

THE ART OF FUNDRAISING



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A few Numbers



- 1,542,625 tax exempt organizations in the U.S.
- In 2013, total private giving from individuals, foundations, and businesses totaled \$335.17 billion
- More than a quarter (25.4 percent) of adults in the United States volunteered with an organization in 2013

Source: The Urban Institute -

<http://www.urban.org/sites/default/files/alfresco/publication-pdfs/413277-The-Nonprofit-Sector-in-Brief--.PDF>

Donor Trends – 2014-15

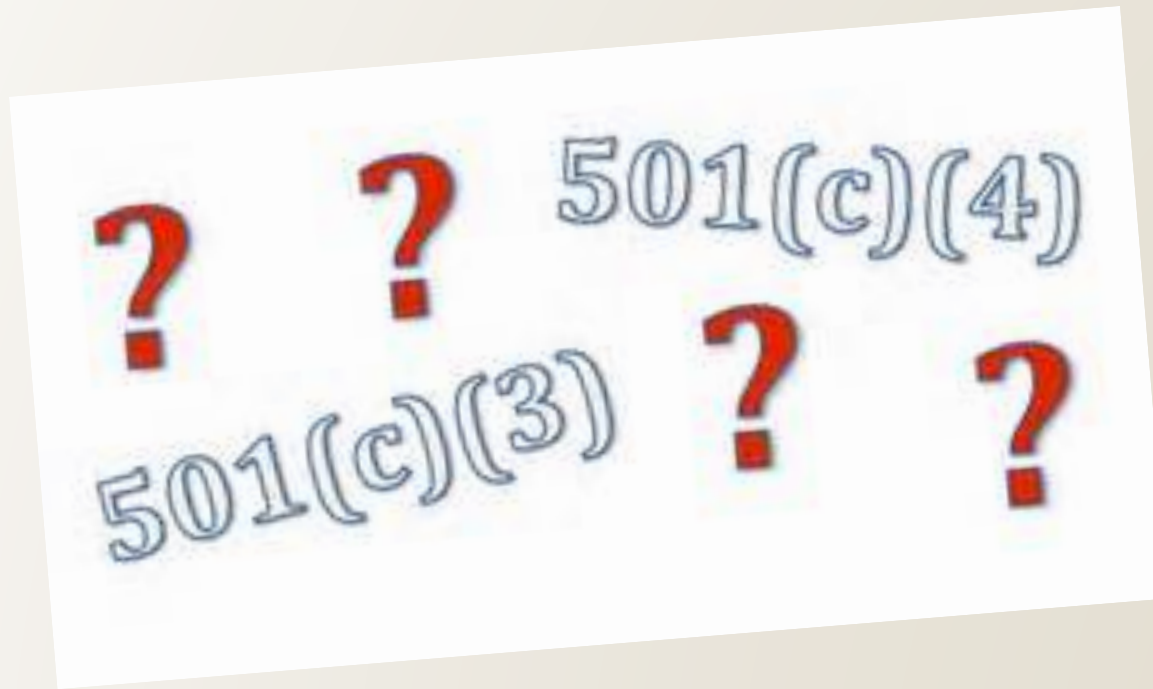
- Boomers are 34% of the population and give 43% of all the money
- 64% of all charitable gifts are made by women
- 89% of high net worth individuals volunteer their time with nonprofits
- Donor-advised funds grew from \$38 billion in 2011 to \$45 billion in 2012 and trending higher
- Donors see their gifts as investments to do good



Source: Gail Perry – “Fired Up Fundraising”

<http://www.gailperry.com/2014/06/top-10-major-donor-trends-2014-15/>

A Word about 501(c)3 and 501(c)4



WE ALL FUNDRAISE

- Girl Scout Cookies
- Office Birthday Gift Collection
- Football pool
- Bake Sale
- Yard Sale
- Church collection plate
- Wedding and baby gift registries



FUNDRAISING IS NOT



LET'S BRAINSTORM

Your most successful fundraiser – Why?



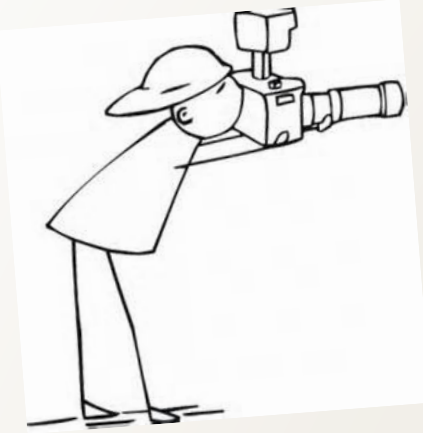
Know the WHY

Zonta International's Mission

Your Club's Mission

Your Fundraiser's Mission





GET THE WORD OUT

- Publicize your event
- Photos, Press Release, Social Media
- Pre-During-Post event
- Make your beneficiary the hero



SUCCESSFUL CLUBS



- Pick ONE Idea
- Let it develop – 3 years, 5 years, 10 years
- Divide the work
- Everyone Support
- Put your best face forward
- Post-event recap – what worked well?
What will we change next time?



What are your strengths?

- Ideas
- Sales
- Organization
- Support
- Finance
- Publicity
- Other



What we do in the name of Zonta

Makes a difference

