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Membership,
Year End Gifts &
The Power of Thank You

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Agenda for today

- ▶ Membership
- ▶ Year End Gifts
- ▶ The Power of Thank You
- ▶ What To Do Tomorrow

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Tell me your name & Shout
Out!

- ▶ Your name
- ▶ Your organization
- ▶ If your organization is all volunteers
- ▶ If your organization has paid staff
- ▶ Donna don't forget to talk about.....

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Membership: Baseline
for all fundraising

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Membership as a building block

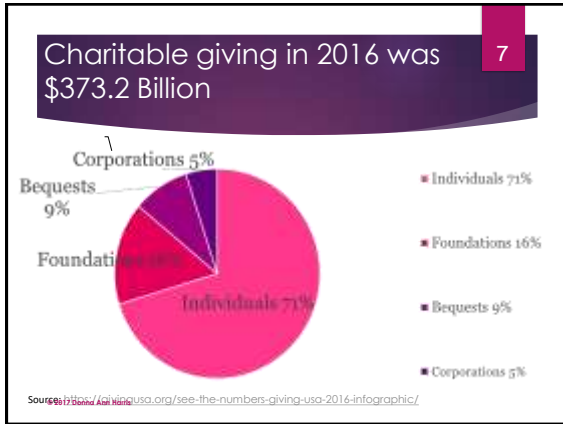
- ▶ You cannot create a major gifts program without annual membership gifts
- ▶ You have to know who your donors are to cultivate them for larger gifts in the future
- ▶ Every major gift is a relationship
- ▶ All major gifts start with a small annual membership gift

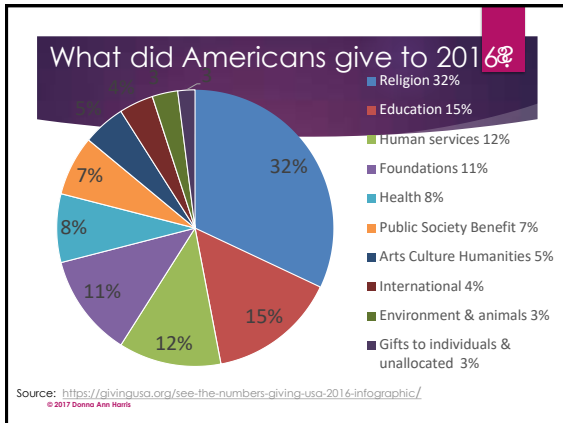
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Who gives to charitable organizations?







Roles and responsibilities for fundraising

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- ▶ The Board of Directors
- ▶ Other committees
- ▶ Executive Director if you have one
- ▶ Roles shift as the organization matures

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Board role in fund raising

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- ▶ Ensures that the organization has funds to operate
- ▶ Develops a strategic plan for organizational funding
- ▶ Monitors the financial condition of the organization monthly
- ▶ Supports all fundraising activities of the organization
- ▶ Makes their own gift

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Board giving

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- ▶ Why and how much?
- ▶ All board members make a meaningful financial contribution
- ▶ "Stretch gifts"
- ▶ How to implement if you don't have a board contribution policy now
- ▶ Handout board member agreement

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Role of ED in fundraising

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- ▶ Assists the board in asking for funds
- ▶ Writes and manages any grants, reports to funders
- ▶ Works with the Board to develop fundraising support materials
- ▶ Manages the membership campaign
- ▶ Manages other fundraising projects as delegated by the board
- ▶ Tracks contributions, recordkeeping

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What members give

- ▶ Regular, predictable income every year
- ▶ Political power = clout
- ▶ Accurate, market driven evaluation of program and leadership
- ▶ People vote with their dollars
- ▶ Greater loyalty

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Membership solicitation process

- ▶ Identify how much you need to raise
- ▶ Identify target sources
- ▶ Develop materials for "pitch"
- ▶ Advance letters/other cultivation
- ▶ Personal contact
- ▶ Follow-up, answer questions
- ▶ Collection
- ▶ Thank you for gift
- ▶ Recognition of gift
- ▶ Solicit for other projects
- ▶ Start renewing 3 months before end of year

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Renewals, other issues

- ▶ Acknowledgements?
- ▶ Who sends them out?
- ▶ Renewals
- ▶ Natural loss each year @ 20% or more
- ▶ New annual gifts cost more than renewing annual gifts
- ▶ Time needed to manage

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Goal of membership

- ▶ Get the gift, get it repeated and upgrade the gift
- ▶ Build your base of donors –establish a habit and pattern of giving at higher levels
- ▶ Develop donors – those that give a higher levels

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Best way to solicit memberships

- ▶ In person
- ▶ At your events/activities
- ▶ Direct mail has limited use except for very small communities
- ▶ In email newsletter
- ▶ On web site
- ▶ Other ideas?

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Sample membership packages



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Typical 5 year old annual gifts breakdown

| Amt | title | # | \$ | % |
|-------|------------|-----|----------|------|
| 35 | individual | 145 | 5,075 | 20 |
| 50 | family | 33 | 1,650 | 7 |
| 100 | friend | 78 | 7,800 | 31 |
| 250 | Bronze | 19 | 4,750 | 18 |
| 500 | silver | 8 | 4,000 | 16 |
| 1000 | gold | 2 | 2,000 | 8 |
| Total | | 285 | \$25,275 | 100% |

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Keep good records

- ▶ Have a good tracking system in place so you can see who gave what, when, how much, and for what
- ▶ Record should include: contact information, volunteer activities, gifts made, in kind gifts made, board service, other relevant information
- ▶ Tracking system must be usable for you and kept up to date

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Preventing failure membership campaigns

- Time to undertake renewals
- Cost for start-up
- Volunteer leadership
- Record keeping
- Yearly effort

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Year end gifts: alternative to annual membership

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10 reasons year end gifts

- ▶ In 2016, an estimated \$372 billion was raised from Americans giving to charity. -- *Giving USA*
- ▶ Giving increased 4.1% from 2015 when giving was \$375 Billion -- *Giving USA*
- ▶ Seventy one percent (71%) of all gifts came from individuals, an increase of 3.8% this year. -- *Giving USA*
- ▶ American donated approximately 2% of disposable income to charity in 2014, a percentage which has not changed significantly in decades, regardless of the strength of the economy. -- *Charity Navigator*
- ▶ Monthly online giving grew 32% from the previous year. *M&R Benchmark Study for 2016.*

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10 reasons year end gifts

- ▶ Thirteen percent (13%) of all online gifts were made from a mobile device. - *M&R Benchmark Study for 2016.*
- ▶ In 2015 90% of all yearend gifts are one time gifts. Only 10% are recurring gifts. -- *Network for Good.*
- ▶ More than 30% of annual giving via Network for Good's donation processing system is during December. The average gift was \$188 in December--*Network for Good.*
- ▶ Twelve percent (12%) of annual giving occurs on the last 3 days of the year. --*Network for Good.*
- ▶ The peak giving time on December 31 is from 12 noon, to 7 p.m. --*Network for Good*

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Multi channel works best

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Help us get ready for another extraordinary year.

When we look back over 2012, we are amazed at what the Community Design Collaborative accomplished with the help of its volunteers, clients, leaders, and supporters. I've shared some of the year's highlights below.

As we prepare for a great year in 2013, won't you join in supporting the Collaborative? Help us move strongly into the new year! **Make your contribution today.**

Thank you!

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Beth Miller, Executive Director

Create a goal for campaign

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3 Types of Year End Appeals

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1. Multi-Channel
2. 10 Emails Online Only
3. Last Week



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Multi channel Appeal— mechanics

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- ▶ Clean online and mailing lists
- ▶ Costs for postage, letters, envelopes, mail house
 - ▶ 2 direct mail letters
 - ▶ One direct mail letter on or before November 17
 - ▶ Another direct mail letter on December 15
- ▶ 10 emails over 6 weeks
 - ▶ 5 emails in the last week of the year

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10 Step Multi Channel Appeal

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1. Set a goal, create a campaign theme, think multi-channel giving
2. Clean up your mailing lists
3. Take online gifts. Where is your website's Donate Now button?
4. Test your donation page now
5. Revise your giving levels, ask for recurring gifts, simple forms

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10 Step Multi Channel Appeal

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6. Create compelling stories, photos and letters and the weekly countdown
7. Thank you, thank you, thank you
8. Automate thanks and tweet about gifts
9. Reinforce your campaign with traditional PR, Matching Gifts and Donor lists, and
10. Don't take Christmas week off!

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Create a package

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BARTRAM'S GARDEN

News for Members and Friends

We're sending out our heartfelt thanks to our members, volunteers, partners, and friends for making 2016 a great year! The day is many dreams come to fruition this year - a recreational trail to connect more people to the river, opening the Bartram's Garden to every visitor the chance to save home a plant, and a community farm partnership that produced over 1,000 lbs. of food for neighbors. We could not have accomplished so much without you - thank you!

We have much to look forward to at Bartram's Garden in 2017 - including a restoration and the Bartram's Field trail extension along the Delaware River, a new exhibit and gift to our James Fort - Year 140th anniversary gift upon using the Bartram's Garden to foster a planter and care for the natural world.

Thank you for your help in all - we look forward to continuing to grow with you in 2017.

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Look at sample packages

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Feds Institute of Government

75 Years

Don't miss your chance. Donate before midnight tonight!

We're calling on you to help us raise over \$100,000 to support our 75th anniversary celebration. Your donation will help us continue to provide the best in federal government education and training, and help us provide many more programs and services to our students.

Get your share today!

With your support, Feds will be able to provide more opportunities to connect with our community, further develop our skills, and help our students achieve their dreams for a better tomorrow.

Don't miss your chance to be part of the Feds 75th anniversary celebration. [Visit your Feds website](#) to learn more about the Feds 75th anniversary celebration and how you can help us raise over \$100,000 to support our 75th anniversary celebration.

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Email only

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Help restore and rebuild historic sites impacted by Hurricane Sandy

DONATE

Photo courtesy: Mark O'Neil (New Jersey)

When rain, wind, and flooding associated with the massive storm did millions of dollars' worth of damage to historic homes, storefronts, and landscapes in communities all along the northeastern seaboard.

Famous boardwalks and places along the Jersey Shore lie in ruins. Coastal homes in Connecticut are coping with soil erosion and flooding.

The National Trust provides counsel to local preservationists seeking federal and state aid. We provide technical support to ensure that restoration is done quickly and well. And we advocate in Congress and state legislatures, seeking tax credits and other incentives to encourage private citizens to rebuild and help cities and towns come back after a devastating blow.

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Online Appeal Only-- mechanics

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- ▶ After Thanksgiving
- ▶ No letters, postage etc.
- ▶ Clean email lists
- ▶ 10 emails total
- ▶ 5 emails the last week of the year



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10 emails mechanics

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- ▶ 10 eblast to mailing list
- ▶ New story each mailing
- ▶ Send early in the day
Tues, Wed or Thurs
- ▶ Get a gift? Remove
from list
- ▶ Automate thank you
emails
- ▶ Five emails the last
week

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Last Week mechanics

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- ▶ 1/3 of all online gifts in
last 3 days of Dec.
- ▶ Excessive?
- ▶ More emails=more
donations
- ▶ Remove gift givers
from email list.



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Last week of year

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- ▶ Send 5 emails the last week
- ▶ Do a count down 12/24, 12/26, 12/27, 12/30 and 12/31
- ▶ Talk about your goal and how close you are
- ▶ Rush to the end
- ▶ 12/30 and 12/31 are last chance reminders
- ▶ Over Goal? What else we can do!

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Show your progress

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- ▶ Daily progress toward goal on home page
- ▶ Traditional thermometer or other graphic device
- ▶ Ask people to get you over the top



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Questions about year end gifts?

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The Power of Thank You

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Agenda


- ▶ Showing gratitude to volunteers, members, funders and others
- ▶ Three times, three ways
- ▶ Praise and thanks
- ▶ Whom to thank, when
- ▶ 139 ideas for thanking
- ▶ IRS rules on acknowledgements

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Showing gratitude

- ▶ Not everyone is good at this
- ▶ Find someone who is to do it




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Three times three ways

- ▶ In person
- ▶ In writing
- ▶ In front of their peers



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Praise & thanks, thanks & praise



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Whom to thank, when

- ▶ Board members
- ▶ Staff
- ▶ Volunteers
 - ▶ Committee leaders
 - ▶ Occasional volunteers
- ▶ Members
- ▶ Donors/funders
- ▶ Local/county/state government funders



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139 ways to thank



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Thanking people.....enough

▶ Never happens



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IRS requirements
for acknowledgements

- ▶ IRS requirements for member gifts over \$250
- ▶ See IRS 1771 publication
- ▶ Gifts that include premiums
- ▶ Costs for newsletters, other benefits
- ▶ Make sure you put this information on the membership form itself

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IRS: Gift acknowledgements

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- ▶ "Thank you for your cash contribution of \$300 that (organization's name) received on December 12, 2017. No goods or services were provided in exchange for your contribution."
- ▶ ONLY NEEDED if gift is over \$250, BUT you must send acknowledgement before January 31 the next year
- ▶ Best to acknowledge every membership
- ▶ Source IRS Publication 1771

IRS: If you provide premiums

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- ▶ Level of the gift
- ▶ Cost of the premium

▶ Source IRS Publication 1771

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Example of a token exception: If a charitable organization gives a coffee mug bearing its logo and costing the organization \$9.10 or less to a donor who contributes \$45.50 or more, the organization may state that no goods or services were provided in return for the \$45.50 contribution. The \$45.50 is fully deductible.

IRS: Gift acknowledgement with premiums

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- ▶ "Thank you for your cash contribution of \$350 that (organization's name) received on May 6, 2008. In exchange for your contribution, we gave you a cookbook with an estimated fair market value of \$60."
- ▶ Source IRS Publication 1771

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IRS: Other acknowledgements

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- ▶ Thank you for your contribution of \$150.00 to name of organization for one ticket to the dinner dance. The cost of the meal was \$80.00. Your tax deductible charitable contribution was \$70.00.

▶ Source IRS Publication 1771

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IRS rules: exceptions

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- ▶ Membership Benefits Exception — An annual membership benefit is also considered to be insubstantial if it is provided in exchange for an annual payment of \$75 or less and consists of annual recurring rights or privileges, such as:
 - ▶ 1. free or discounted admissions to the charitable organization's facilities or events
 - ▶ 2. discounts on purchases from the organization's gift shop
 - ▶ 3. free or discounted parking
 - ▶ 4. free or discounted admission to member-only events sponsored by an organization, where a per-person cost (not including overhead) is within the "low-cost articles" limits

▶ Source IRS Publication 1771©

Sample membership acknowledgement

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- ▶ Harris House Museum is a 501(c)3 nonprofit organization under Tax I.D. Number 36-3657765.
- ▶ 100% of your membership fee is tax deductible to the fullest extent of the law.

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Exercise

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- ▶ Pick a partner
- ▶ Identify three specific tasks you will undertake when you get home to improve your membership, year end gifts, thanking
- ▶ Write these down and share them with your partner and discuss
- ▶ I will ask for volunteers to discuss their tasks

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Q and A

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Thank you!

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