

THE MONDAY MINUTE

marketing for the soul - coaching the life saving community

Monday Minute

www.monday-minute.com

P.O.Box 462192
Garland, TX 75046-2192

Phone: 214-703-0505

Cell: 903 926-2607

Email: askkenfreeman@gmail.com

Funding in a Bad Economy

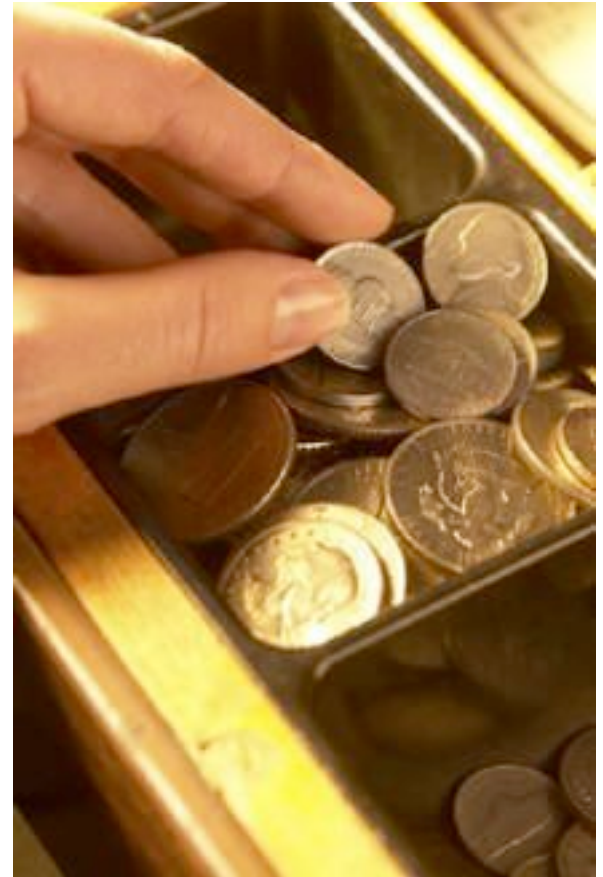
According to a new Bank of America survey of High Net-Worth Donors, the top three reasons that donors stopped giving to an organization are:

“Not feeling connected to the organization.” - 57.7%.

“Decided to support other causes.” – 51.3%

“Feeling they were being solicited too often.” – 42.3%

Notice anything missing? The economy didn't make the top three!



Wow. If we listen to the media – we should be “depressed” by the global recession and global warming conspiring together to make everything we knew last year obsolete. (Click your heals together and think “GREEN” and all our problems will disappear)

Perhaps we should get “de-pressed” and stop listening to the media? Here is what I remember from the old days – before the media pronounced “all hope is lost.”

1. What God Originates – He Orchestrates. This means that our faith needs to be in God and the process, not one-or-the-other.

Too many ministries have abandoned the “**Faith in God**” aspect for an extreme version of “**Faith in Process.**” Others don’t do any process, and simply “**Pray.**” Neither of these gets us to “the process of faith” where God uses the stories of how He has worked through your ministry to change lives that couldn’t have changed without Him. The recurring theme – **God did it, and you got to be part of it.**

2. A great story gets great results. The ability to focus your messaging on God changing lives is what keeps God’s donors giving to God’s ministries. The B of A survey notes that:

§ **People want to give back to their communities**

§ **Donors believe charitable contributions have a greater impact on their personal fulfillment than on the organizations they support**

§ **Families use involvement to pass philanthropic values on to the next generation**

§ **Religious organizations, second only to parents, are a leading source of philanthropic education**

§ **Transparency, accountability and privacy of donor information are key expectations they have of those they support**

Run those points through your next newsletter editing session and see if you are telling stories that connect with your donors. Particularly, look at whether you sound like a ministry that is in partnership with the God of the universe. You may find new ways to tell better stories – and keep these valuable people from going to someone else.

3. In bad economic times – it gets harder to remain faithful to #1 & #2: Economies fluctuate, but in almost twenty years of professional development work, I’ve never seen God do great things when I was cowering in the corner in fear.

No, He most often works His wonders when I'm standing (or kneeling) boldly before His throne praising Him and putting all my trust in His plan. Whatever He wants to do is okay by me.

ASK YOURSELF THESE QUESTIONS:

§ Could that possibly mean that you may have to serve fewer people? - Yes

§ Could that possibly mean that your budget may have to be adjusted? - Again, Yes

§ Could that possibly mean that it will stay this way forever? - Probably not unless we fail to learn what God is trying to teach us.

So how do you keep those precious donors that are funding you connected?

May I suggest that at this momentous time in America's history a simple thank you card would be the best approach? No asking for a donation. No return envelope. Just say thank you for your Trust and Confidence.

If you want to use the mass media of today's Email campaign tools, create a mail campaign to say **THANK YOU**.

It may surprise some of your donors and either keep them on the file or draw them closer.

Neither is a bad thing when all around the "sky is falling."

Practical Considerations:

“Not feeling connected to the organization.” - 57.7%.

Look at your current donor base. What can you do differently that will allow them to feel more “connected” to your organization.

- **Banquet** – Most centers host a formal annual banquet. These are good for stability and annualized contact. However, if this is all you do to make them feel connected, you are missing the deeper connection that can keep them supporting you.
- **Informal Picnic at the Park** - Last Harvest has held a covered-dish dinner at the open air pavilion on White Rock Lake to attract many donor families to bring their kids to the park. It gave us a warm and friendly way to get to know our donors better.
- **Pastor’s Breakfast** -- Share testimonies and thank yous, ask for their help in reaching the hurting and pregnant in their congregations.
- **Pastor’s Wives Luncheon** - gather the wives for a time of networking and encouraging one another. Use this time to thank them for their support; let them hear testimonies of what your center has accomplished with their help.

“Feeling they were being solicited too often.” – 42.3%

Examine your solicitations and mailings. Perhaps if you mail a monthly newsletter, you can focus on your solicitation every other month or even in a separate mailing from your regular mailings.

Use Creative Ways to reach your donors – The American Heart Association uses a creative way to raise funds. They send out a packet of preprinted hand out cards, blank self-addressed return envelopes and a page of instructions. Then they hand out a dozen small white and slightly smaller pink envelopes. These are given to a host in a given block. The host knocks on his / her neighbors doors asking for support of the Heart programs. All donations are made to AMERICAN HEART and handed back or mailed back to the host. Then the host mails the totals into AMERICAN HEART. Just on my own block, we watched \$1000 come in from just 12 homes.

Pay attention to your donors giving habits and you will succeed in retaining donations, even in this economic downturn.

You may also want to download:

<http://monday-minute.com/downloads/4FundingKeys.pdf>

<http://monday-minute.com/downloads/FundingStudy.pdf>

Thank you for listening to the Monday Minute and thank you even more for requesting this report. Tell your friends and peers about the Monday Minute.

FEEDBACK :

Let me hear from you concerning this report
www.monday-minute.com/poll.php

Thanks for listening to the Monday Minute.

Share this report with any one you know that needs it.

ABOUT THE AUTHOR:

Dan Mirgon, CFRE, CLU, ChFC, President

Dan is a specialist at discovering the heart of the donor and linking their interests with your ministry. He has been instrumental in helping ministries raise over \$100,000,000 since 1991.

In addition, DMA has built relationships with experienced ministry experts who bring a wealth of knowledge and passion to serving our clients.

This FREE REPORT has been provided to you by THE MONDAY MINUTE!



DAN MIRGON & ASSOCIATES, INC.

Strategic Consulting for Christian Ministries

Stability • Significance • Legacy

Visit his website: www.mirgonconsulting.com

This FREE REPORT has been provided to you by THE MONDAY MINUTE!
A free coaching and encouragement support service for directors of non profit agencies, especially pregnancy resource centers.

Visit www.coachmeken.com

Ken Freeman

The MONDAY MINUTE

P.O. BOX 462192

Garland TX 75046-2192

Telephone: 214-703-0505

Email: askkenfreeman@gmail.com if you have a question about this report .

Ask how our coaching support can enhance your center management.