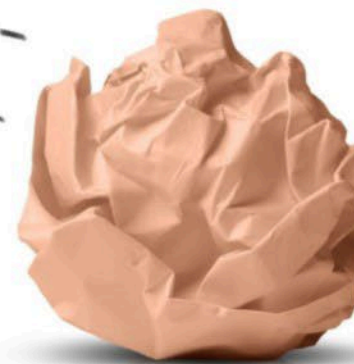
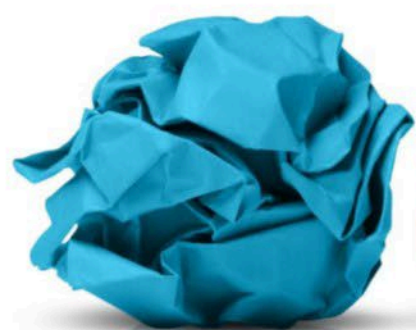




DoGoodBetter
Consulting



DoGoodBetterConsulting.com | [@FundraisingDad](https://twitter.com/FundraisingDad)

Fundraise Awesomer!

*For the love of all that is holy, let's
simplify fundraising so we can all sleep
better at night, shall we!?!*

Hey, it's me!



Patrick Kirby

- Founder, Do Good Better Consulting
- Author of "Fundraise Awesomer!"
- Host of The Official Do Good Better Podcast
- Super High Fantasy Novel Dork



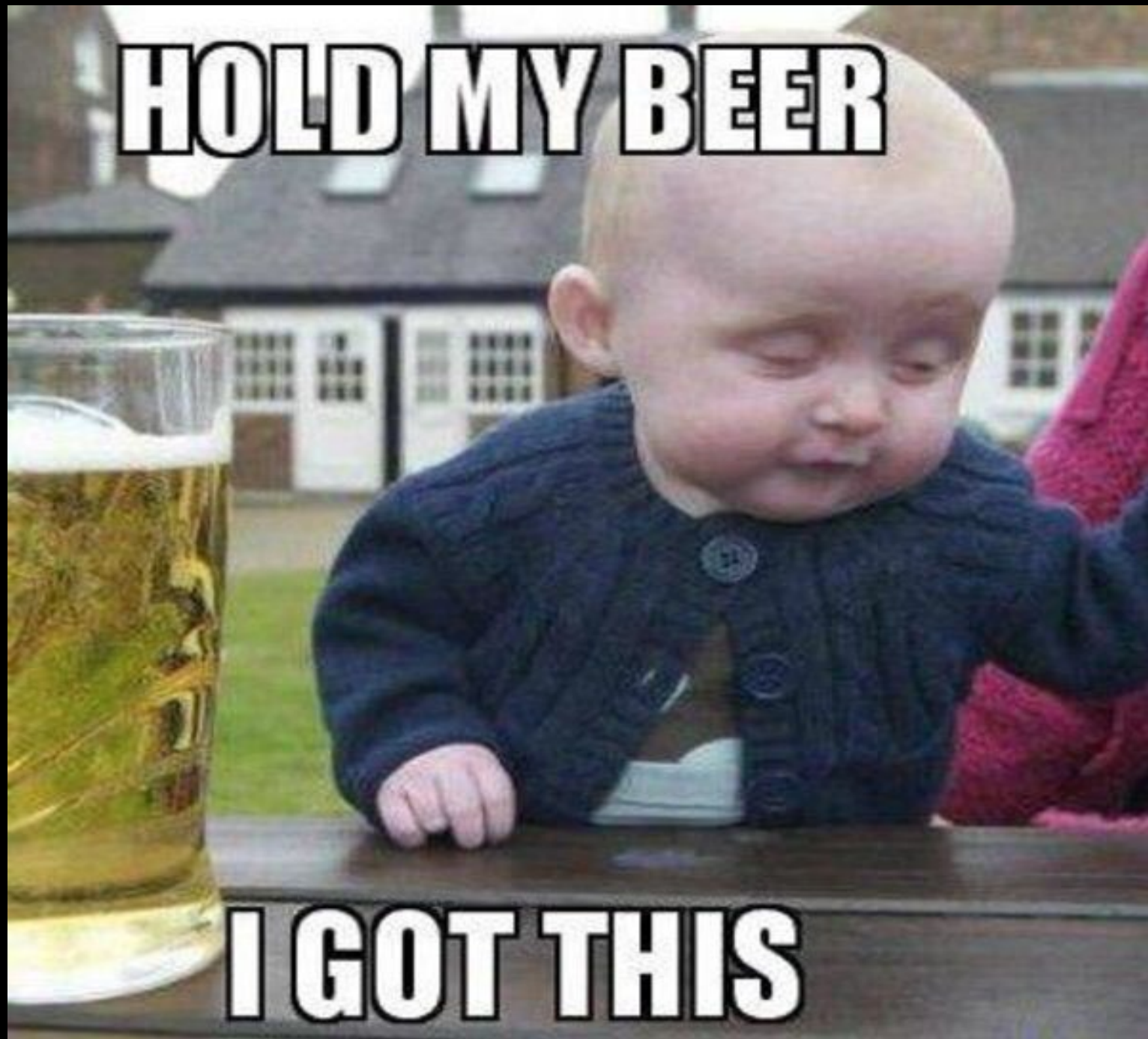
I'M MORE EXCITED THAN...

**JESSIE SPANO ON CAFFEINE
PILLS**

SUPERSTATION

DIYLOL.COM

HOLD MY BEER



I GOT THIS

First Things First

State of the State of Fundraising

- Where are the Donors?
- What the hell happened to Giving Days?
- Good News! Events are Back!
- And....?



Recession Time?

What Fundraisers are Hearing

- Older Donors expressing concern
- Pulling back from Orgs
- But? Still Giving!

Be Different.

Please Don't Rinse, Wash & Repeat

- Differentiate between nonprofits
- Attract in a busy space
- Clear over Clever

I HAVE NO IDEA



WHAT I'M DOING

Be Simple.

Why Uncomplicate?

- Board Expectations are Unreasonable
- Fewer Fundraisers with Experience
- Donors have attention span of gnats



THIS PRESENTATION WILL

BLOW YOUR MIND...

Fundraise Easier!

Your 3 Ways to Consider

- Better Donor Relationships
- Leveraging Your Boards
- Uncomplicate Your Special Events

Lets do this



right now

Donor Relationships

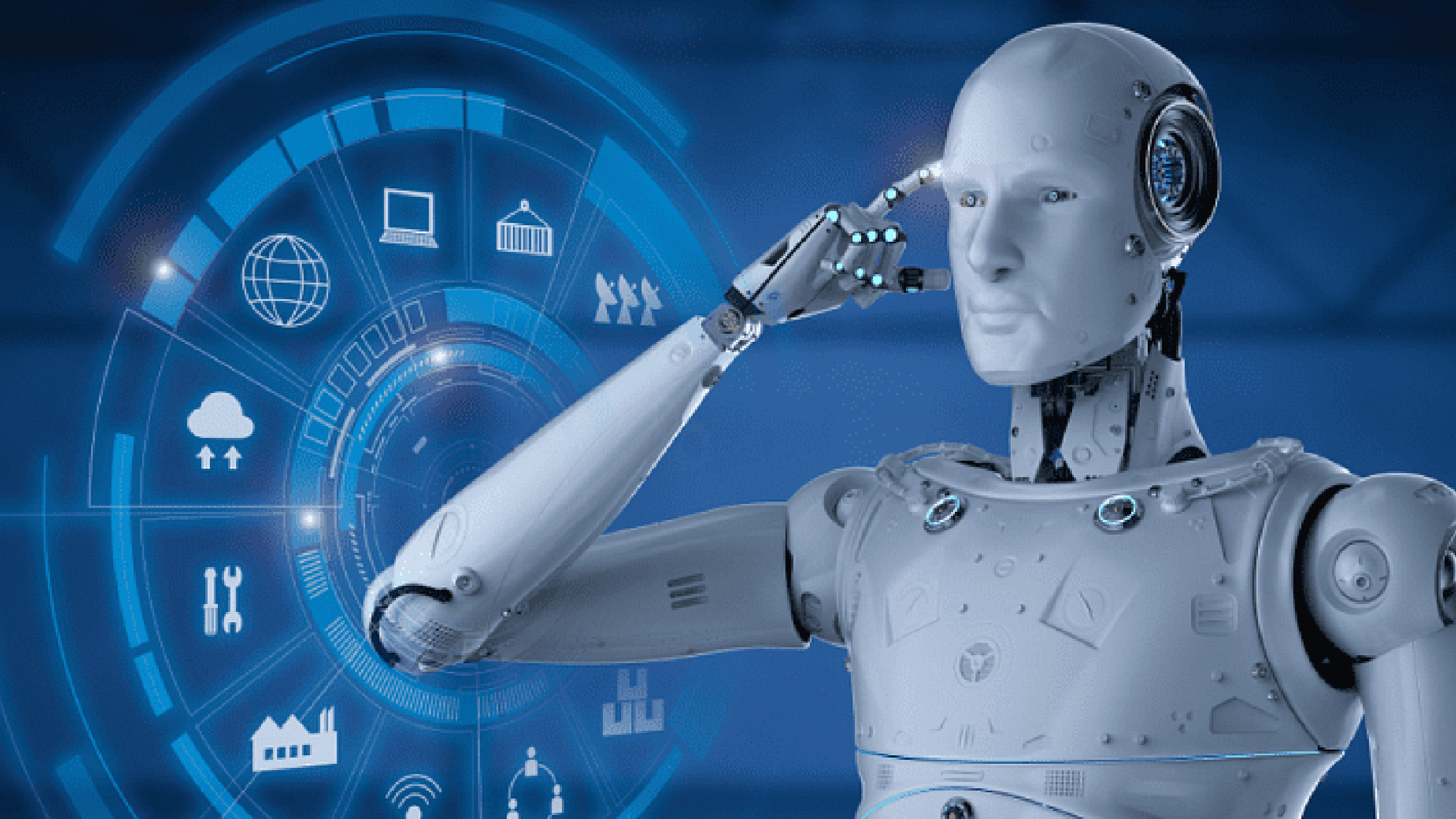
Ask Better Questions!

- Don't be boring
- Are you listening!?
- Focus on Affinity

Donor Relationships

Assume NOTHING!

- No one cares as much as you
- No ask? No money.



Donor Relationships

Best Prospects for New Gifts?

- HINT: They already gave to you!

**I WILL FIND
YOU**

**AND I WILL THANK
YOU**

Donor Relationships

Best Prospects for Major Gifts?

- HINT: They currently give to you!

Donor Relationships

Best Prospects for Legacy Gifts?

- HINT: They've given to you forever!

Bored meeting

I mean, Board meeting

Boards that Fundraise

Cheerleading!

- Talking Points galore
- Share all the things

Boards that Fundraise

Recruiting!

- Fill gaps & replace themselves
- Talk with Andrea & Kate



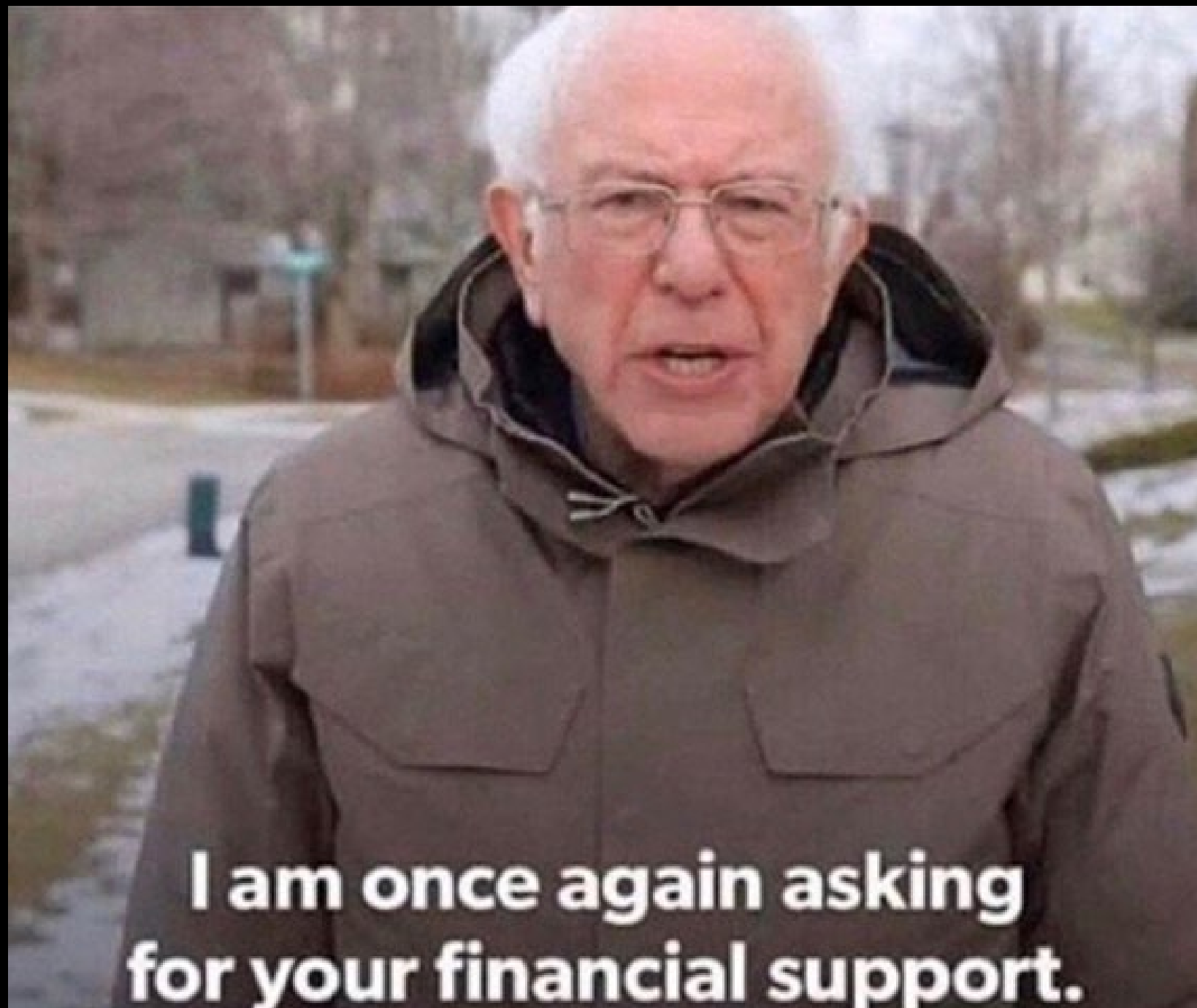
HELLO

**IS IT LEADS
YOU'RE LOOKING FOR?**

Boards that Fundraise

Door Opening!

- The MOST important aspect
- Necessary & should be required
- But “what if...?”



WORST EVENT.



Events Made Simple

Friendraising vs. Fundraising

- Pick one!

Events Made Simple

Generous Exclusion

- Intentional creation
- Clear on purpose
- Think on how to explain
- Stand by your convictions

Why can't I sit in here?



I'm a priority, right?

Events Made Simple

Purposeful Invitations

- Powerful fundraising tactics that use Donor Relationships & Board Connections



Events Made Simple

Fund a Need

- What on earth is it!?



Events Made Simple

Fund a Need MUST HAVEs

- Clear Funding Goal
- Prior Asks & Commitments
- Purposeful timing
- A script, a professional, & patience



Be Simple.

Why Uncomplicate?

- Board Expectations are Unreasonable
- Fewer Fundraisers with Experience
- Donors have attention span of gnats

**YEAH IF YOU COULD JUST WRAP IT
UP**

THAT'D BE GREAT

Back to Basics!

Donor Relationships

- Boring Long Game Sustains the Org
- Cultivate from Your lists first
- Simplify messages between asks

Back to Basics!

Get Your Board on Board

- For fundraising? Simple tasks like door opening
- Third Party Endorsers!

Back to Basics!

Tighten Up Your Events

- Shorten the Program
- Prep your Attendees
- Right Story
- Right People

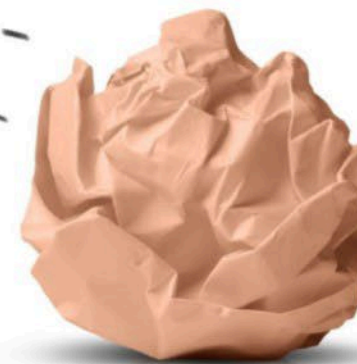
**DO GOOD BETTER READY
TO ANSWER YOUR QUESTIONS!**



**'CAUSE I'M JUST SITTING
HERE MAKING MEMES RIGHT NOW**



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