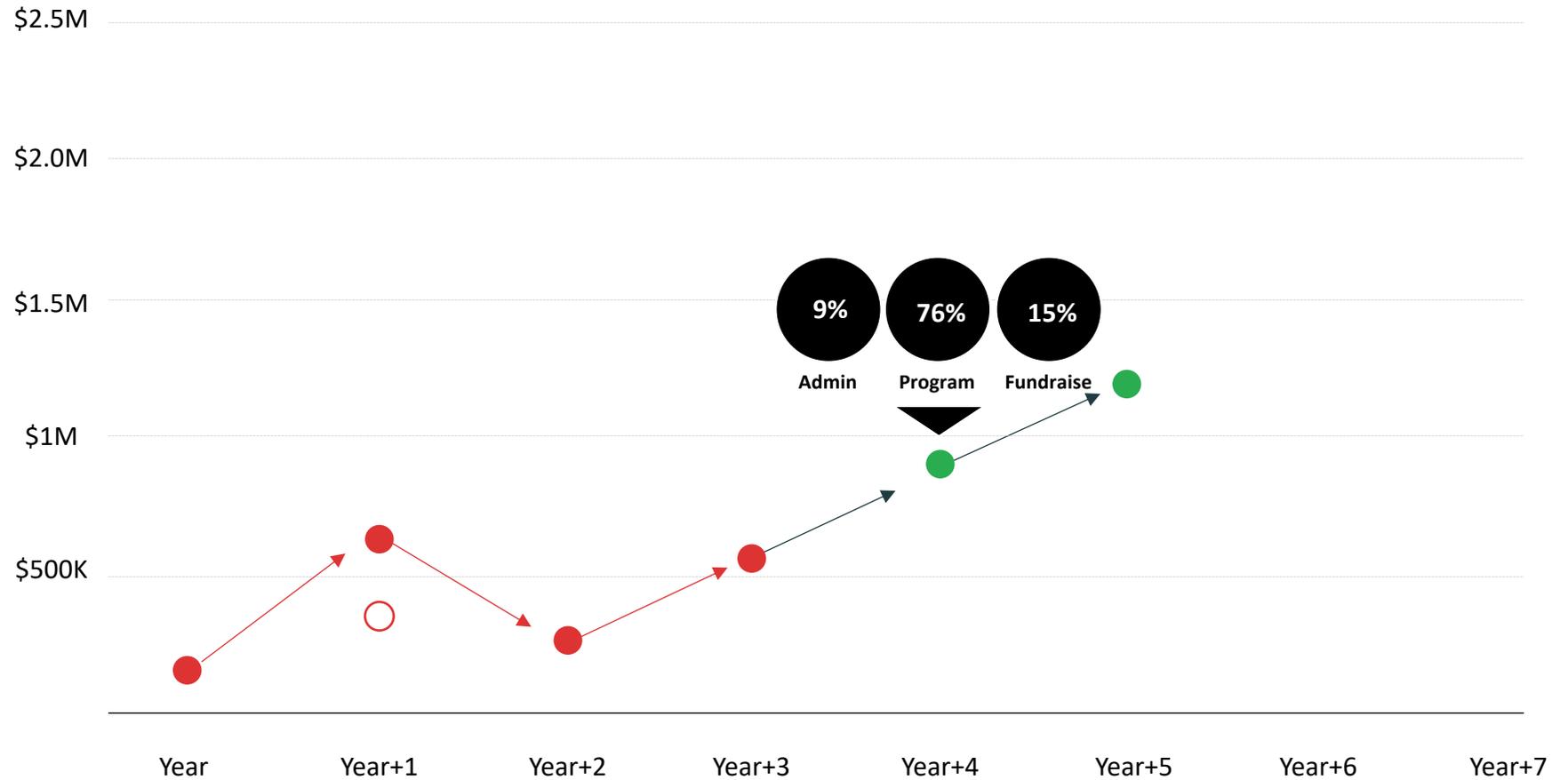
Investing in all areas of your organization helps you raise more Charitable Revenue.



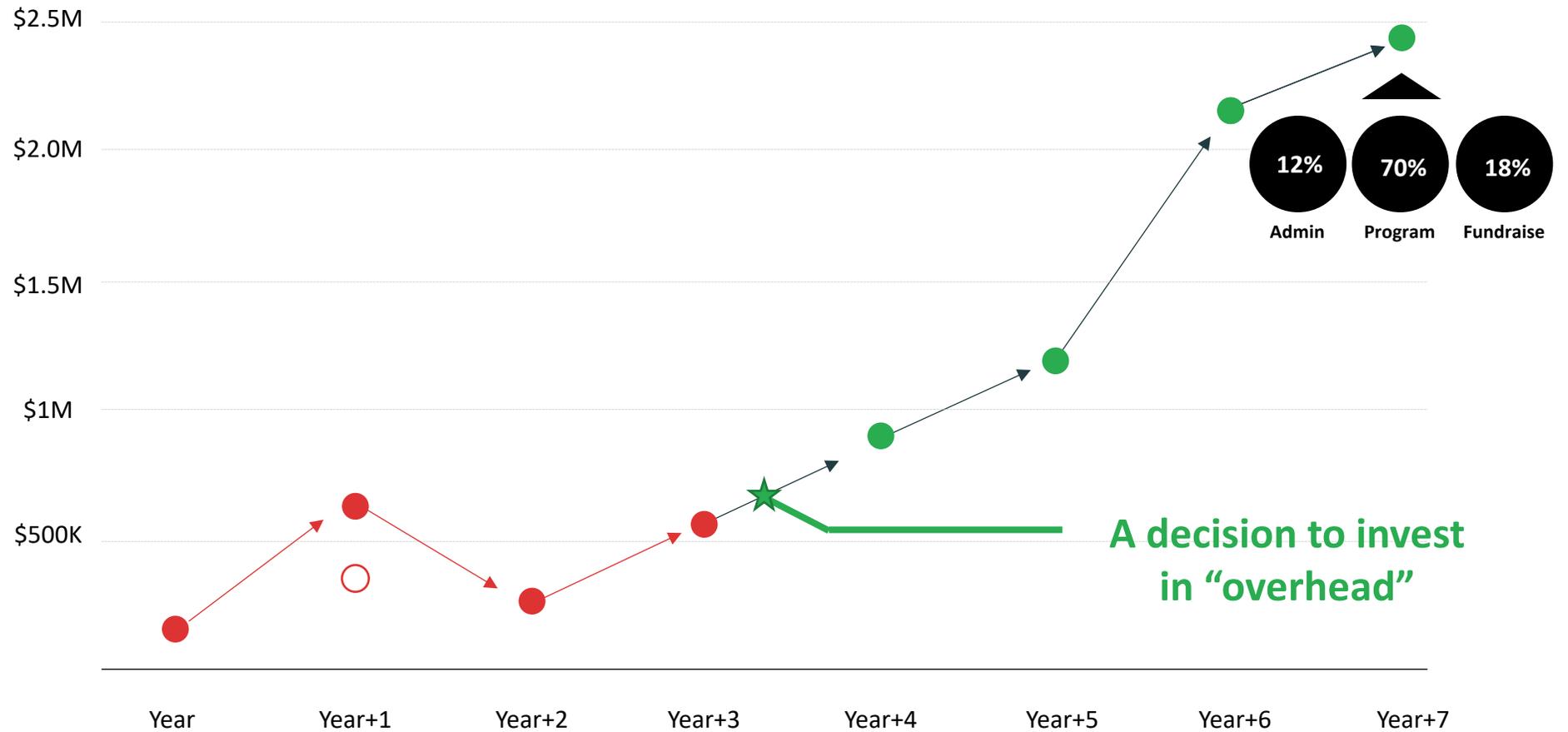
CASE STUDY



CASE STUDY



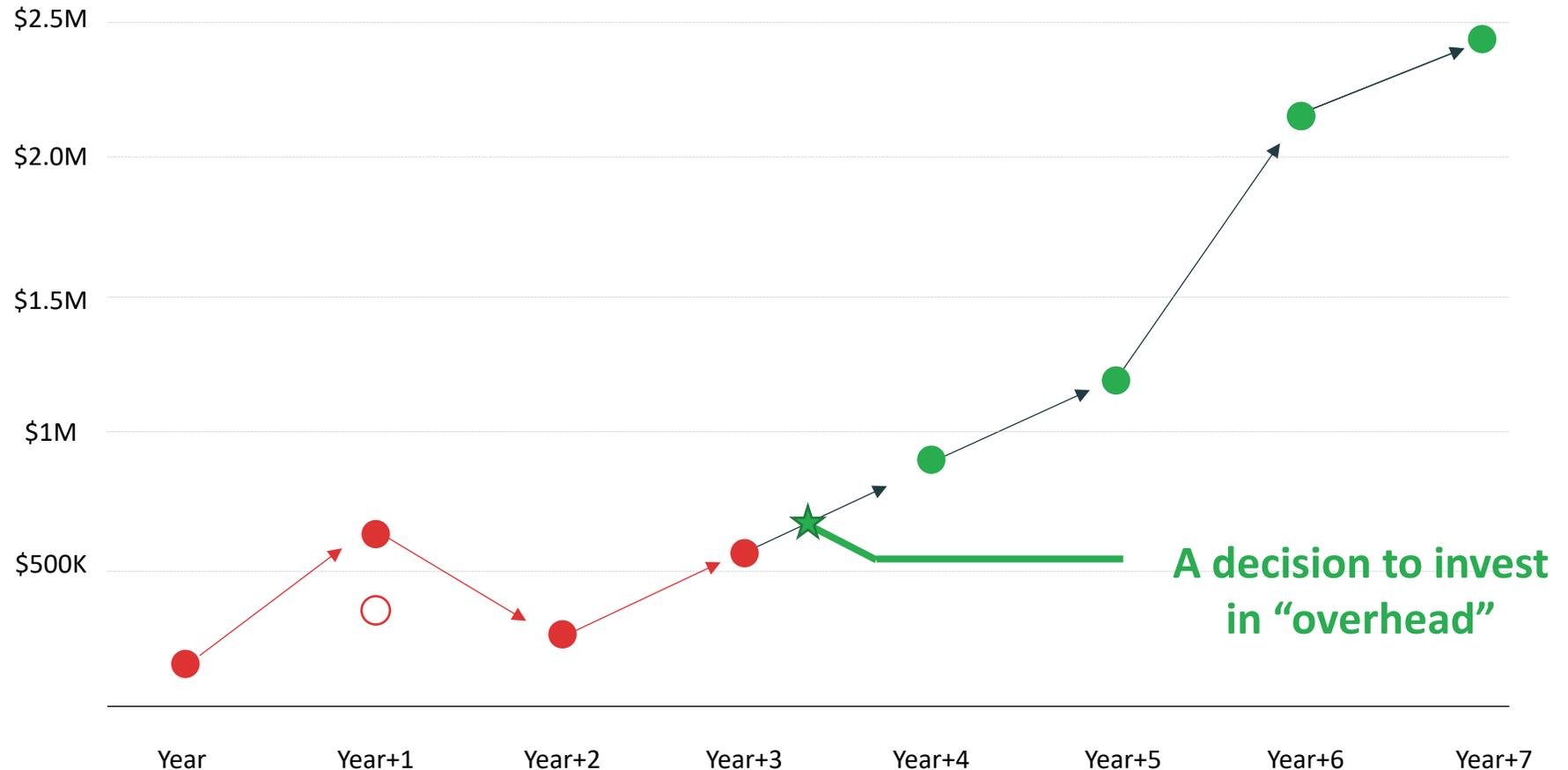
CASE STUDY



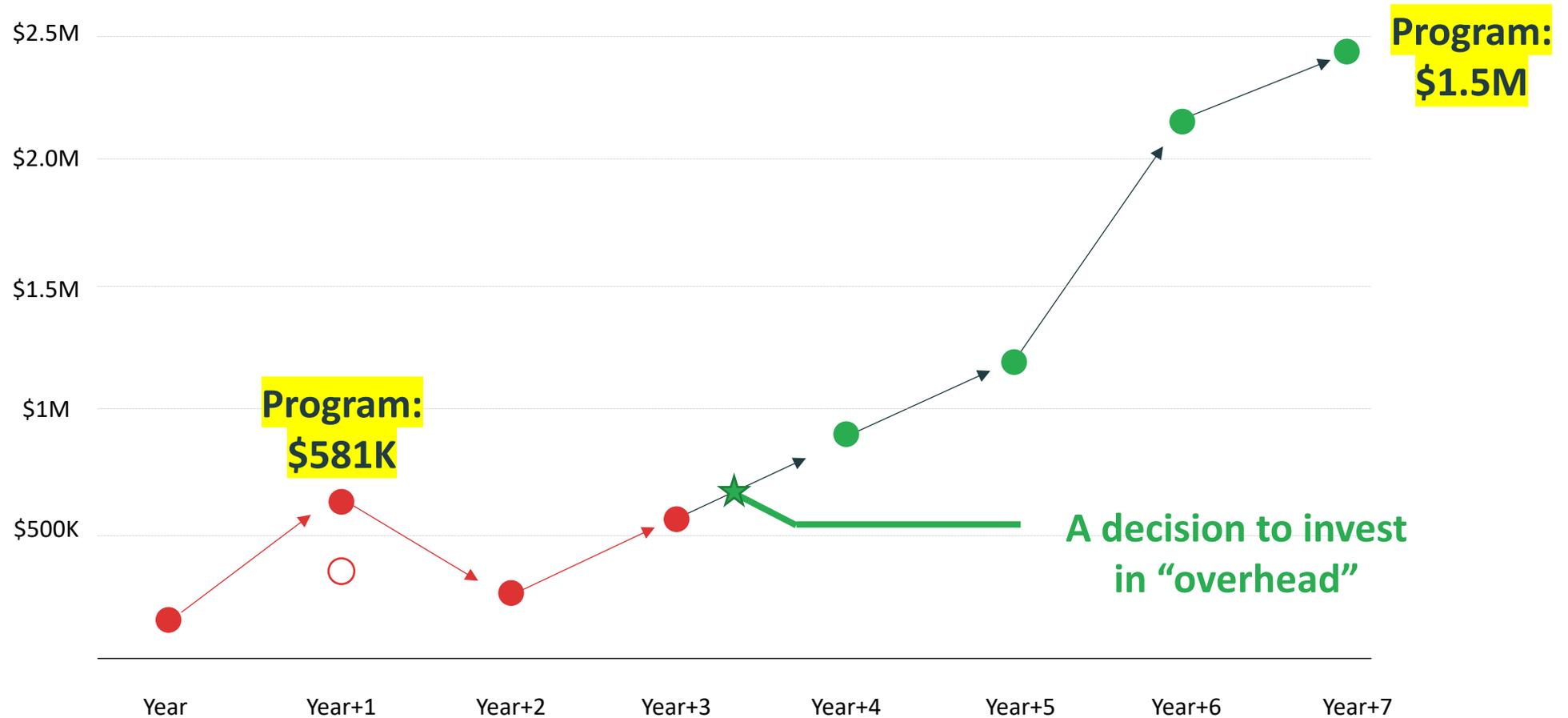
What changed?

Expense: Invested in Overhead (and Created a Reserve)

Income: Spent Money Learning How to Secure Major-Gifts



“But, this year we want as much as possible to go to program . . .”



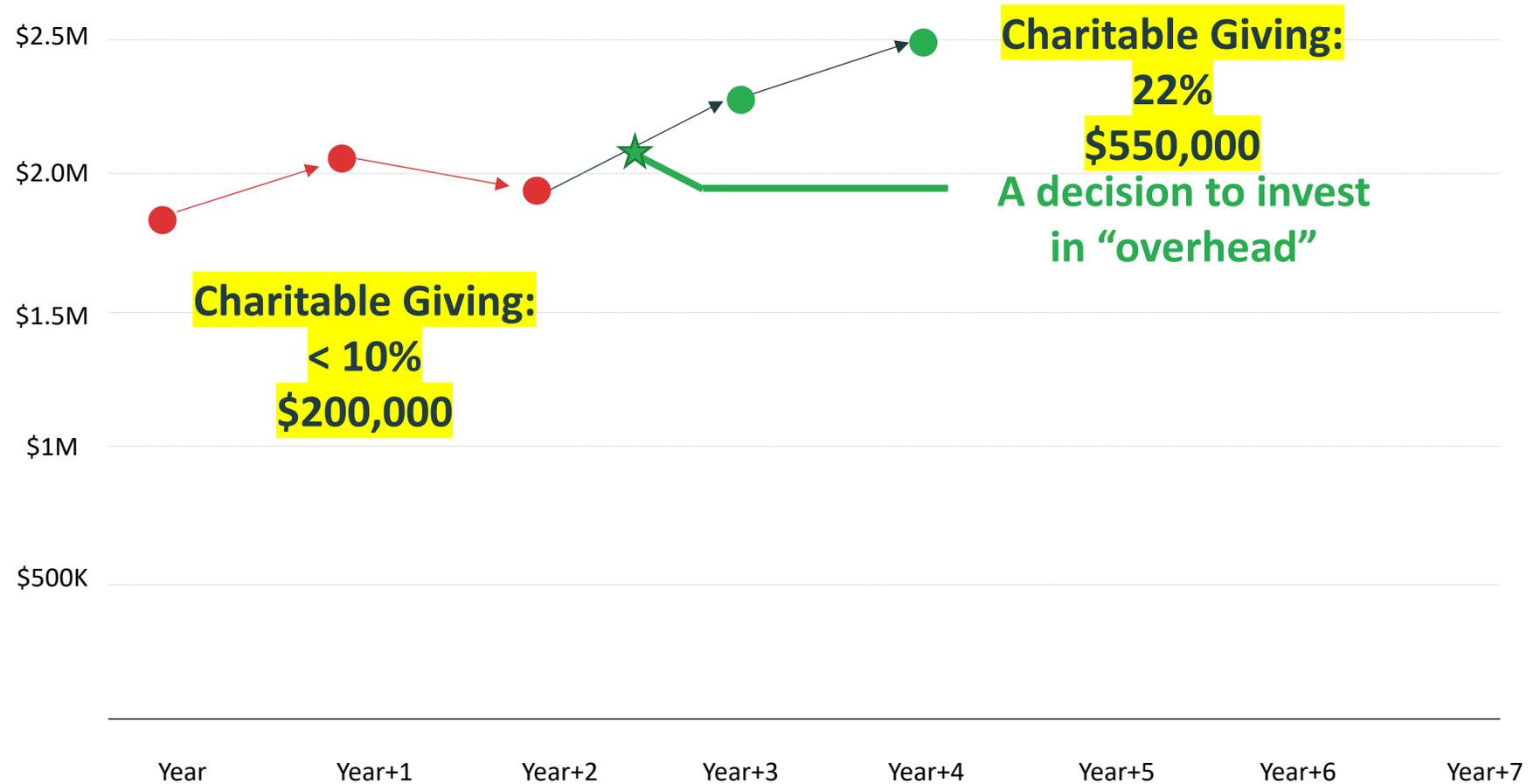
CASE STUDY 2:

Highly dependent Government or Foundation Funding



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Highly dependent Government or Foundation Funding



This is a **Huge Mindset Shift** in **Annual Planning & Budgeting:**

If we had the money, here's
what we would do.



Here's what **we need** to accomplish
our mission.



Second.

Your budget and your need are two different things.



What is your Financial Need this Year?

Your Budget

Squeak by?

Your Need

Growth Mindset?



99% of the Nonprofits I talk to are not fully funded because they aren't raising to the right number in the first place.



Question to ask during annual budgeting:

What expenses will propel the organization forward?



PROGRAM

What should I put in the budget that will propel the programs to the next level?

ADMIN

What infrastructure do I need to invest in to ensure my ops can sustain my program growth?

FUNDRAISING

What should I SPEND money on that then helps me RAISE more money to accomplish both of the above?



What have you not factored into your budget that's **keeping you from growing?**

Technology ?

Program resources ?

Investing in fundraising ?

Your branded look and messaging ?

Help with time-intensive admin tasks ?

Investing in learning new skills ?

Donor management software ?

Financial processes?

Travel ?

Staff salaries at living wage ?

Reserve fund ?



It is only when you've created a REAL, needs-based budget that you can design a REAL fundraising plan that achieves that goal.



**To secure investment-level gifts,
you must be able to share
your NEED in investment-level
conversations.**

(I promise. You're not bad at asking for money.)



Mindset + Knowledge + Need

If we had the money, here's what we would do.



Here's what **we need** to accomplish the mission.

We hope to be able to reach \$950K this year.



We have a \$1.2M **NEED** this year. May I share with you what that looks like?



For context . . .



- Teach nonprofits how to be less dependent on government, program, and event revenue by learning the activities that lead to securing large donations from individuals.
- Through my 90-Day LET'S GROW Fundraising Accelerator all over the country.
- 30 days = “the ask” . . . but 60 days = getting investment-ready



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Now to fundraising . . .



The **5 concepts** you should focus on between meetings that will maximize your valuable, volunteer time as a board member.



1 Let's talk ROI

2

3

4

5



Why is it so hard to fund your nonprofit?

1.56M 

US Nonprofits

The Urban Institute's Center on
Nonprofits & Philanthropy (2018)

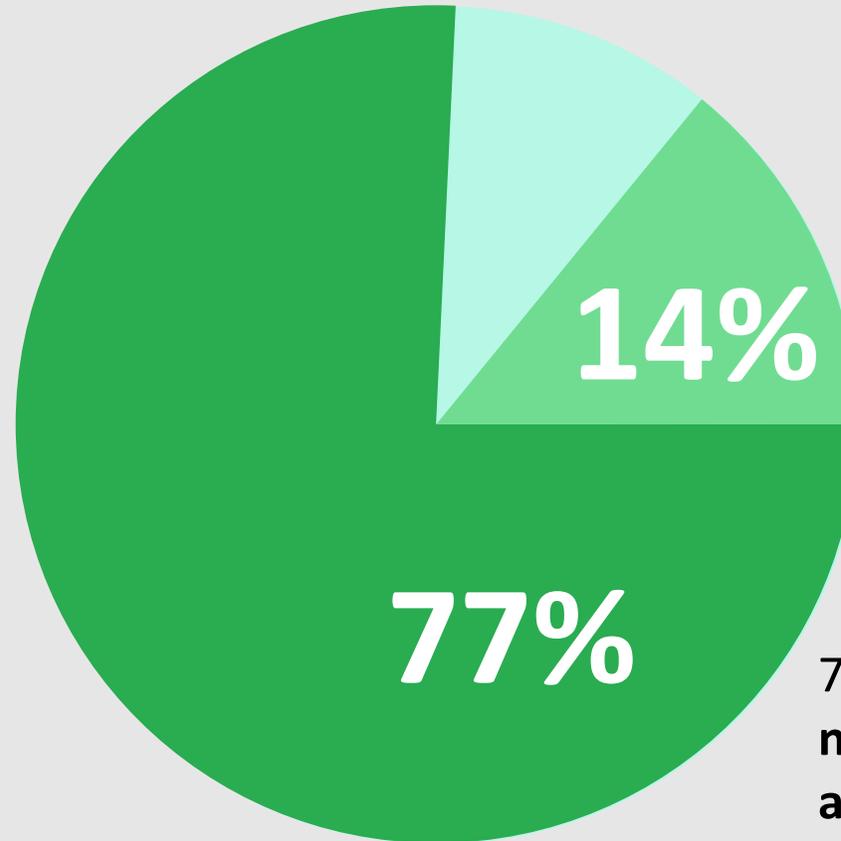


Why is it so hard to fund your nonprofit?

1.56M ➔

US Nonprofits

The Urban Institute's Center on Nonprofits & Philanthropy (2018)



91% of nonprofits have **never reached \$5M of annual revenue.**

77% of nonprofits have **never reached \$1M of annual revenue.**



Most nonprofits spend too much of their fundraising budget and time on low ROI activities that **yield low dollars** and **attract small donors**.



Research tells us . . .

Yet small gifts only make up
7% of all donation revenue year after year.



Source:
MarketSmart



On the flip side, Fundraising ReportCard Tells us . . .

On average, **70%** of nonprofit revenue comes from just **.7%** of the donor base.

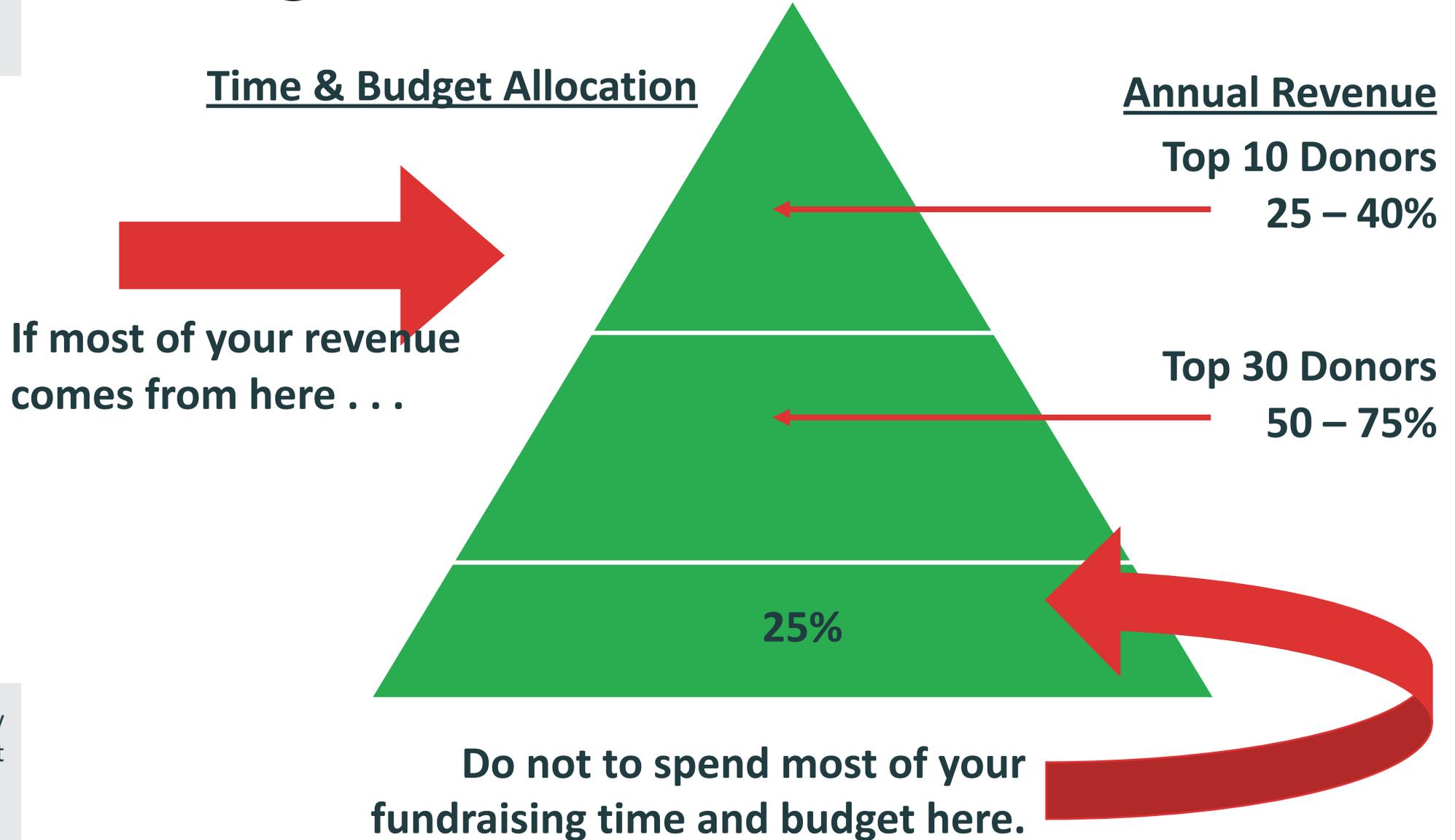


What does the data tell us?

To grow every year and become fully funded, an **income model rooted in ROI** must exist.



Funding Model Rooted in ROI



Inspired by
iMarketSmart



Truth:

The TIME of the Board and ED is one of the organization's most valuable assets.

Therefore every hour spent fundraising must be a high ROI.



Report

2019 Board Engagement Survey Results

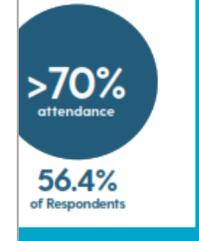


g

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vey reported full member
its that want fully engaged

esent



0.5%

usually the board chair
executive director do
majority of
the talking.

21.9%

A few board
members dominate
most discussions.



ation in meetings continues
board members participate,
board members participating

is 2019 Board Engagement Survey | 5

Board Engagement Survey | 6

**board do the
of the board's
velopment work.**

Board

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Report

2019 Board Engagement Survey Results



Fundraising Efforts – Are Board Members Raising Funds?

Boards benefit from active, engaged members, particularly when it comes to fundraising for the organization. Just over half (52%) of all boards surveyed required board members to make monetary donations at some level, while others did not have this requirement.

About a fourth of all boards (27%) were disappointed by the board's efforts, stating that while fundraising was a significant board responsibility, few members followed through with assistance.



“We have a few board members who do the majority of the board’s development work.”



2019

15.1%

All of our board members try to make introductions and open doors for development efforts

28.8%

We have a few board members who do the majority of the board's development work.

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Board members will help, if they're asked to do something specific.

27.2%

All board members are expected to, but few actually do.

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This is a math problem . . .

Staff and board time must align with the activities that yield the largest relationship-based gifts.



Truthfully, most fundraising plans and budgets allocate staff and board time incorrectly.



**The ‘Between Meeting’ takeaway:
Prioritize your time on the
activities that lead to Top 30
donors (and 75% of your funding)**



1 Let's talk ROI

2 Quick-fix is a lie

3

4

5



The Problem

Lots of content and resources will tell you there is a quick-fix to fundraising.

Some even say it's easy.



And so hope this is true.

We default to activities that seem familiar
and we think other groups are having
success with . . .



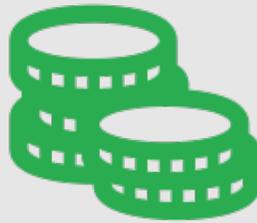
Time Intensive



Time put in greatly outweighed the financial reward.

“We are exhausted and there’s not enough time in the day.”

Transactional Activities



Activities weren’t leading to mid- and major-level gifts.

“We still need larger, unrestricted donations.”

The Grind: Feels like Begging



Dreaded fundraising because we were asking the same donors all the time.

“I hate asking people for money.”

Not Fully Funded



Still don’t have enough money to grow programs, ops, & fundraising . . .

“We can’t even do the things we set out to do in the first place.”



Annual Revenue

Top 10 Donors
25 – 40%

Top 30 Donors
50 – 75%

25%

**To grow, most of these dollars
must be unrestricted.**

- **Individuals**
- **Private Family Foundations**
- **Private Businesses**

(Single Source Decision Makers)



**The ‘Between Meeting’ takeaway:
Prioritize the relationships you’re
building on single-source decision
makers.**



- 1 Let's talk ROI**
- 2 Quick-fix is a lie**
- 3 Investment-level leading**
- 4**
- 5**



Your Investment-Level Lens

**IF WE HAD THE MONEY
WE'D DO THIS**



**HERE'S WHAT OUR PLANS ARE THIS
YEAR AND WHAT WE'LL DO WITH
YOUR INVESTMENT**



Your Investment-Level Lens



So, let's get really clear on
2 things:



Your goal . . .

Lead Donors to give their:

best gift + every year



3 things that must be clear in a donor's mind to secure their **best gift:**

YOUR PLANS

**YOUR
PROGRAMS**

**YOUR
NEED**



To **SECURE their best gift, you must lead them through investment-level conversations that help them say ‘yes’.**



Leading Your Donors: Great Experience Plans



The best part?
You get to do the fun things
when leading (rarely the ask).



The ‘Between Meeting’ takeaway:

-Make strategic chess moves toward the ask.

-Embrace receiving this type of experience from your ED.



- 1 Let's talk ROI**
- 2 Quick-fix is a lie**
- 3 Investment-level leading**
- 4 Don't settle**
- 5**



**“My board says they don’t know
any people who can write big
checks.”**

- Most Executive Directors in my 90-Day Program



I see so much money left on the table when you decide what the best gift is for your network or donor.



You might think, “At least I got my [neighbor, colleague, company] to give \$5,000.”

“I don’t think they can give \$20,000, so let’s just ask for \$10,000.”



The next time **you're tempted** to make a decision on the size gift your donor can give to your mission, look at what's REALLY behind that.



When you don't commit to sharing the financial NEED of the organization and then ask for that NEED, it's a **symptom of bigger problems . . .**



It can mean you're not confident in what you're sharing or worried you're not doing it right.

It can mean your organization has so few prospective, large donors, you need ANY GIFT.

It can mean you're so uncomfortable with asking that you'll undersell your mission for far less than its impact.



The ‘Between Meeting’ takeaway:

-Release the pressure of ‘finding major-donors’.

-Stop making financial decisions for your network.



- 1 Let's talk ROI**
- 2 Quick-fix is a lie**
- 3 Stop the guessing game**
- 4 Don't settle, choose to lead**
- 5 Learning ~~is~~ key investment**



When I see a leadership team struggling to grow its funding . . .

I go straight to the financial planning processes – typically the organization wasn't **budgeting their NEED** in a way that propelled growth.

No **step-by-step plan** to grow into larger, relationship-based, charitable giving.

The board, despite great professional success, also had little experience in how to find or solicit **mid- or major-level donors** – so then the **fundraiser feels alone**.

The ED probably **never had to fundraise** in their previous career, therefore has never been taught to have investment-level conversations it because they haven't needed to know how to up to this point.



Just because your ED is amazing at growing the programs, they still **may struggle** LEADING large donors through investment-level conversations.



When I hear this from an ED . . .

“I hate fundraising.”

“I don’t like asking for money.”

“My board doesn’t know they’re supposed to fundraise.”



It typically means . . .

“This process is a mystery.”

“I’m not sure what to say.”

“I’m not sure how to equip and lead my board through this.”

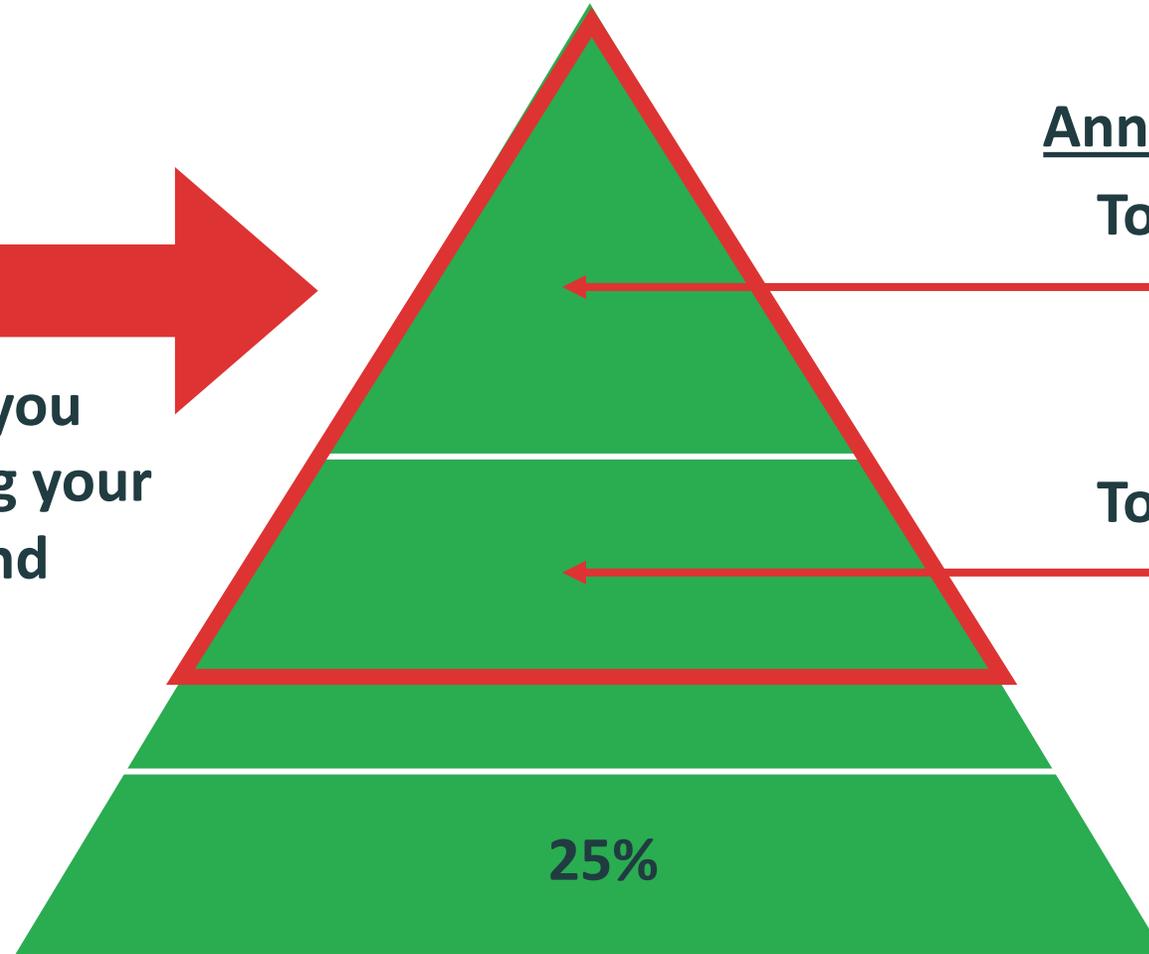
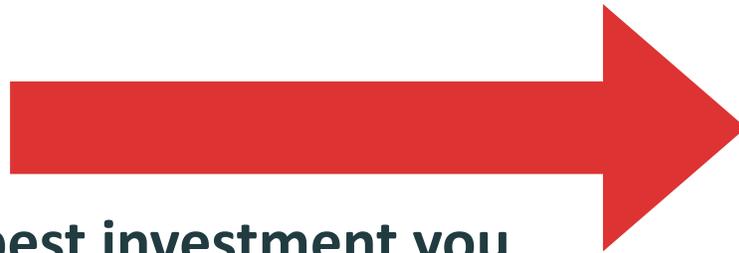


You must invest in your ED learning the activities that:

- can **fully fund** the organization each year
- align their time with **investment-level gifts**
- can **maximize the board's participation** with the greatest ROI



The best investment you can make is equipping your ED to help you find and secure these gifts.



Annual Revenue

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25%

Inspired by
iMarketSmart



**The ‘Between Meeting’ takeaway:
Listen where & when the
Executive Director & Fundraising
team is asking for help - invest in
them learning these skills.**



Truth

Every nonprofit can be FULLY FUNDED when you learn HOW to align your time with a high ROI model and learn HOW to SECURE investment-level gifts hand-in-hand with the organization's staff.





**How are
you feeling?**



FREE Major-gifts Audit

QuamTaylor.com/Ready



90-Day LET'S GROW Fundraising Accelerator

QuamTaylor.com/LetsGrow



Next Month:

Dr. Joynicole Martinez

June 24 at 2PM ET

Committee Success: How to Maximize
Your Board and Staff Structure



 **boardable**

Join us!



Q & A Time!

Please enter questions in the chat area.

More Donors.
Larger Donations.
Fully Funded.
Every Year.



 boardable

Thank you!

