National UNIVERSITY

fundraising academy
CAUSE SELLING EDUCATION

Donor Prospecting for Crowdfunding Success
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Meet Your Presenter

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Objectives

- Apply the ABC's of prioritizing to prospect research.

- Review ten Prospecting methods.

- Identify Centers of Influence.

- Discover ways to use your database to reveal Major Gift donors.

- Prioritize Stewardship to build donor retention.

What is Prospecting?

The process of **looking** for, or **searching** for, prospective donors

THE EIGHT-STEP CAUSE SELLING CYCLE

1. Prospecting
2. Pre-Approach
3. Approach
4. Need Discovery
5. Presentation
6. Handling Objections
7. The Ask
8. Stewardship

A Qualified Prospect

A **QUALIFIED PROSPECT** is someone who has:

- The *means* to give

- The *ability* to make the giving *decision*;

- An *interest* in your organization's mission; and

- An *existing relationship* with your organization's staff, volunteers, or leadership that provides access to make a request for support.

Methods of Prospecting

1. Referrals

2. Influencers

3. Events

4. Direct Marketing

5. Social Media Marketing

6. Warm Calling

7. Networking

8. Organization-Initiated Prospecting

9. Website

10. Crowdfunding

Crowdfunding Prospects in your Database

A Prospects

- Major Gifts

- Leadership

- Influencers

B Prospects

- Donor Classifications

  - Current

  - LYBNTY

  - SYBNTY

Centers of Influence

Identify the people who feel good about **you**, feel good about **your cause**, and who have a **network** or **connections** that would be valuable to your cause.

Major Donors

To reach a **high-dollar goal**, you'll like need to enlist the help of your **major donors**.

- Challenge or Match

- Peer-to-Peer

- Annual gifts

Referral

A name given to you by a donor, board member, friend, or a prospect who **hasn't given** but **feels good** about you and your organization.

Online Resources

- dsgiving.com (beta)

- candid.org & guidestar.org

- fec.gov (political contributions)

- marquiswhoswho.com (free trial)

- zillow.com (real estate)

- zoominfo.com & LinkedIn

- esri.com/data/tapestry/zip-lookup

- Google for news articles

The Power of Segmenting: Winning Back Lapsed Donors

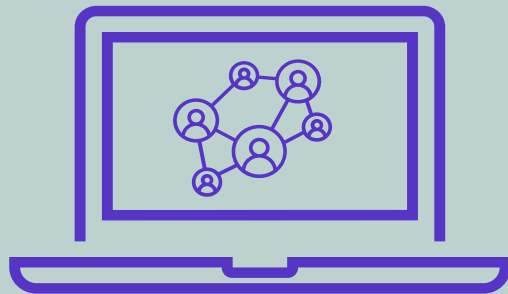**You can only affect what is under your control.**

- Concentrate your efforts; **target, target, target.**

- Remind them of their **why.**

- Consider **"We Miss You"** for the unemotionally subscribed.

COMMUNITY SHARE
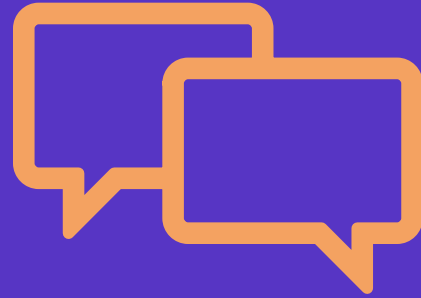
What are some ways to incorporate Crowdfunding Influencers in reuniting lapsed donors?

Online Fundraising

Crowdfunding

P2P Fundraising

Social Networks

Email

Website

Keys to a Successful Crowdfunding Campaign

Early planning

Distinct goal

Great storytelling

Multiple touches

Involve major donors/
influencers

Stewardship

Three Phases Checklist

PLANNING	EXECUTION	FOLLOW-UP
Evaluate past campaigns	Build the campaign webpage	Double dose of gratitude
Define focus and components	Send a save-the-date	Details on donor's impact
Set target markets and segment lists	A/B test your emails	Evaluate
Set a **goal**!	Stay strong the last few weeks, day-to-day	Document
Make a detailed task map with dates		
Gather assets		

Marketing Tools

- Grab their attention

- Get them involved

- Paint a picture with a metaphor

- Quantitative visualization

Goal Setting

A campaign with a **defined goal** will lead to **better results.**

What to consider:

Past years' performance

Your target markets & lists

Segmented Ask String

Influencers

Match gift

Challenge gift

Follow Up with Results

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Crowdfunding Transparency

Ways to support donor retention

1. Campaign Website Updates

2. Campaign Email Close Out Email

3. Social Media Post

Stewardship Four P's

Prompt

Personalized

Passionate

Positive

SUMMARY

- **Qualifying** determines desire, financial capacity, and propensity to give.

- Leverage **referrals** and **centers of influence** to build your prospect pipeline!

- Use a **CRM system** to keep track of prospects, donors, campaigns, and more.

- Transparency and stewardship are the foundation for sustainability.

THANK YOU

TAKE YOUR CAUSE AND
CREATE IMPACT.

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