



Webinar for VISTA

Welcome to Fundraising and Resource Development

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**CAMPAIGN
CONSULTATION
INCORPORATED**

Today's Team



Sharon Rabb
Project Specialist
Campaign Consultation, Inc



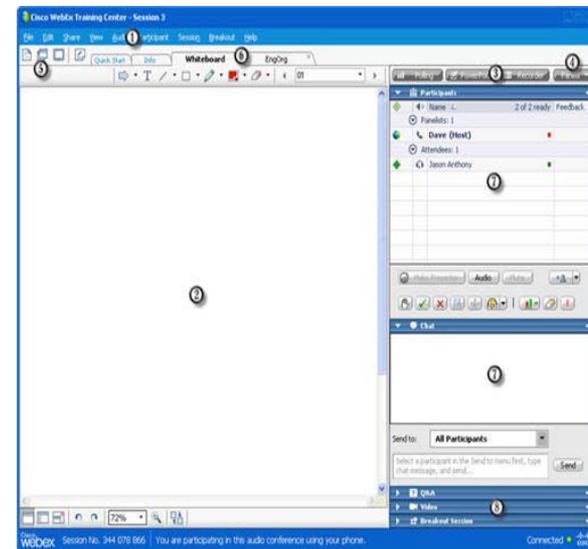
Jil Freeman
Training & Online
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Education Northwest



Danielle Ricks
Social Media Specialist
Campaign Consultation, Inc.

Tips for using WebEx (this virtual workshop tool)

- 1.If you lose your internet connection, reconnect using the link that was emailed to you.
2. If you lose your phone connection, re-dial **1.877.297.9359** and re-join.
3. This webshop is being recorded and will be available on the VISTA Campus Tour page along with the archives of previous webshops .
4. The phone lines will be mute. You may ask questions in the Chat at the right and we will try to answer as many as we can as we go along. Assuming time permits, we will open the phone lines later to answer additional questions.



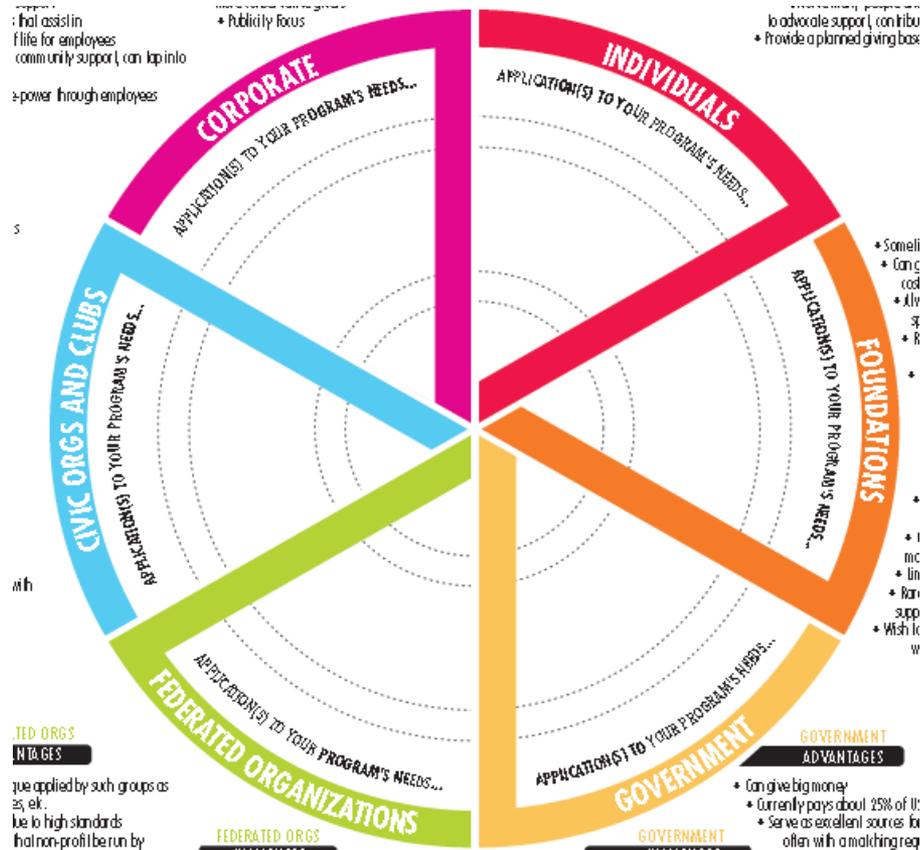
Today's Agenda

- **Welcome and Introductions**
- **Fundraising vs. Development**
- **Where the money comes from**
- **A full component of fundraising methods**
- **The Ask**
- **On the VISTA Campus**
- **Next Steps**
- **Evaluation**



Fundraising
vs.
Development

Where the money comes from...



Where the money comes from...

Individuals

Give 80% of all gifts in the U.S

Foundations

Represent 10-12% of U.S. giving

Corporations

Represent about 5% of gifts

Where the money comes from...

Government

Currently pays about 25% of nonprofit bills

Federated Organizations

Workplace giving by payroll deduction

Civic Organizations and Clubs

Good sources for volunteers

Fundraising methods...

- ✓ **Personal or face-to-face**
- ✓ **Phone**
- ✓ **Direct Mail**
- ✓ **Grant Proposals**
- ✓ **Special Events**
- ✓ **Web-based or electronic**
- ✓ **Planned gift or bequest promotion**
- ✓ **Passive, i.e. gifts come to you, such as through Tribute Fund (“In honor of” and “In memory of”); good press, etc.**
- ✓ **Other**

Fundraising methods...

Personal Visits

- 70% will give about 50% of the rated amount

Telephone Calls

- 25% will give about 25% of the asked amount

Personalized Mail

- 10% will give 2.5% of the suggested amount

Direct Mail Requests

- 2% will give gifts in the range of \$10 to \$25

Fundraising methods...

Grant Proposals

- Foundations, corporations, individuals

Special Events

- Publicity, volunteers, gifts-in-kind

Web-based or electronic fundraising

- Web-pages, emails, DONATE NOW!

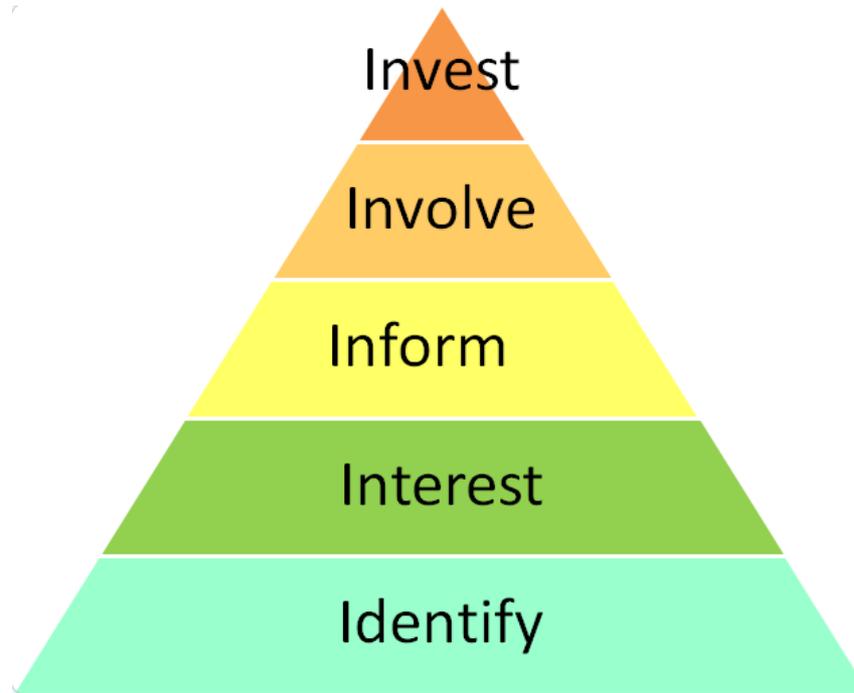
Planned gift or bequest promotion

- Ultimate gift

Tributes, memorials, etc.

The Ask

The 5 “I”s of Development



The Ask

- Few people give money unless they are asked.
- Nearly everyone feels good when they give money.
- Most giving is done by people on incomes of less than \$60,000.
- When you ask people you know for a contribution, at least half of them will say “yes.”



The Ask

Communicating with Donors: The 7 “S”s of Solicitation

- Tell a **S**tory
- Appeal to **S**hared values
- Focus on **S**olutions
- Answer the “**S**o what” questions
- Make a **S**pecific ask
- Keep it **S**imple and **S**incere



Questions?

<http://vistacampus.gov>



VISTA campus

Creating a domestic volunteer

1965
The first 20 VISTAs complete training and start serving!

Celebrating 45 Years of Volunteers In Service To America

- About VISTA 
- VISTAs 
- Leaders 
- Alumni 
- Supervisors 
- State Offices 



Next Steps

- Bookmark the most important fundraising and resource development pages from the VISTA Campus
- Take a course in the Fundraising or Communications & Marketing section of the VISTA campus
- Post a message or respond to a question on a VISTA forum
- View the Campus calendar to find events and future training opportunities

THANK YOU for your participation!

If you have further questions or for more information,
contact us:

VISTACAMPUS@CampaignConsultation.com

Working with Volunteers
Wednesday, August 22, 2 p.m. EDT

Visit

<http://vistacampus.gov/mod/forum/discuss.php?d=1083>
for a complete schedule of VISTA webshops