



WELCOME!

Today's webinar:

*Gearing Up for Great Year-End Fundraising*  
will begin in a few moments...

**BidPal**

| **FIRED UP FUNDRAISING**

**WEBINAR**



# Gearing Up for Great Year-End Fundraising

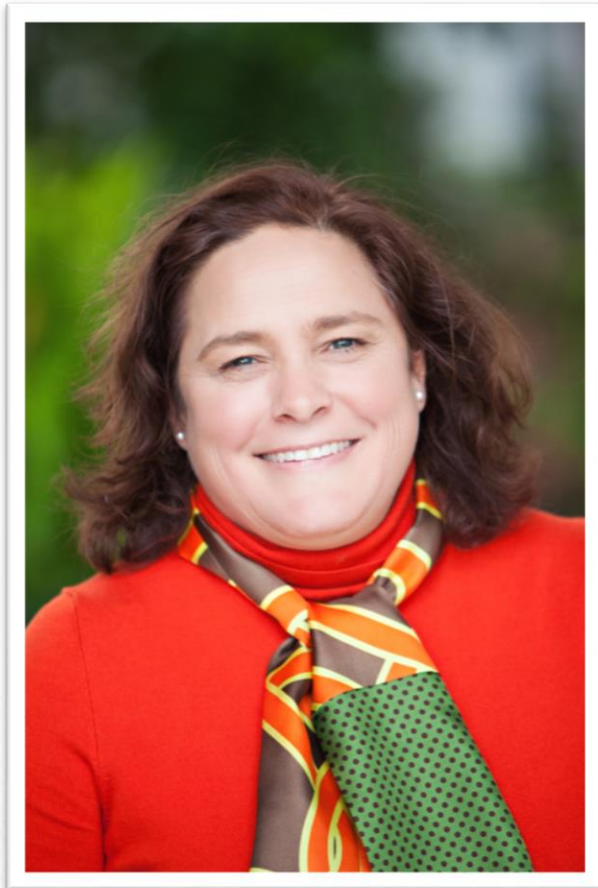
— *Strategies for Easy Money* —

## Host

Kelly Velasquez-Hague

BidPal

Regional VP



## Featured Speaker

Gail Perry, CFRE

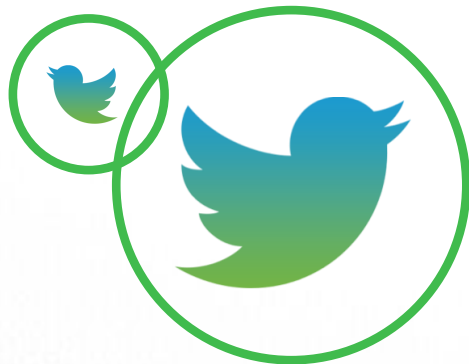
Fired Up Fundraising

Owner



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# *BidPal*<sup>®</sup>

Technology for Good<sup>®</sup>



MOBILE



SOFTWARE



EVENTS



SERVICES



SOCIAL



More than **1,000,000** Donors

More than **1,000,000,000** Dollars Raised

More than **8,300** Events

# BEYOND

## THE BALLROOM



# FIRED<sup>UP</sup> FUNDRAISING™

## 30+ years' experience

- Board Training
- Speaking
- Coaching

**FIRED-UP FUNDRAISING: TURN BOARD PASSION INTO ACTION**

The “gold standard guide to building successful fundraising boards”





# *Let's take a poll!*

Approximately what percentage of your annual revenue is generated from year-end fundraising?

< 10%

11 - 25%

26 - 50%

> 50%



# Agenda

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Importance of Year-End Giving

Renewals & Retention Rates

Donor Loyalty & Engagement

Year-End Giving Checklist

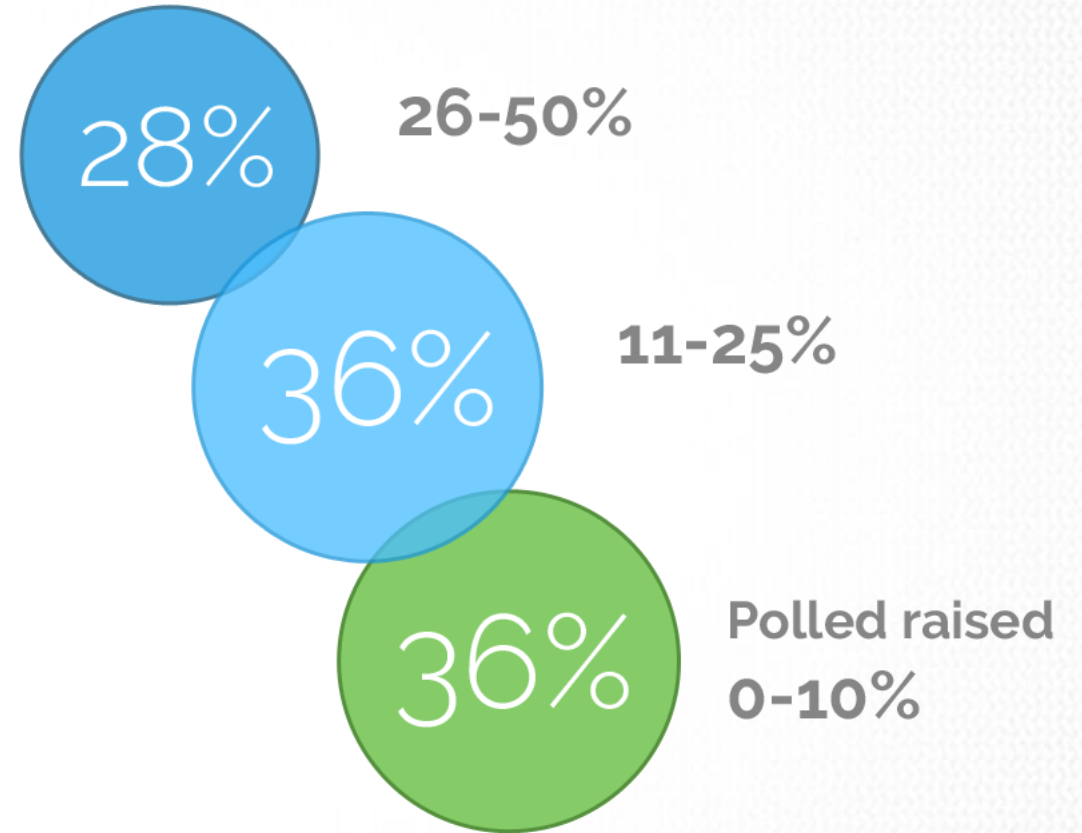
Q & A

Philanthropy surges **5.4%** to record **\$384 BILLION**.

**50% of nonprofits** receive a majority of their annual donations from October through December.

Consumers donate an estimated **\$48 BILLION on average** during November and December every year.

**% OF ANNUAL FUNDS RAISED FROM YEAR-END ASK**

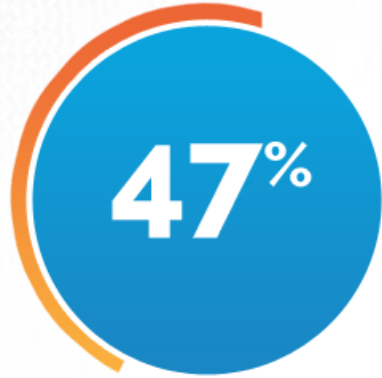


**NO NONPROFITS POLLED RAISED MORE THAN 50% OF THEIR ANNUAL INCOME FROM THEIR YEAR-END ASK**



# Renewals & Retention Rates

## MEDIAN GIFT



RETENTION



ATTRITION

## 2014 GAINS VS. LOSS THROUGH ATTRITION:

For every 100 donors gained, 103 were lost

For every \$100 gained, \$95 was lost

10% improvement in donor retention yields a 50% boost in donor revenue immediately\*

# Know Your Renewal Rate

*Less than 45% of fundraisers do!*

19% first-time donor retention

63% repeat donor retention



# Provide Meaningful Information via Donor- Centric Communication

How did you use their gift?

Who/what has their gift helped?





# Donor Loyalty & Engagement



# Get Your Board Involved

Donors that received a call from a Board Member within 24 hours of making their gift **gave 39% more** the next time they were solicited.



# Say Thanks Before and After

- Prime the pump for donations
- Engage beyond the ask
- Give the donor credit for your work
- Remove your organization as the intermediary between your donor and the impact made with his/her gift

*thank  
you!*

# Create the Ultimate Donor Experience

## **Tangible Benefits**

Examples: Free Tickets, Naming Rights

## **Intangible Benefits**

Examples: Discounted Tickets, Priority Seating

## **Event Benefits**

Examples: VIP Parking, Listing in Program





# Year-End Giving Checklist

# Easy Money Checklist

1. Thank-a-thon to all current donors
2. List segmentation: top 10, leadership & donors
3. Personal visits to top 10 donors
4. Phone calls to leadership donors
5. Very personalized renewal letters
6. Board phone-a-thon to renew gifts
7. Gentle reminder in December

# *Let's take a poll!*

Which of the following fundraising tools would help you raise more year-end revenue?

- Fundraising Coaching Services
- Board Training Services
- Mobile Fundraising Software



**Keeping your donors is where  
the easy money is today.**



QUESTIONS?



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