

SHIFT THE WAY YOU THINK ABOUT EVERYTHING 03.23-25.2014 SAN ANTONIO 51st INTERNATIONAL CONFERENCE ON FUNDRAISING

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Oh No You Didn't!

Real Mistakes Nonprofits Make in Fundraising



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We all make mistakes!



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Mistakes...to name a few

- Inappropriate Contact
- Overpromising & Under Delivering
- Bait & Switch
- Too Much, Too Soon
- Asking Again Too Soon
- Thanking Too Little, Too Late
- Issues Around Knowing Our Donors



Inappropriate Contact

- Tom Smith Wants To Be Your Friend on Facebook





Inappropriate Contact



“I know the Gotrocks very well. I went to school with their best friend’s daughter’s roommate.”



Inappropriate Contact

- “I was just talking to Mr. Spacuzzi and he told me you would be interested in our literary programs”



Inappropriate Contact



- “You mean three of our board members have already called?”



Inappropriate Contact



- “Our CEO is so busy. But I am the Gift Coordinator’s Assistant and I am here to ...”



Inappropriate Contact

- “I work at XYZ Nonprofit. Can I get a loan?”
- “Your company is donating to our event Can I get a personal deal?”



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Overpromising & Under Delivering

- “Oh, did we promise you complimentary tickets?”



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Overpromising & Under Delivering

- “I did not realize your check for a table meant you wanted your own table...”



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Overpromising & Under Delivering



- “We must have misplaced your corporate banner.”

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Overpromising & Under Delivering

- “The event you sponsored is next week. Any guests you want to invite?”



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Bait & Switch



- “We will only need 10 minutes of your time.”

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Bait & Switch



- “We just want to stop by for a visit...”

Bait & Switch

- “Oh, we won’t be asking for a gift today.”



Bait & Switch



- “Come by our board meeting and see what we are all about...”

Too Much, Too Soon



- “We know you have never donated to us before. Would you be a major donor?”

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Too Much, Too Soon

- “The campaign goal is \$1,000,000. Would you consider a gift of \$700,000?”



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Too Much, Too Soon



- “We really appreciate the two annual gifts you have made! Are we in your will?”

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Asking Again Too Soon



- “Thank You For Your Gift, May We Have Another?”



Asking Again Too Soon



- “I know you made a major gift to us last month. I have no idea why your name was still on the list to receive the annual appeal.”



Not Enough?

- “I know you can afford to give more than that...”





Thanking Too Little & Too Late



- “Your organization must get \$10,000 gifts a lot because all I got back was this lousy receipt.”

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Issues Around Knowing Your Donors Sample Conversation

“We would like to get your family more engaged with our cause...”

“I’m pretty sure my father donates, my aunt gives and our company gave this year.”

“Oh, I didn’t realize that. So sorry...”

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Issues Around Knowing Your Donors



- “Did we misspell your name again?”

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Issues Around Knowing Your Donors



- “Oh, you are no longer married to him?”



Issues Around Knowing Your Donors



- “He passed away six years ago?”



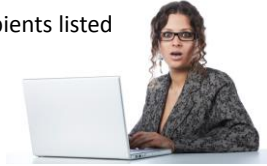
Issues Around Knowing Your Donors

- “We just assumed you wanted your name published in our donor roll and posted on the world-wide web.”



Email Communication

- Reply all emails...
- Misspellings throughout email
- “Sorry we didn’t respond to your email of last month until now.”
- Email with all the recipients listed



Cool Examples of Doing It Right



- Clients calling to say thanks
- Thank you calls with no ask
- Unique thank you “deliveries”
- Smaller scale VIP gatherings
- Relationship building, not transactions
- Photos from an event sent to donors/prospects



Thank you!

