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Successful Fundraising

A MONTHLY REPORT OF SUCCESSFUL FUNDRAISING IDEAS, STRATEGIES AND MANAGEMENT ISSUES

Inside

PROFESSIONAL SELF-CARE

Are You Losing Your Spark?

Marcia Hale, volunteer engagement, Hillsboro Public Library (Hillsboro, OR), has first-hand experience with burnout. "I left the profession for a rather long time, and when I came back, I had very clear boundaries and expectations of what I needed in order to do the best job possible — and stay happy doing it." Here's what she has learned:

"Burnout happens when your plate is full but someone keeps adding extra helpings to it, and you can't say no," explains Hale. She notes that burnout isn't all bad, because it can serve as a wake-up call. "Burnout is tapping you on the shoulder to remind you to return to your heartfelt values and priorities as a means of getting your life back into balance," Hale says.

Are you on the path to burnout? Hale suggests watching for disconnects between yourself and your organization in the following areas:

- ❏ Workload/adequate resources to accomplish that work.
- ❏ Control/decision-making about your workload.
- ❏ Sense of reward (money or recognition).
- ❏ Community (your work "family" and those you serve).
- ❏ Sense of fairness.
- ❏ Values.

If you experience these disconnects, you may find yourself burning out, which happens in four stages. To identify signs of burnout, look for the symptoms of each stage:

1. **Expectations vs. reality.** Do your job demands exceed resources? Does the job fail to meet the expectations you had for it?
2. **Physical/emotional exhaustion.** Are you asking people to leave you alone but wondering why they aren't helping you? Do you experience headaches, physical pain, sleep disturbances or fatigue?
3. **"What's the point?"** Are you experiencing cynicism, depersonalization and complete indifference? Do you have a negative attitude toward most things?
4. **Complete sense of loss.** Do you have feelings of despair, helplessness, guilt, insufficiency and aversion?

Hale recommends those who have reached stage 3 or 4 seek professional counseling. "The bottom line is you can rise from the ashes of burnout by recognizing who is in control of the situation," says Hale. "Recognize that ultimately you are in charge of your situation. Give yourself permission to take control and make the changes you need to make. This is often hard for people in the nonprofit sector, since putting the needs of others first is how they are wired. But until you determine that it's okay to serve yourself too, it will be difficult to find that balance." ◆

Source: Marcia Hale, CVA, Volunteer Engagement, Hillsboro Public Library, Hillsboro, OR. Phone (503) 615-3457. Email: Marcia.Hale@hillsboro-oregon.gov. Website: www.hillsboro-oregon.gov/Library

BRIEFS

'Ladder' Sponsors to Increase Levels of Support

To increase the number of sponsors for various aspects of your organization (e.g., events and programs), and to increase existing sponsors' levels of yearly support, create a ladder of sponsorship opportunities to which you can refer.

List all available sponsorship opportunities in least- to most-expensive order. Each increasing level of sponsorship should include more attractive benefits.

When calling on new prospects, offer less-costly sponsorship opportunities to get them on board with your organization. Invite those with a history of sponsorships to move to a higher level sponsorship opportunity that will include more exclusive benefits. ◆

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CAPITAL CAMPAIGN EXECUTION

Moving Through Your Campaign's Public Phase

By Kim Pawlak

The most important aspect of the public phase of a campaign is to increase your donor base and maximize awareness of the needs of your institution, says Jay Davenport, vice president for development and alumni relations at Virginia Commonwealth University (VCU; Richmond, VA).

"You need to be constantly presenting opportunities for people to engage and become more aware of your organization, or present opportunities that they can invest in and become benefactors of your organization," he says. "Everything campaign stage before that is preparation so that we can make those conversations during the public phase as broad-based and effective as possible."

One of the ways they are doing that, says Davenport, is by creating special volunteer committees to assist with the campaign: "In higher education, it might be that each school or college has campaign committees that assist the dean and the academic leadership there. If you're in a nonprofit, it might mean that you're activating not only your board, but you have created a special development committee that would help share with the broader community what the organization is attempting to do and how people can become involved."

> *"You need to be constantly presenting opportunities for people to engage and become more aware of your organization, or present opportunities that they can invest in and become benefactors of your organization."*
>
> Jay Davenport, CFRE

By the time you go public, he says, you've most likely raised over half or 70 percent of the campaign goal during the quiet phase: "What you're trying to do is determine how to galvanize the people who might not be as close to you but could be very, very interested in what the mission of your organization is."

At VCU, the public phase of campaigns is typically five years so every reunion class can participate. "In the span of five years, you'll celebrate 10 class years, two each year," he says.

Increasing general engagement leads to more enhanced awareness, which leads to involvement in some way they ultimately hope builds commitment to the campaign. "When you think about strategies to just maximize that three-part step, that's what campaigns are all about," says Davenport. "How do we expand the donor base so that we have more access to friends who can help us reach our goals? You want to help people aspire to higher gifting levels during your campaign. If somebody has never given before, you want to turn them into an annual fund donor. For current annual fund donors, you want them to start to explore major gift opportunities that they could participate in, maybe a special project or something that's a little bit more involved than just writing an annual fund check, and then you want your major gift group to start thinking about what is a principal-level or a big, big project that they can take on for you, or what are planned gifts that they could participate in." ◆

Source: Jay Davenport, CFRE, Vice President for Development and Alumni Relations, Virginia Commonwealth University, Richmond, VA. Phone (804) 828-2343. Email: jedavenport@vcu.edu. Website: https://www.vcu.edu

PROSPECT DEVELOPMENT ESSENTIALS

Three Steps for Getting Started in DEI

Diversity, equity, and inclusion (DEI) are crucial to nonprofit operations. How can you integrate these principles into your prospect development work? Sharise Harrison, director of prospect management and research for Loyola University (Chicago, IL), recommends taking the following three steps:

1. **Reach out to DEI professionals at your organization.** "Ask what data they are capturing and measuring, if it is unavailable to you," says Harrison. "Ask how they use the data to achieve their goals for your organization. There will likely be parallels to how you look at prospects."
2. **Do a deep dive into your identity data.** Determine what you are collecting and what value you place on the information. Consider key questions: Do you capture race/ethnicity, sexual orientation, gender (outside of the male/female binary) or ability data? How does your identity data figure into how prospects are qualified? Does it make a difference at all? Does it only arise when you are asked for diverse prospects? "Think about how historical marginalization can impact how we value prospects," says Harrison. "If you have prospects of color, compare their home values to others in their neighborhoods. Are you finding differences that could devalue a prospect because of bias? Take the time to learn about philanthropy in different cultures represented in your prospect pools. Try to understand how it may present itself in ways not found on a donor list or corporate board."
3. **Using your identity data, analyze whether identities are over- or underrepresented in your prospect pools.** It is easiest to start with assigned portfolios. Try to go in without assumptions and let the data tell the story. Look at the age, race/ethnicity, sexual orientation and gender breakdowns of the portfolios. To whom is your outreach tailored? Are there messages of inclusion in direct appeals outside of DEI efforts? What are the areas to which many of your diverse identities give? "As prospect development professionals," notes Harrison, "we constantly use data to determine donor behaviors. Using DEI as a frame to view donor behaviors can uncover methods to engage more diverse prospects, because you value their behaviors." ◆

Source: Sharise Harrison, Director of Prospect Management and Research, Loyola University of Chicago, Chicago, IL. Phone (800) 424-1513.
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INSIGHT INTO STRATEGIC PLANNING

Keys to Creating a Strategic Plan That Positions You for Success

Are you ready to plan? Before you jump in, Michel Hudson, owner and founder of 501(c)onsulting (Round Rock, TX), suggests four strategies to set yourself up for a winning plan:

1. **Don't begin without buy-in.** "Make sure you have everyone's support before you even begin the planning process," Hudson recommends. "You don't want to invest in a great deal of planning that will ultimately be rejected." Involve those who will need to be a part of drafting your plan and those who will help accomplish your goals. Designate a "plan champion" up front who will keep the group on track and motivated and will oversee the reporting process as you move forward with your plans.
2. **Use feedback to get a baseline.** Surveys and focus groups can help you understand where your organization stands. Use these tools to discover how your organization is perceived by internal and external audiences, how it has achieved past goals (or failed in its efforts) and how it communicates its message.
3. **Don't try to microwave it.** "A strong plan can't be completed in one day or even one weekend," notes Hudson. "Build an action plan that is both manageable and achievable. Break it into logical sections like fundraising, programs and marketing, and allow enough time to really figure out the best ways to accomplish your goals for each one."
4. **Designate the who, what and how.** Specify roles and responsibilities for each part of the plan — who will be responsible for each task and who has ultimate accountability for each goal or strategy. "Make sure they have the resources they need," adds Hudson, "and that they participate in setting the success measures and timelines." ◆

Source: Michel Hudson, CFRE, Owner and Founder, 501(c)onsulting, Round Rock, TX. Phone (512) 565-0142 Email: mhudson@501consulting.com. Website: http://www.501consulting.com

GRANTS PLANNING PROCEDURES

Steps to Plan Your 12-Month Grants Calendar

By Kerry Nenn

How can you stay focused on current and upcoming grant opportunities? Create an effective grants calendar. Dionna Arimes, partnerships marketing manager at Instrumentl (San Francisco, CA), outlines five steps to accomplish this crucial task:

1. **Determine what's important to track.** "Identify the most important information that is readily available from grant opportunities as well as any other valuable information you should consider before pursuing an opportunity," notes Arimes. Key factors to consider include the amount of the grant, what the grant is for and background on the grant's organization. Questions to consider include: Are there previous grant recipients that are similar to your organization? Is there alignment with the mission of the grantor and your initiatives?
2. **Take stock of existing relationships.** Arimes suggests starting this step by making a copy of this free grants calendar template. "The goal is to fill in the last two to three years' worth of grants efforts," Arimes says. "If you're just starting out with grants, you can just skip to step 3."
3. **Build a short list of opportunities.** Arimes suggests building helpful systems into your calendar. "Use an Instrumentl account to set up a workspace where you can save and track grant opportunities," she advises. You can create a free 14-day trial Instrumentl account here.
4. **Organize your tracker.** Once you have your tracker system in place, focus on the following:
   - ❏ Standardize notes on the opportunities you've shortlisted.
   - ❏ Take stock of rolling versus hard deadlines. Use automated reminders to track deadlines in the next 30, 60 and 90 days.
   - ❏ Create tasks for each grant opportunity. Examples include reaching out to past grantees, connecting with the funder and proofing the proposal.
   - ❏ Assign tasks to individuals.
   - ❏ Create a standard operating procedure for grants. Answer the following questions: Who within our nonprofit is involved in the grants process? What do we need to do to ensure our grant proposals are successful? Where do we need to store key information about our grants? When do we need to have proposals sent out to funders? Why is it important for us to maintain a grants calendar? How do we intend to keep up with our grants calendar?

     "Keep in mind," notes Arimes, "the most important thing for you (and your team) to do is ensure the grants calendar you're creating is valuable and will be used by everyone involved in the grants process."
5. **Review and update your tracker.** "Settle on a team cadence," says Arimes. "Decide how frequently you'll review your tracker. Try to do this at least once a month, as many opportunities can change, and you can miss important deadlines." Make sure to factor in reporting requirements and timelines for renewing grants. Arimes adds, "Also, download CSV or PDF reports at least once a month. This allows you to build a library of snapshots of where your grants were at any point in time, making it easier for new folks joining your team to learn the ins and outs of your nonprofit's grants calendar along with ensuring your team is learning and growing from where it started."

"Lastly, incorporate reflection time," says Arimes. "Quarterly, biannually or at the end of the year, get your grants team together to ask each other the tough questions around your process and grants calendar." Ask yourselves: What was most helpful about our tracker? What wasn't useful? What were two or three things we wished we had on our tracker? How can we incorporate these going forward? What caused the most stress regarding grants? Did we follow our team standard operating procedure? Why or why not? ◆

Source: Dionna Arimes, Partnerships Marketing Manager, Instrumentl, San Francisco, CA. Email: dionna@instrumentl.com. Website: https://www.instrumentl.com

Do You Have a Board Kit?

Equip your board members to be successful ambassadors for your organization. Put together a board kit. "Inside this kit are all the things they need to communicate the mission and needs of your organization," says Scot Scala, president of Scala & Associates (Avon, CT). Provide a folder, binder or digital resource that has talking points and the latest data and outcomes for your organization. This data should include impact dollar amounts (e.g., "It costs $X for the organization to help one person"). "With this kit," says Scala, "when they are at the rotary club, or chamber of commerce, or the women's guild, they have helpful materials to reference when speaking with others. It's a tool they can use to cultivate donor relationships." ◆

VOLUNTEER-DRIVEN FUNDRAISING

Work to Establish Multiple Guild Chapters

It all started with three women with big hearts. Twenty-four years later, Loma Linda University Children's Hospital Foundation (Loma Linda, CA) is supported by 450 guild chapter members who raise $750,000 annually for patient care.

In 1999, those three women started the Big Hearts for Little Hearts Loma Linda Guild, with the goal of raising awareness of the hospital in the community and creating a revenue stream to purchase items needed for patient treatment. "When others saw the efforts of this guild, they wanted to replicate the same model in their community," reports Josh Zahid, senior development officer and guild liaison for Loma Linda University Children's Hospital Foundation. "In 2002, the Desert Guild chapter opened, and since then two others have launched, in the Riverside and Temecula areas. Jointly, the chapters have raised millions of dollars."

Each guild has its own board and completes its own fundraising, but all operate under the by-laws of the LLUCH Foundation. "Each chapter knows what is best for their area," explains Zahid. "The Loma Linda chapter has the closest vicinity to the hospital, so many of their efforts focus on patient diversionary activities for the kids, such as storytimes. One of their main goals is to serve the patients directly. The Desert chapter, on the other hand, is over 70 miles away from the hospital, but they organize cooking demonstrations at country clubs and fundraise for the kids. Their main goal is creating awareness in their community. Loma Linda is the only level 1 trauma center in the region, so having a chapter 70 miles away is good to let residents know there is a hospital in the area that can meet those care needs."

Each chapter holds monthly board meetings. "These are powerful," notes Zahid. "It's where the strategy comes together and guides the organization for events throughout the season. Don't ever believe anyone if they say their guild doesn't need meetings — they're wrong."

Another key to success is having a full-time employee who is dedicated to acting as the liaison between the guilds and the organization. Establishing this role demonstrates the importance of the guild chapters and provides the support they need. "I'm here simply to support them and ensure everything is done ethically and adheres to our policies and procedures," says Zahid. "They do all their own volunteer recruiting through their networks, and they're great at identifying needs and recruiting the right people to fill them. They're really innovative and fully engaged. And once you have engaged volunteers, they can make anything happen." ◆

Source: Josh Zahid, Senior Development Officer and Guild Liaison, Loma Linda University Children's Hospital Foundation, Loma Linda, CA. Phone (909) 558-5384. Email: jnzahid@llu.edu.
Website: https://lluch.org

Do You Have an Innovation Fund?

"One of the things I hear all the time is a fear of trying new things due to a fear of misusing donor dollars," reports Kimberly O'Donnell, chief fundraising and engagement officer at Bonterra (Austin, TX). To eliminate this fear, create an Innovation Fund. "Go to your board and request money to safely test and learn new approaches — marketing, communications or programming. Having this fund allows you to feel more comfortable using donor dollars, since it is earmarked for exploring new ideas." ◆

FACE-TO-FACE CALLING

Ten Ways to Get Out To Make Those Calls

Do you get caught up in administrative bureaucracy that prevents you from making important cultivation and solicitation calls?

Whether others are keeping you tied to the office or procrastination is holding you back, here are some tips to help you break away and focus on what matters most: raising needed money.

1. Designate one or more days of each week to be scheduled out of the office and making calls.
2. Set Friday afternoons aside to do nothing but schedule a minimum number of appointments, regardless of when they are to take place.
3. Delegate in-house (administrative) duties to the highest degree possible.
4. Be open to early morning and after work appointments that still allow you to attend to office demands.
5. Inform your supervisor of scheduled appointments in advance to prevent internal meeting conflicts.
6. If your work requires long-distance trips, map out geographic regions you intend to visit throughout the year.
7. Create a yearlong cultivation/solicitation schedule for all major gift prospects.
8. Come up with a staff competition — that includes your CEO — for the most completed visits each week, month and year.
9. Meet weekly with staff and/or develop a reporting form to review attempted appointments, confirmed appointments and completed calls.
10. To increase employee awareness of the importance of contacting prospects, have every employee accompany you — or another member of the development staff — on one call each year.

Maintain good records of completed appointments each year as a way to measure performance. ◆

EVALUATE YOUR PHONATHON

Time to Rethink Your Phonathon Program?

By Daniel Lindley

Like many institutions, Texas Christian University (TCU; Fort Worth, TX) once relied on phonathons to raise significant revenues. But TCU saw results decline steadily with the advent of caller ID.

"Over time, technology changed, and behaviors and attitudes changed," says David Nolan, associate vice chancellor for development. "People got more skeptical about answering the phone, or we'd just receive a pledge to get us off the phone, and there was no intent to fulfill the pledge."

Gradually, then suddenly, TCU's phonathons came to an end. Last year the university replaced them with a customized email and video fundraising effort. The new initiative has boosted efficiency and engagement, Nolan says.

After introducing themselves as "student representatives," each of eight student "campus creators" creates videos to email to recent donors and other likely prospects selected from the university's database. A personalized introduction with the video creator greeting each recipient by his or her first name segues into a clip highlighting some aspect of campus life, with the entire video running just 60 to 75 seconds. Responsible for 1,500 to 3,000 contacts per portfolio, each student works with an alphabetized list of names.

The videos arrive in inboxes throughout the academic year. Solicitations tie into events like giving days and end-of-year fundraisers. Cultivation videos highlight holidays, campus events or the impact of philanthropy or act as follow-ups to other university communications.

"Basically, the goal is more relationship building, with the type of messaging more personalized and a lot more engaging than just asking for money over and over again," explains Harrison Klutz, assistant director of development for leadership gifts.

Feedback from donors has been "overwhelmingly positive," Klutz says. Recipients like hearing their names and seeing what the campus is like. Since the program's start, the email open rate has been 59.1 percent, compared to the industry standard of 21.3 percent, he says. Click-through rates to video links have been 10 percent, compared to an industry average of 2.6 percent.

"Our engagement rate is way up, and our contact rate is way up," Nolan adds. "It's already raising enough money to encourage us that this is viable for the future."

Although the program's software costs more than the phonathon software, the number of student workers has been cut, meaning the new effort costs about the same as the one it replaced, Nolan says, while "doing engagement on a larger scale."

Email's asynchronous nature has made the tool convenient for student workers as well as donors, Nolan adds. Prospects don't get their evening activities interrupted by phone calls, while students can shoot videos anytime it's convenient. ◆

Sources: Harrison Klutz, Assistant Director of Development for Leadership Gifts, Texas Christian University, Fort Worth, TX. Phone (817) 257-6563. Email: harrison.klutz@tcu.edu. Website: https://www.tcu.edu

David Nolan, Associate Vice Chancellor for Development, Texas Christian University, Fort Worth, TX. Phone (817) 257-6863. Email: d.nolan@tcu.edu. Website: https://www.tcu.edu

MEASURE STAFF ENGAGEMENT

Employee Engagement Survey Improves Communication Among Managers, Staff

For the past seven years, the California Institute of Technology (Pasadena, CA) has used an employee engagement survey developed by Gallup with its advancement and alumni relations department as a starting point to measure staff engagement and has seen strong improvement over time. "Bringing transparency in results to teams and managers helps empower employees to better communicate with their managers and allows managers to see areas to focus efforts," says Katrina Onderdonk, senior director of talent management for advancement and alumni relations.

At its foundation, the 12-question survey focuses on the basic needs of an employee, she says. Questions include "I know what is expected of me at work," "At work, my opinions seem to count" and "In the last six months, someone at work has talked to me about my progress." View all 12 questions on the Gallup website.

The results of the survey are shared with the department's employees and managers as a way to improve communication among their team, bring accountability and optimize success. Their institution also formed a consortium of other advancement professionals in higher education whose employees also complete the survey, which helps them benchmark their results against their peers in advancement, she says. ◆

GENEROSITY AND GENDER

Understand What Motivates Women to Give

The public became familiar with Mackenzie Scott when she was married to Amazon Founder Jeff Bezos, but these days, she's known for something else entirely: her immense generosity. To date, she's donated over $14 billion dollars to more than 1600 different nonprofit organizations.

"Women give to more organizations, where men tend to concentrate their giving," says Lois Buntz, author of the book *Generosity and Gender: Philanthropic Models for Women Donors and the Fund Development Professionals Who Support Them*. Mackenzie Scott's philanthropic tendencies align with that notion. While conducting research, Buntz uncovered similar data points that should lead organizations to consider why they need to engage women donors. For example:

- ❑ By 2023 women are expected to control 32 percent of all global wealth.
- ❑ US women have the ability to give $230 billion annually.
- ❑ By 2030 US women will control $30 trillion in financial assets.
- ❑ Single women are more likely to give (and give more) to charity than similarly situated single men.
- ❑ Women respond and give more online.
- ❑ Women give more to disaster relief efforts.

These stats should be a wake-up call for nonprofits that have overlooked this segment during fundraising efforts. "For decades fund development professionals have worked with donors but have not applied a diversity, equity or inclusion lens to their work," Buntz explains. "Their 'one size fits all' approach failed to recognize the unique attitudes, motivations and practices of varying populations."

So how can we reach these potentially transformative philanthropists? Relationship building is a logical first step, or, as Buntz puts it, "Women don't want just a transaction; they want to get to know you and your organization." Here she shares the 10 C's that outline how women like to give and the steps fundraisers should take with this powerful information:

1. **Collaborate.** "Women like to work together, and the rise of giving circles is a great example of how women like to work in groups and learn from each other."
2. **Connection.** "Women like the social element to giving. Build their identity into giving and create social opportunities to give together — think about the Pink Ribbon or Go Red for Women heart campaign."
3. **Counsel.** "Women like to help each other and mentor the next generation of philanthropists," Buntz offers. "Research indicates that daughters may be more influenced than sons when their parents engage in philanthropy."
4. **Commitment.** "Women like to be committed to the cause; they care about the long term. Keep them engaged throughout their life, steward them, and they will be loyal donors."
5. **Create.** "Women like to create new programs and ways to give, so ask for their advice when building a women's philanthropy program."
6. **Change.** "Women want to see that change is occurring. Give them data, and keep them informed. Many women donors are engaging in impact investing, creating social good and financial returns."
7. **Courage.** "They will take on challenging assignments, political action and leadership roles if asked."
8. **Confidence.** "Women need to develop more confidence in their knowledge of finances and belief in their ability to be philanthropic — help them learn."
9. **Control.** "Women are moving into leadership roles at major foundations. Ask them to lead your board, committees and campaigns. Offer Gender Lens Investing as an option."
10. **Celebrate.** "No one likes a party more than women. Celebrate them as donors, give them recognition and raise up their accomplishments." ◆

Source: Lois Buntz, CFRE, Buntz Consulting, Cedar Rapids, IA.
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DONOR RETENTION EFFORTS

Get the Jump on LYBUNTs

Nonprofits that have a history of gift support should pay close attention to LYBUNTs — those who gave last year but not this year. That's critical since it's more cost-effective to retain past donors than to secure new first-time gifts.

Based on that principle, take it a step further — those who gave 15 months ago rather than simply 12 months ago.

By monitoring those who gave during this earlier period, you can either:

1. Prepare an appropriate solicitation strategy (e.g., personal call, personalized appeal letter) prior to their yearly due date, or
2. Approach donors in advance of their annual due date to stay ahead of the game. That way, if any issues come up that require follow-up, you have time to address them in advance.

This 15-month advance strategy is particularly helpful for annual contributors who give at higher levels. ◆

INCLUSIVE FUNDRAISING

Five Ways to Better Engage LGBTQ+ Donors

By Megan Venzin

If rainbow flag emojis and queer-centric social posts are only part of your organization's fundraising efforts each June, it's time to change that approach.

"Everyone involved in your organization should understand that diversity and inclusion are important to you 365 days a year rather than only during PRIDE month as a strategy to get more donations," says Doug London, managing director for CCS Fundraising (New York, NY), a firm empowering the world's greatest organizations to advance some of the most important causes in history. Organizations that fail to include these groups in their fundraising efforts are leaving money on the table — according to a 2022 Gallup poll, one in five members of Gen Z identify as queer. This segment will likely increase their giving in the future; however, the prevalence of LGBTQ+ 501(c)(3) organizations is already experiencing a sharp upswing.

"Interestingly, LGBTQ+ organizations appear in every nonprofit subsector (e.g., health, human services, arts), and each U.S. state has at least four LGBTQ+ organizations," London shares. "The states with the largest number of these organizations are California (429), New York (243), Texas (171), Florida (170) and Illinois (107)."

The 2023 LGBTQ Index found that these types of organizations only garnered a small percent of philanthropic support (about $560 million in 2019) when compared to the overall charitable giving (estimated to be $426 billion+); however, in the years between 2015 and 2019, the rate of growth in philanthropic support for LGBTQ+ organizations was nearly double that of their counterparts with missions unrelated to the queer community.

"This indicates that LGBTQ+ organizations will continue to grow as awareness and social issues necessitate their need," London adds. Here he explores how to engage donors who identify as LGBTQ+ and are likely to support relevant nonprofits and fundraising initiatives:

1. **Focus on data integrity and inclusion.** "Ensure that online forms and gift pages are inclusive, allowing donors to self-identify their gender," London suggests. "Also, allow single household donations from couples with different last names and eliminate the use of honorifics like Mr. and Mrs. — many same-sex couples (and couples in general) do not have the same last name."
2. **Opt for gender-neutral communications.** "Use gender-neutral pronouns rather than assuming someone's gender based on whether their name sounds 'masculine' or 'feminine,' and be aware of gender-exclusive language such as 'chairman' — use gender-inclusive language such as 'chairperson' instead," London offers.
3. **Collaborate with LGBTQ+ staff and volunteers.** "Your organization's staff and volunteer makeup should reflect the LGBTQ+ community, including board placement — donors are more likely to give where they see themselves represented," London says.
4. **Organize inclusive events.** "Events focused exclusively on identified gender or family makeup (think 'Ladies Luncheons' and 'Father-Son Golf Classics') exclude key donors," London explains. "Additionally, if your event includes awards or recognitions, ensure the LGBTQ+ community is represented as recipients, so they do not feel like 'token' attendees."
5. **Stay informed.** "Regularly meet with members of the LGBTQ+ community to learn about current challenges so you can stay at the forefront of working to solve them — doing so may feed into your success in the other areas of engagement mentioned above, such as events and volunteerism," London says. ◆

Source: Douglas London, Managing Director, CCS Fundraising, New York, NY. Email: dlondon@ccsfundraising.com. Website: www.ccsfundraising.com

REUNION VOLUNTEERS

Enhance Your Database for Volunteer Use

"This tool has been helpful for making the best use of our volunteer time," says Cynthia Uviedo, director of annual giving programs at Trinity University (San Antonio, TX). The tool is Volunteer by EverTrue. This module overlays with Trinity's database to give volunteers with reunion-giving efforts access to real-time contact data that is refreshed each night. The portal also allows volunteers to assign themselves to specific people. "Volunteers can filter based on student groups, so they can pull just their fraternity brothers, for example, to target their efforts," says Uviedo. "This assigning feature also eliminates duplication of efforts. I highly recommend using this type of tool to make it as easy as possible for volunteers to reach out." ◆