



Serving nonprofits. Strengthening communities.



The Understanding Giving Research Project

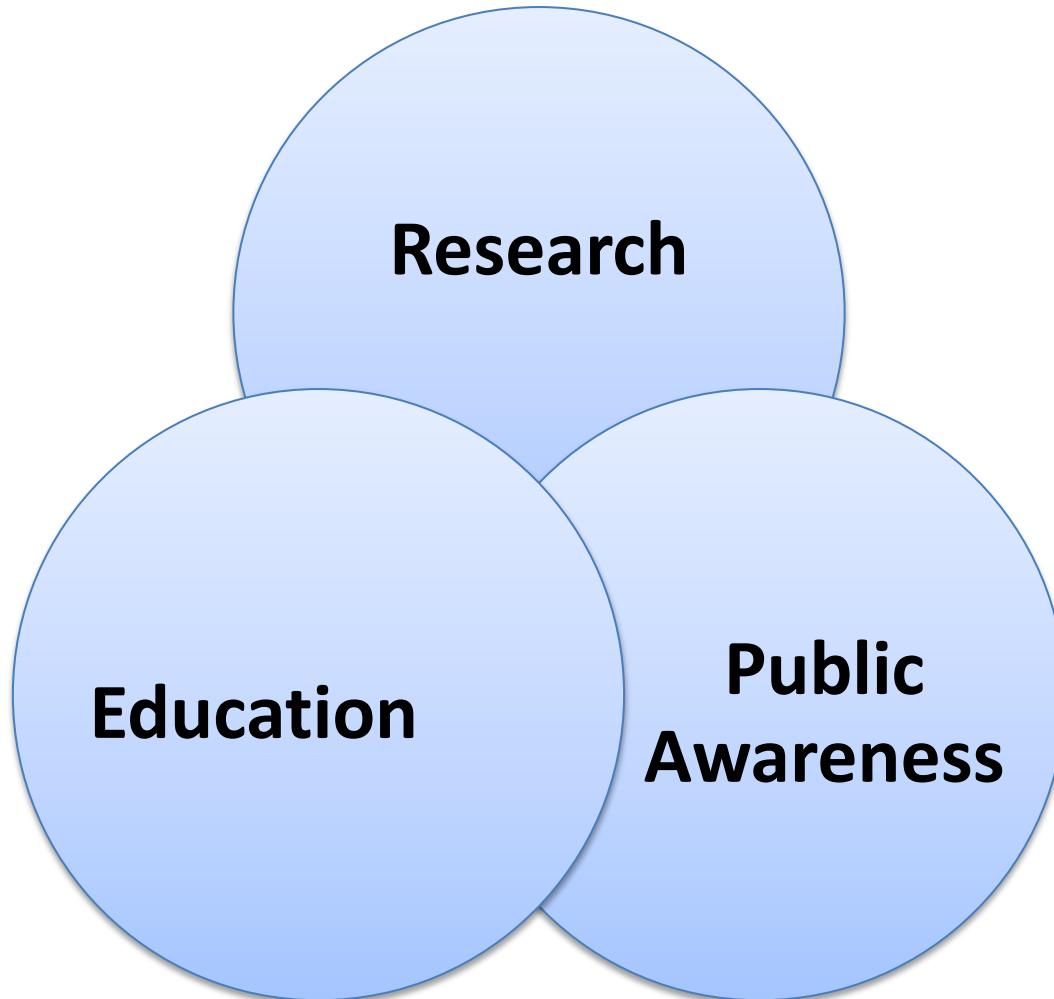
My Philosophy



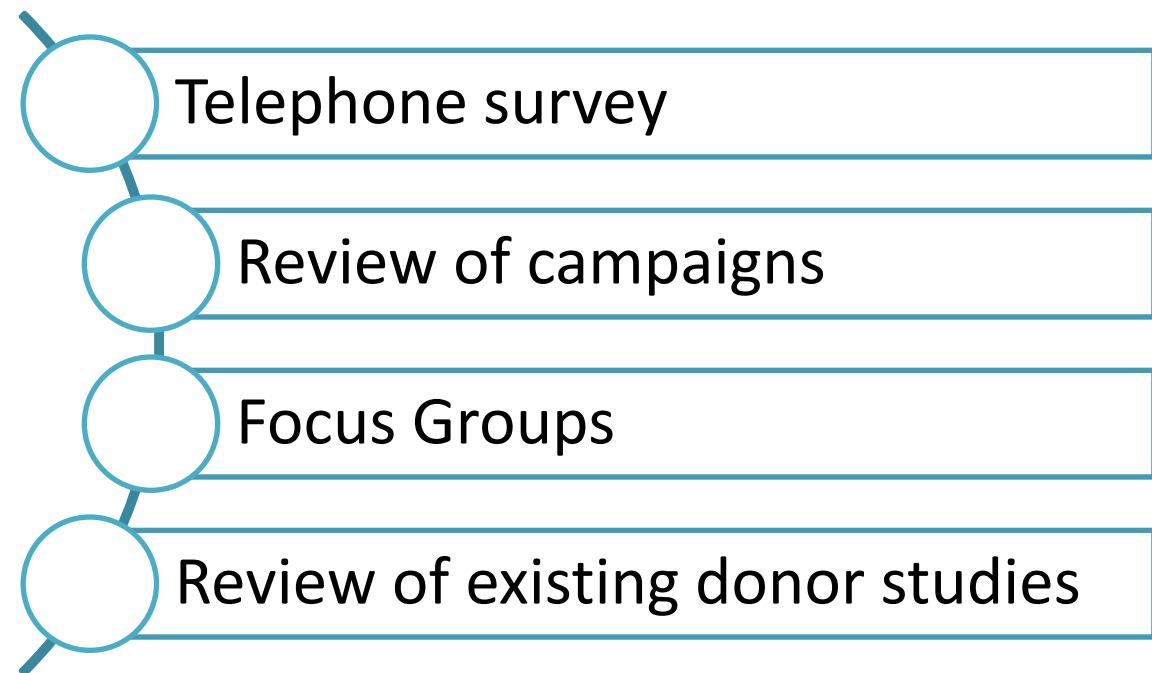
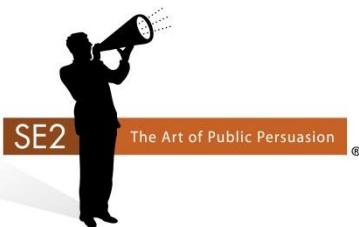
My Perspective

- Multidisciplinary approach and diverse background:
 - **President and CEO for three not-for-profits.**
 - President and CEO of one charitable foundation.
 - **Director of Development for two national not-for-profits.**
 - Vice President and Director of Strategic Planning for two national not-for-profits.
 - **Commercial lender and financial analyst for two national banks.**
 - Member of 15 governance boards.
 - **Consultant to diverse clients for the past eleven years.**

About the Understanding Giving Project



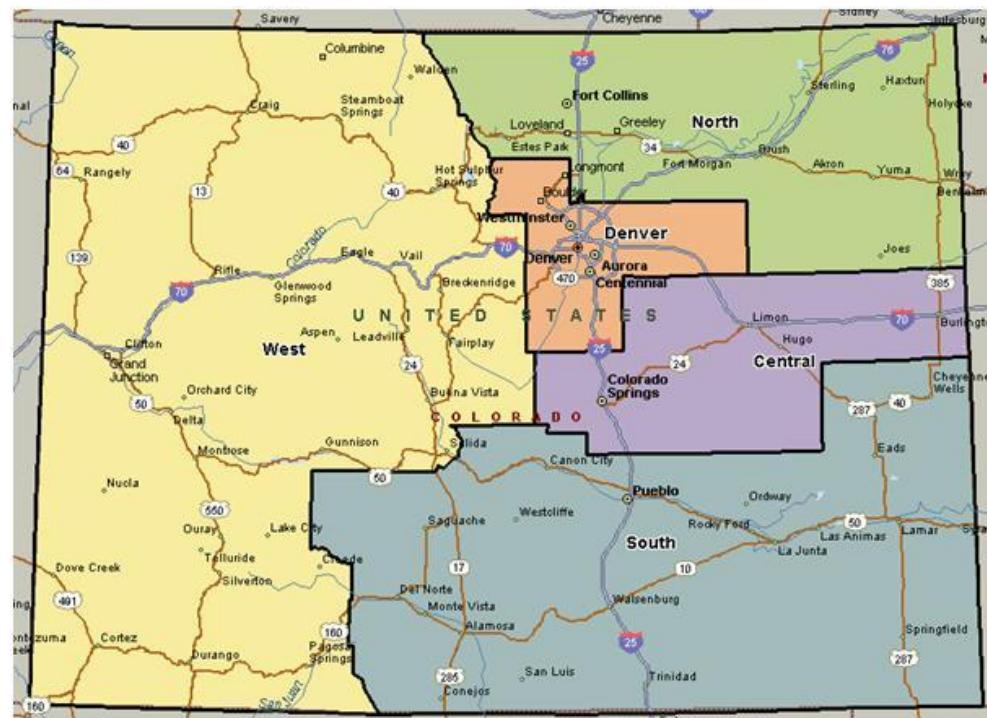
Research Methodology

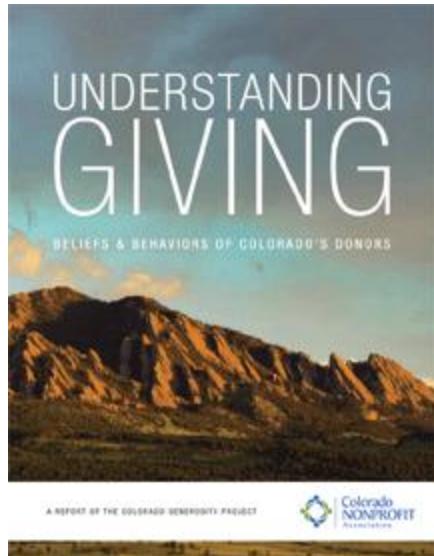


Survey Methodology

As part of a larger study, we

- Conducted 700 surveys of the general public throughout the state
 - Surveyed evenly across five regions
 - Gathered data by:
 - age
 - gender
 - minority status
 - Colorado native
 - college attainment
 - household income
 - itemized taxes
 - political affiliation





Research Finding

Why Donors Give



Top Four Reasons for Donating to a Specific Charity

**Belief in the
mission**

**Impacts a
friend or family
member**

Perceived need

**Trust in the
organization**

Coloradoans Perceive the Need (Page 2)

Exhibit 1

Perceptions of the Need for Charitable Organizations

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements:

Charitable organizations play a major role in making our communities better places to live

The need for charitable organizations is greater now than five years ago

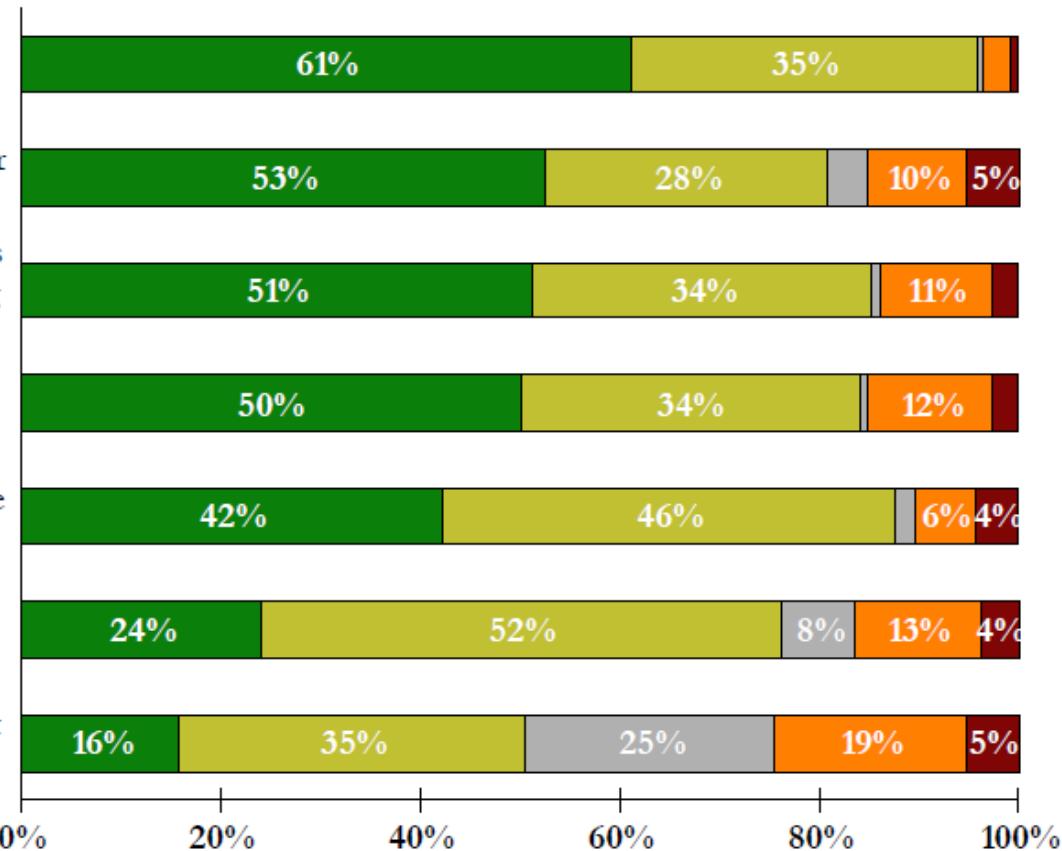
Every person should support charitable causes in some way, either financially, or by donating time

As the state government's budget shrinks, charities are needed to provide more services

Charitable organizations play an important role in speaking out on important issues

Most charities are honest and ethical in their use of donations

Charitable organizations make up a significant portion of Colorado's economy



█ Strongly Agree

█ Somewhat Agree

█ Don't Know/NA

█ Somewhat Disagree

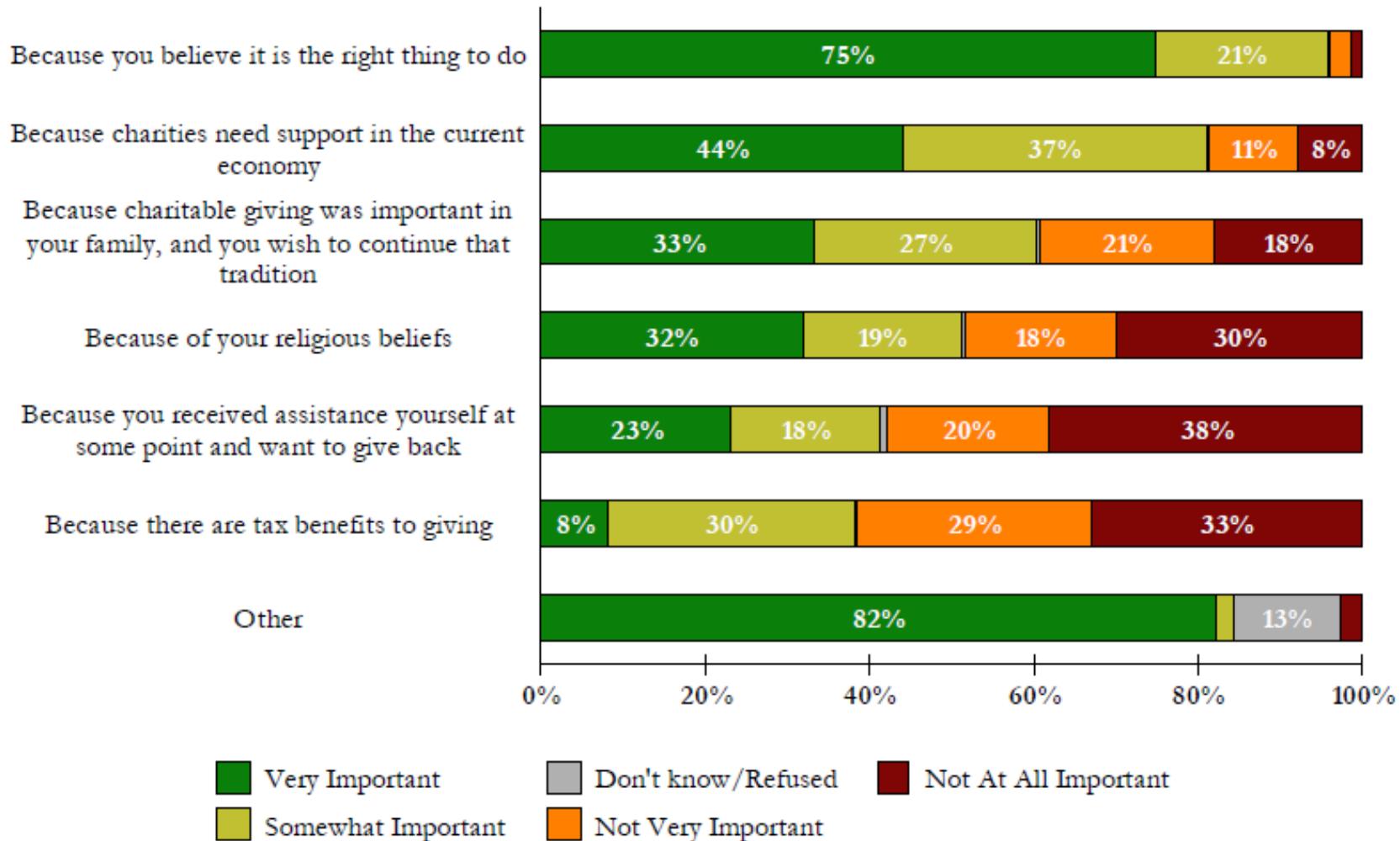
█ Strongly Disagree

General Reasons for Donating (Page 3)

Exhibit 14

Importance of Reasons for Donating

Thinking about the reasons you donate, how important are the following as reasons for doing so?



Practical Application



Truism of Financial Development

*People don't give for tax
benefits or because it is
the logical thing to do,
they give because of
emotion and passion.*

Practical Application

Research This Answer by Gift Amount

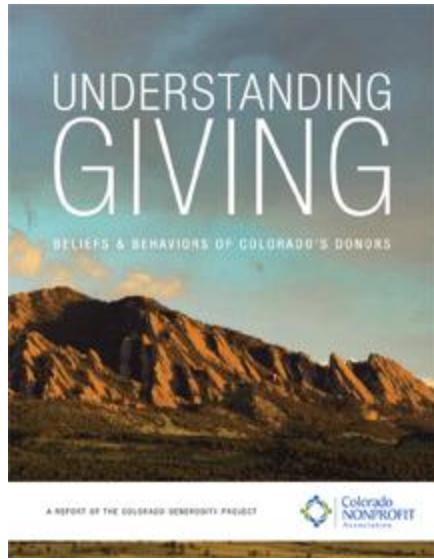
Methodology	Largest	Meaningful	Small	Web-based
Personal Visit				
Telephone				
Sampling				
E-Survey				

Practical Application



Questions For Your Key Donors

1. **What is most compelling to you about our mission?**
2. **Which of our programs have the most impact?**
3. **What is the main reason you support us?**
4. **What are your critical issues/priorities and how can we partner with you to address them?**
5. **What are the key characteristics of nonprofit organizations that you invest in?**
6. **Who else do you support?**
7. **What is the gift that you are most proud of?**



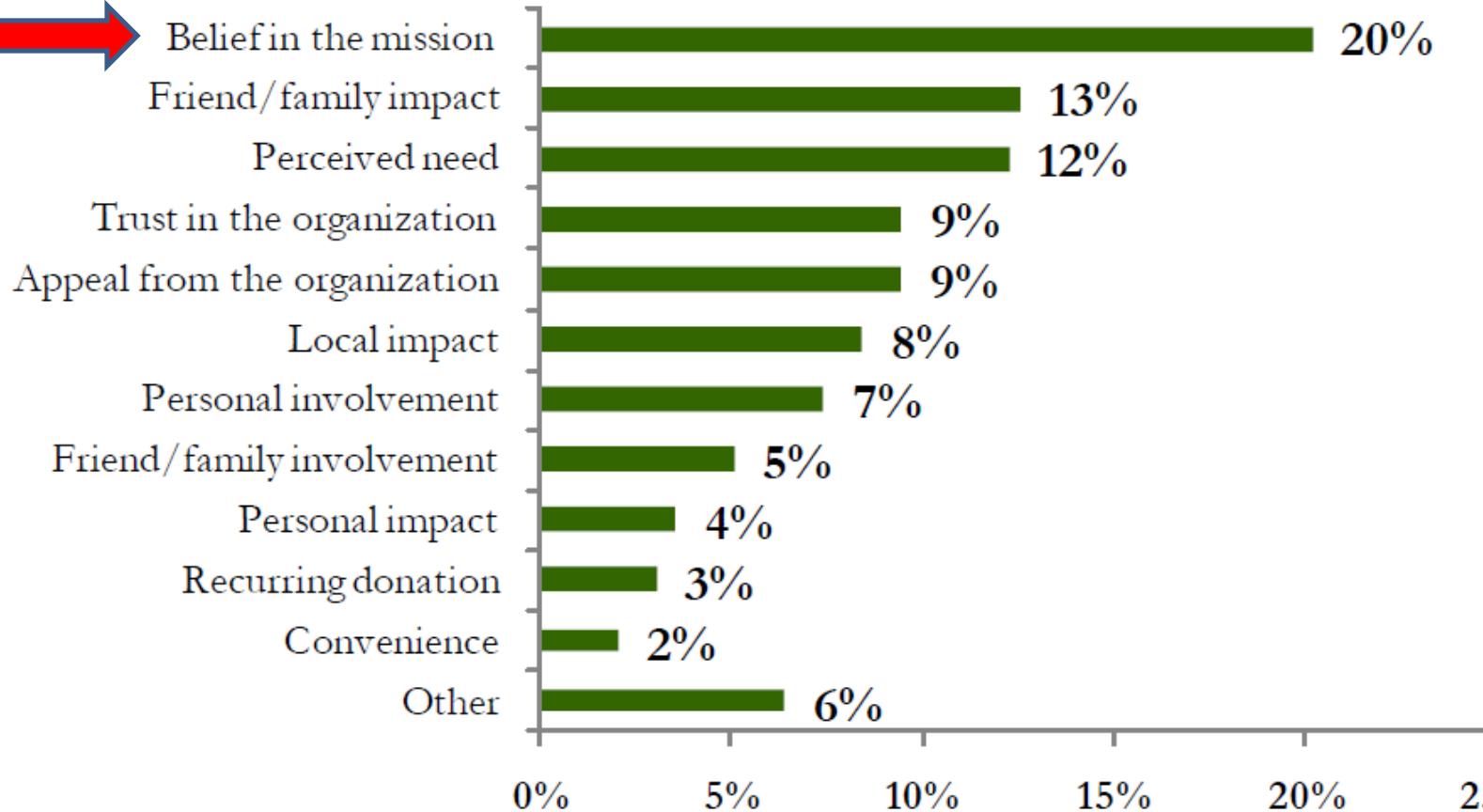
Research Finding

The Need to Generate Belief in Your Mission

Reasons for Donating to a Specific Charity (Page 4)

Exhibit 4 Reasons for Donating

Why did you choose that particular organization to receive the donation?



Prior Experience is a Key Driver

Have given a gift before.

**Had a
positive
personal
experience**

**Know
someone
who could
benefit from
their
services**

**Have
volunteered
for the
organization**

Practical Application

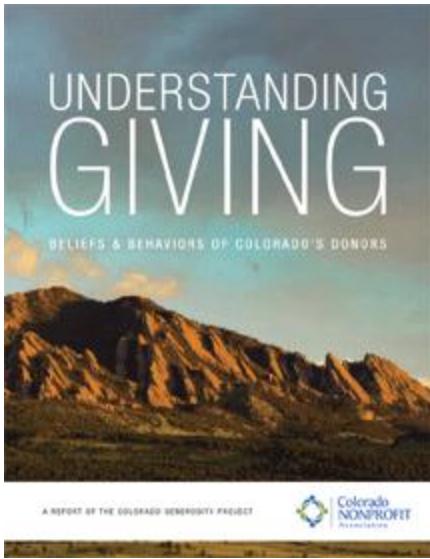


*“Your organization’s
vision should **fuel**
motivation and
ignite passion.”*

Jerold Panas

Practical Application





Research Finding

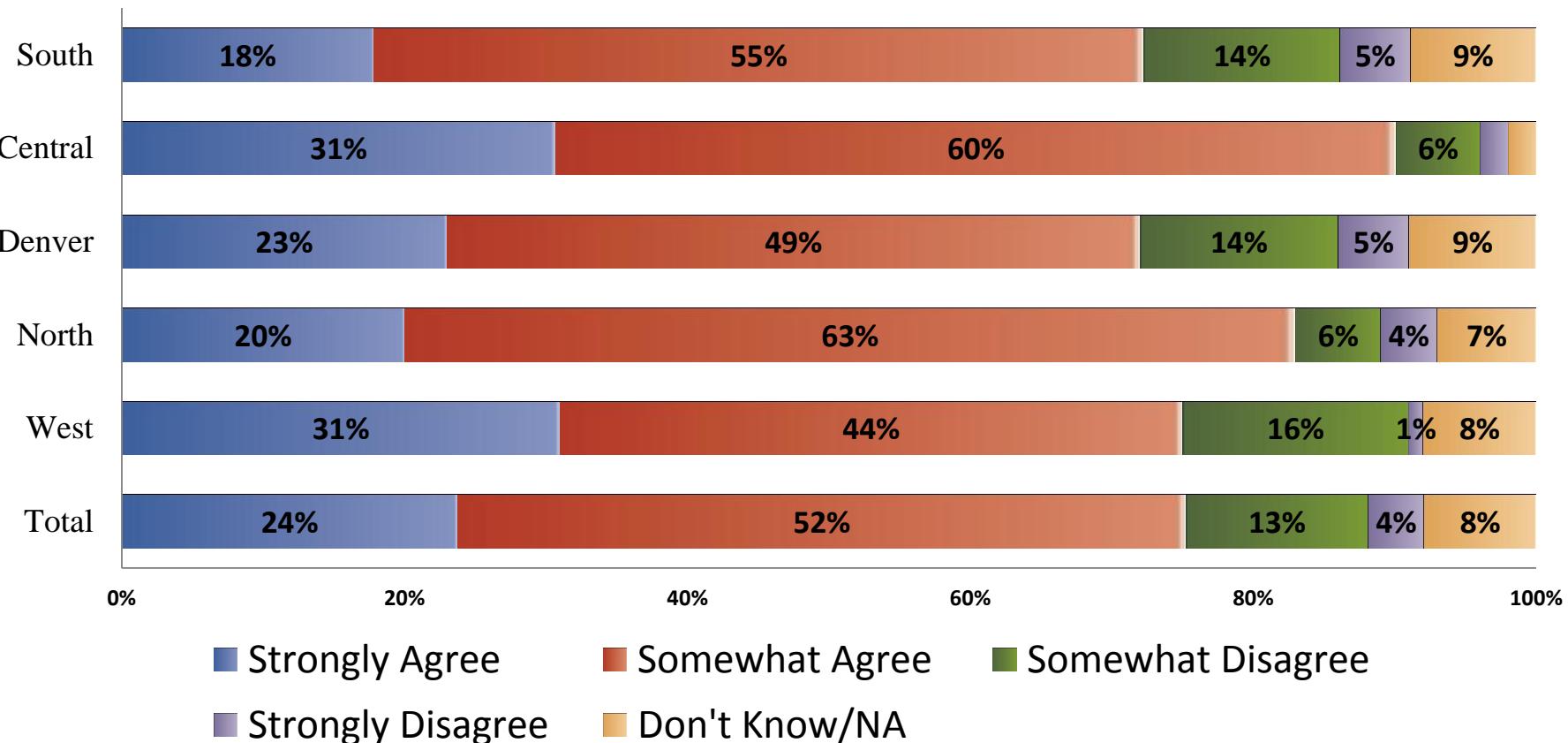
Colorado

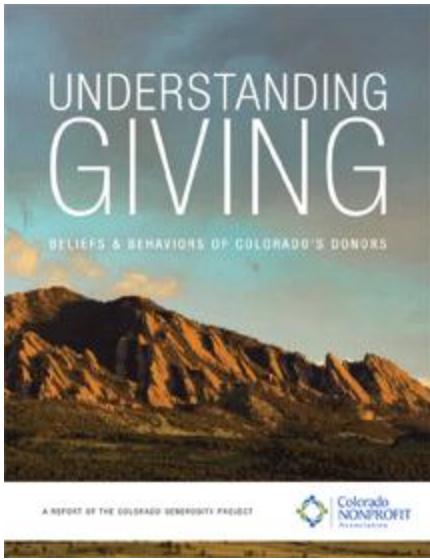
Donors Are

*Becoming More
Skeptical*

Beliefs about Charities: by Region (Page 5)

"Most charities are honest and ethical in their use of donations"





Research Finding

*The Importance
of Being
Trustworthy
and Efficient*

Trust Ranks #1 (Page 6)

Exhibit 15

Importance of Interactions with Donation Recipients

Thinking about the charitable organizations and causes you support, how important are the following to you in making your decision?



The organization is one that you trust



The organization supports causes you believe in



The organization is well-managed and effective



The organization has a proven track record of success



The organization provides you with a clear understanding of how your money will be used



The organization made me feel like I'm helping to solve a problem



The organization makes an impact locally here in Colorado



The organization helped you or someone you know



You volunteer your time with the organization



The organization thanks you



Other



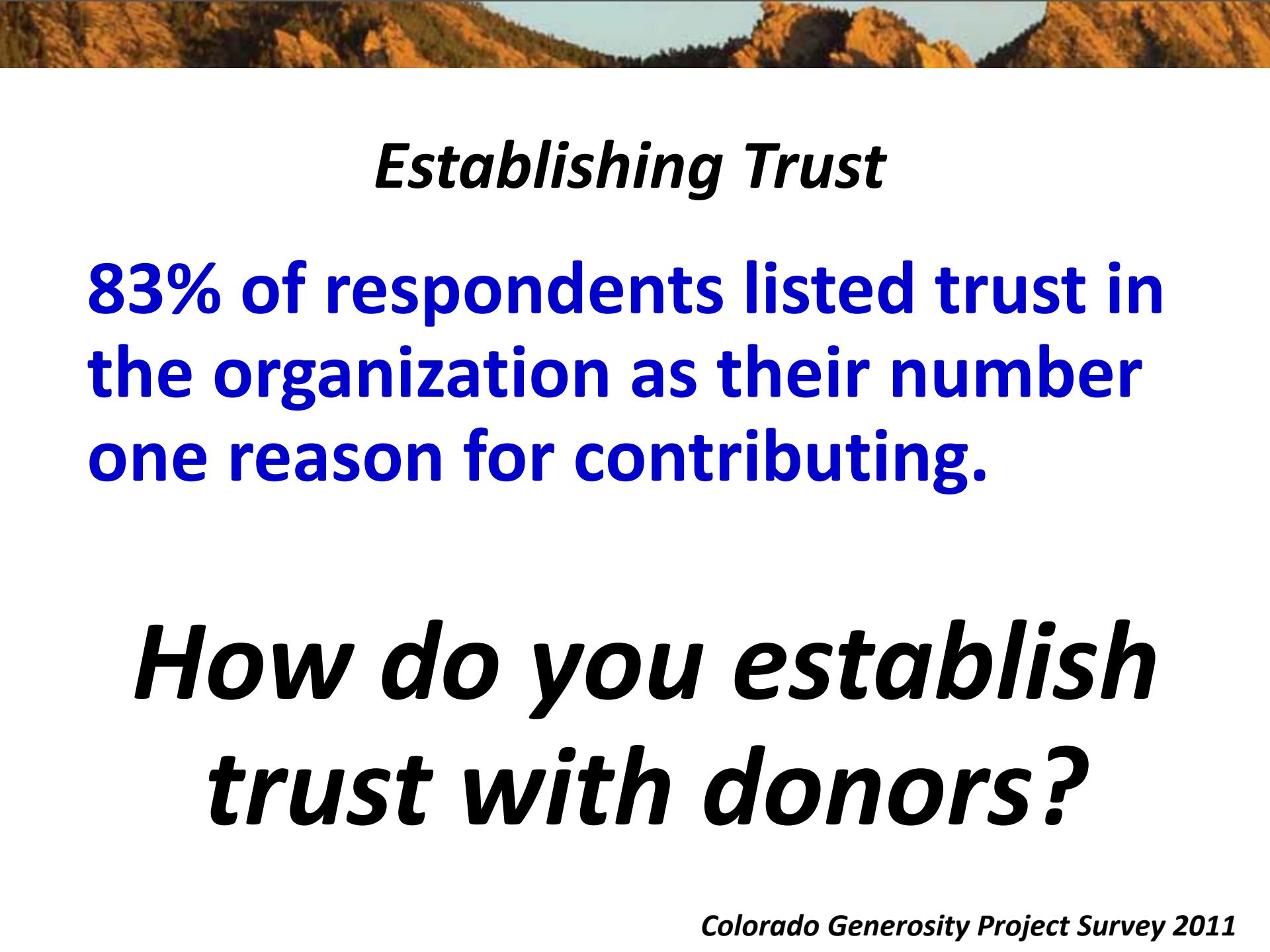
Very Important

Don't know/Refused

Not At All Important

Somewhat Important

Not Very Important



Establishing Trust

83% of respondents listed trust in the organization as their number one reason for contributing.

How do you establish trust with donors?



Important Considerations

Trust in the organization

Good personal experience

Well-managed and effective

Being transparent

Provides clear understanding of how gift was used

Track record of success

Organization makes me feel like I am solving a problem



Documenting Efficiency

93% of respondents indicated they wanted to know the organization was well-managed and effective.

How does your organization document efficiency?

Documenting Efficiency

Sharing the ratio
of overhead
expense

Having
structures and
policies in place

Demonstrating a
solid financial
position

Low ratio of
fundraising
expenses

Documenting
measurable
results

Practical Application



Sharing Facts About Your Efficiency

FAQ

How many people work for HALO?

HALO proudly operates with 2 full-time employees, multiple interns, and hundreds of volunteers. Our many volunteers help us keep our overhead costs low.

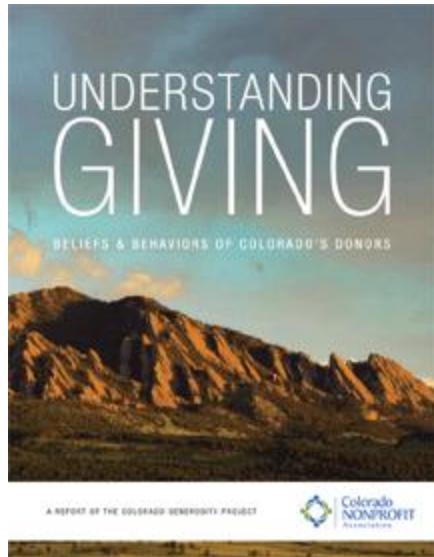


How do you assure that funding gets to the homes?

Our international policies include an in-depth application process and multiple site visits.

How much of the funding is spent on the children?

HALO is proud to be an 80/20 organization, in which more than 80% of our funding goes directly to the programs we support



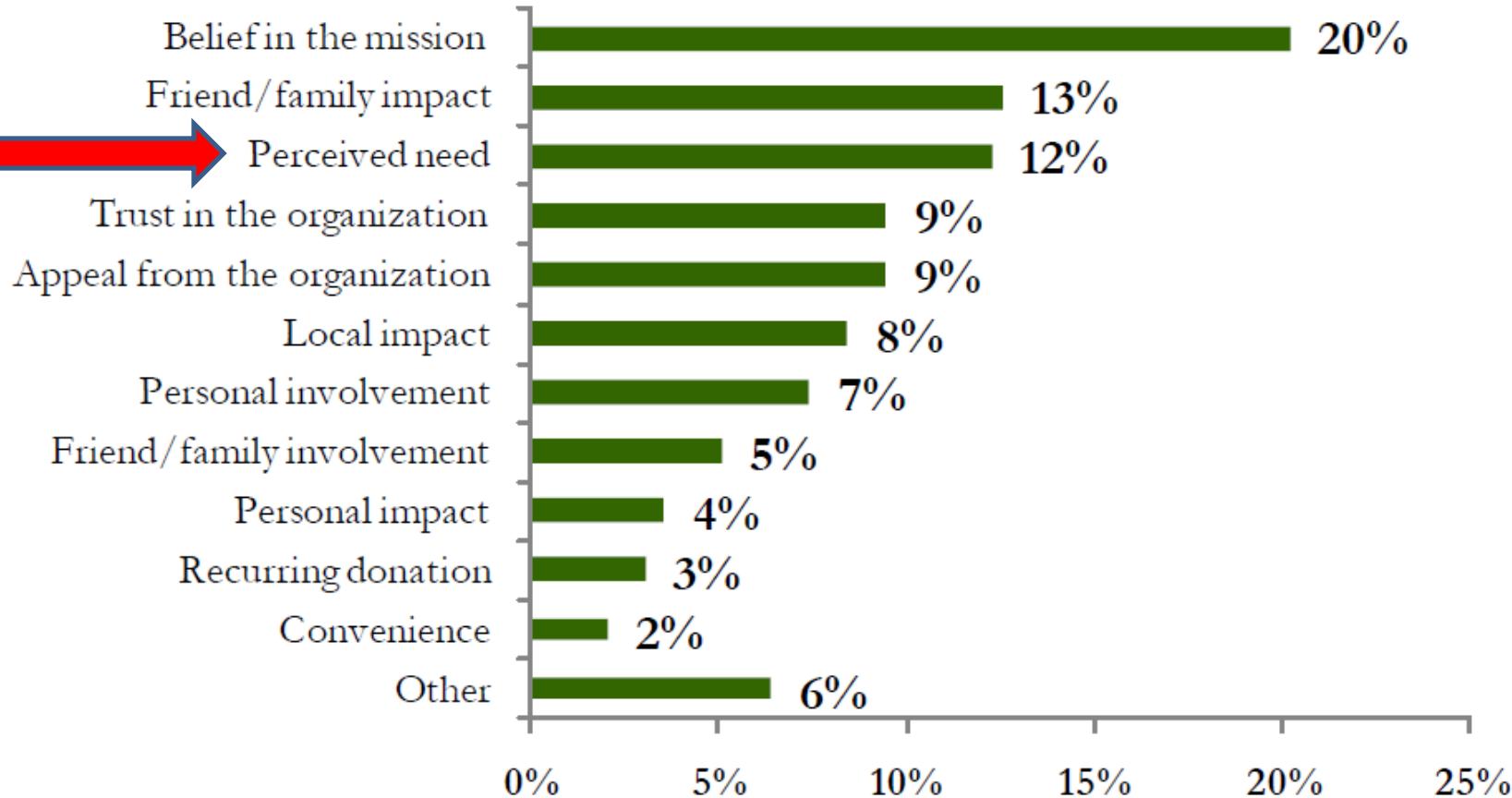
Research Finding

The Need Must Be Perceived

The Need Must Be Perceived (Page 7)

Exhibit 4 **Reasons for Donating**

Why did you choose that particular organization to receive the donation?



Practical Application



Truism of Financial Development

*Donors give to what they
can easily understand.*

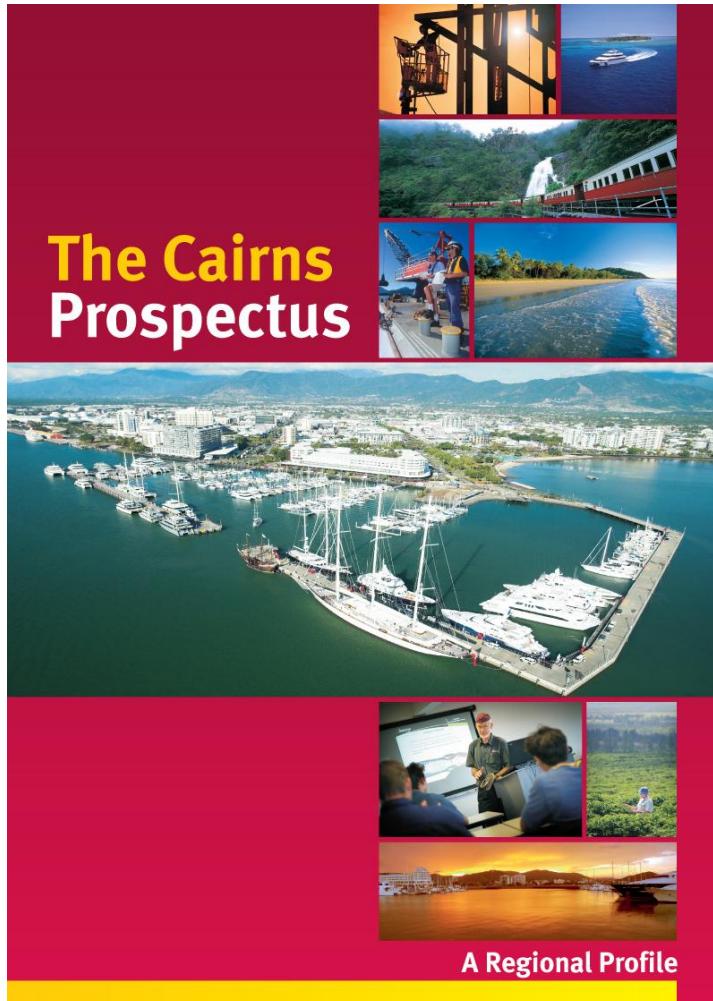
Practical Application



SAVE-A-LIFE -- There are over 9,000 people who have tested HIV+ at the clinic but are not yet receiving ARV medications. What can one person do in the face of this overwhelming number? For a mere 50 cents per day (\$183 a year), you can make a huge difference in one person's life by financing their ARV drugs.

Practical Application

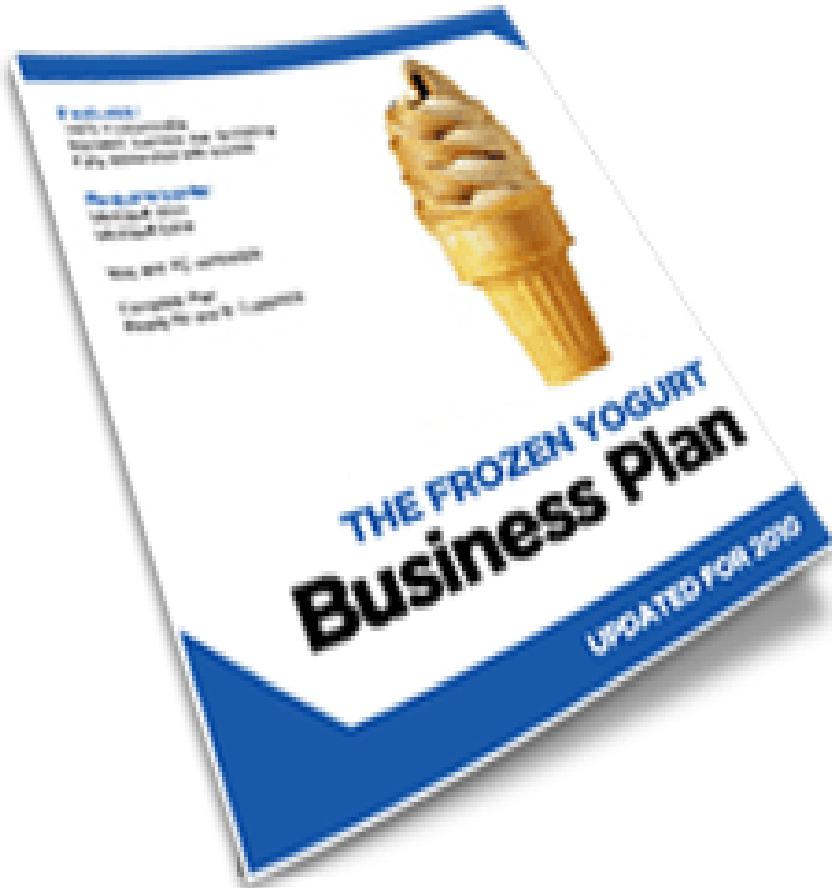
The Prospectus



- Describes a great opportunity.
- Identifies what is necessary for success.
- Invites investment.
- Describes the potential return.

Practical Application

The Business Plan

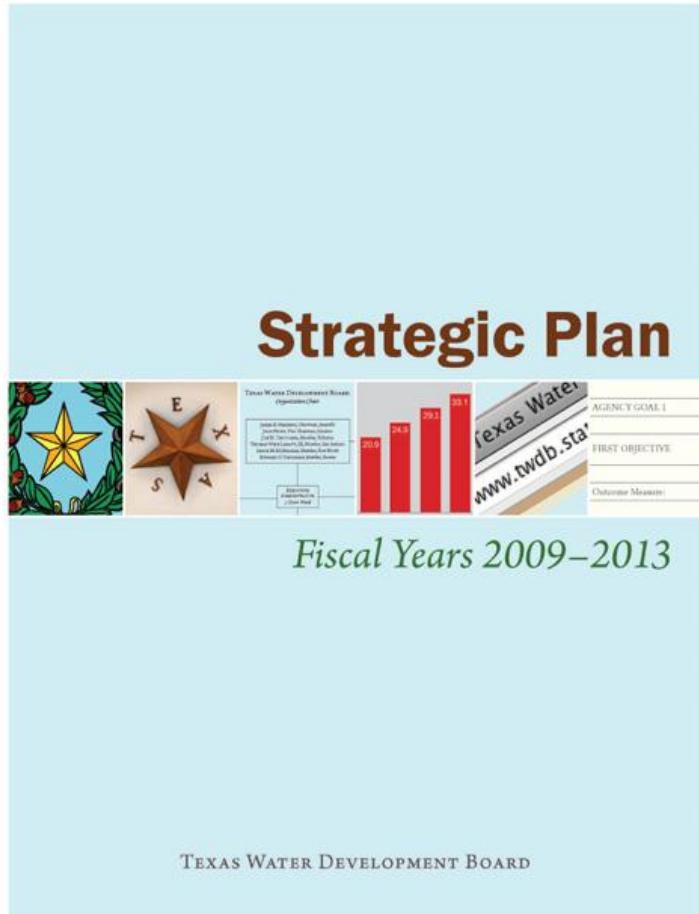


- Describes a great opportunity.
- Identifies what is necessary for success.
- Invites investment.
- Describes the potential return.

Practical Application



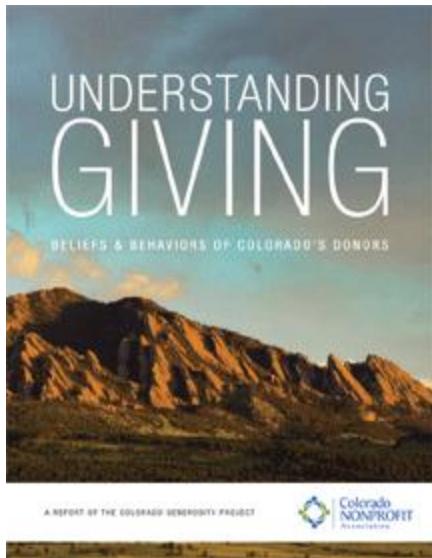
The Strategic Plan



- Describes a great opportunity.
- Identifies what is necessary for success.
- Invites investment.
- Describes the potential return.



Research Finding

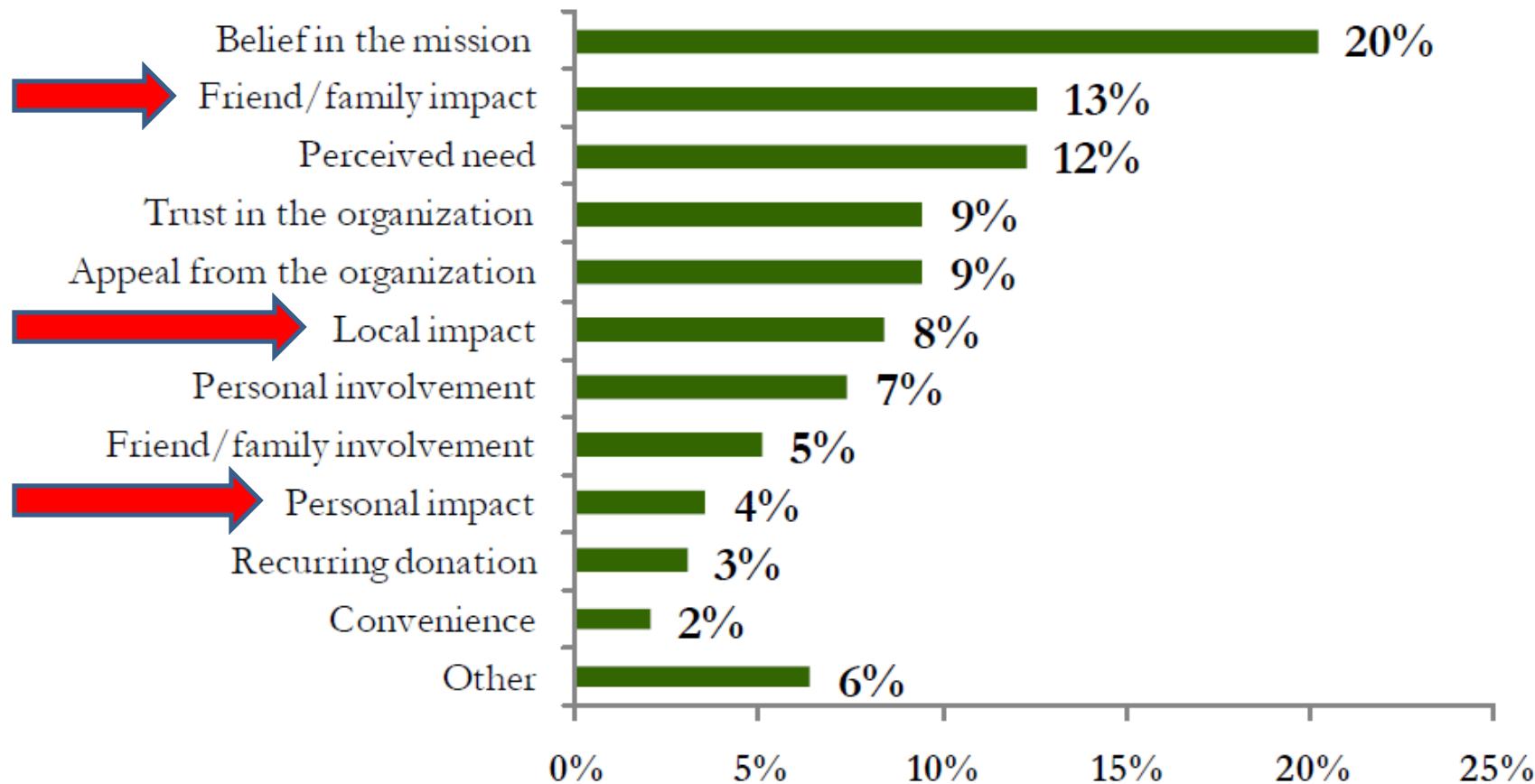


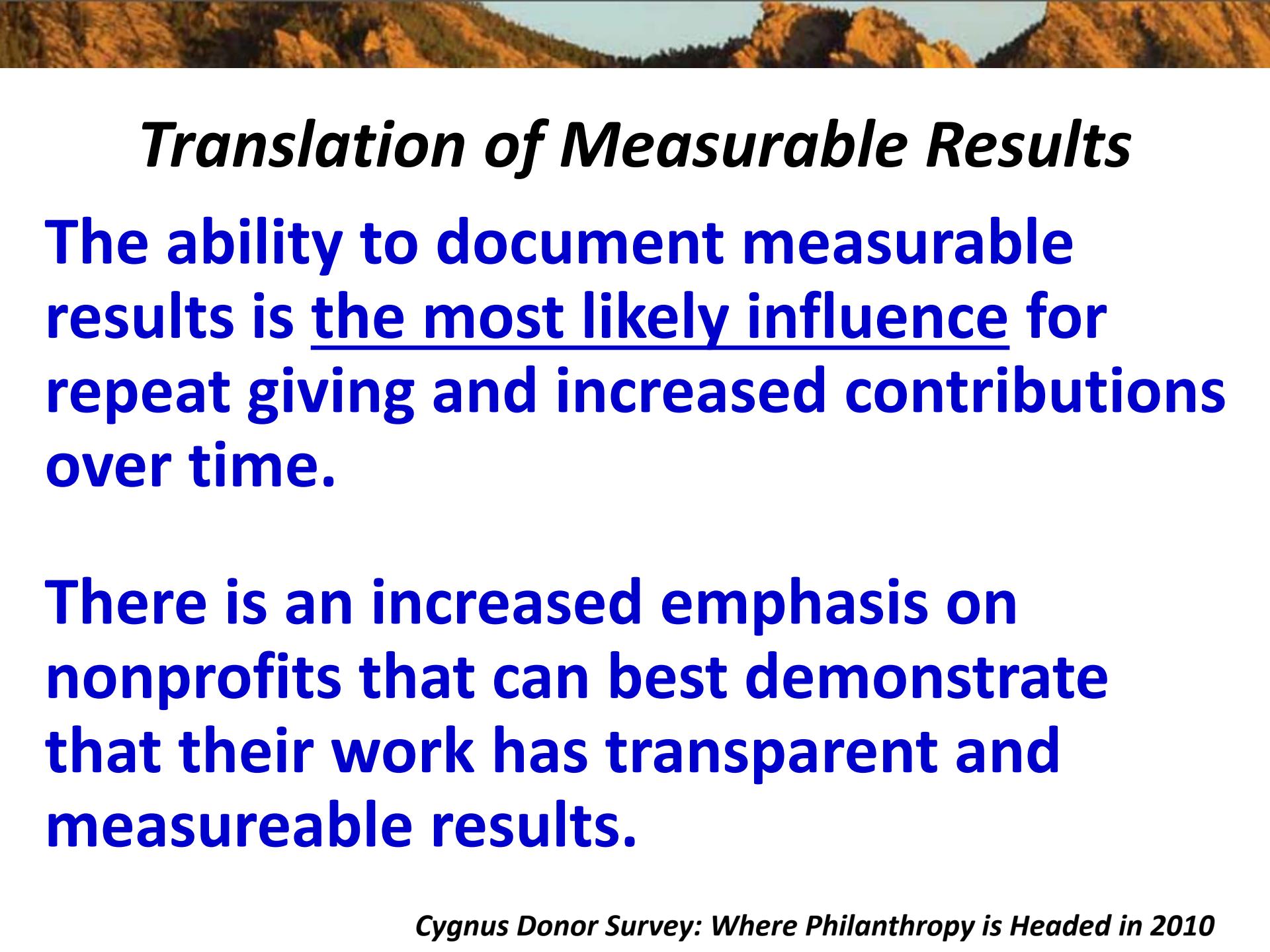
*The Need to
Document
Impact and
Measureable
Results*

Impact Matters (Page 8)

Exhibit 4 Reasons for Donating

Why did you choose that particular organization to receive the donation?





Translation of Measurable Results

The ability to document measurable results is the most likely influence for repeat giving and increased contributions over time.

There is an increased emphasis on nonprofits that can best demonstrate that their work has transparent and measureable results.

Practical Application



Truism of Financial Development

*Donors give to institutions
and programs that are
already successful.*

Measurable Results and Track Record

(Page 9)

Exhibit 15

Importance of Interactions with Donation Recipients

Thinking about the charitable organizations and causes you support, how important are the following to you in making your decision?

The organization is one that you trust

The organization supports causes you believe in

The organization is well-managed and effective

The organization has a proven track record of success

The organization provides you with a clear understanding of how your money will be used

The organization made me feel like I'm helping to solve a problem

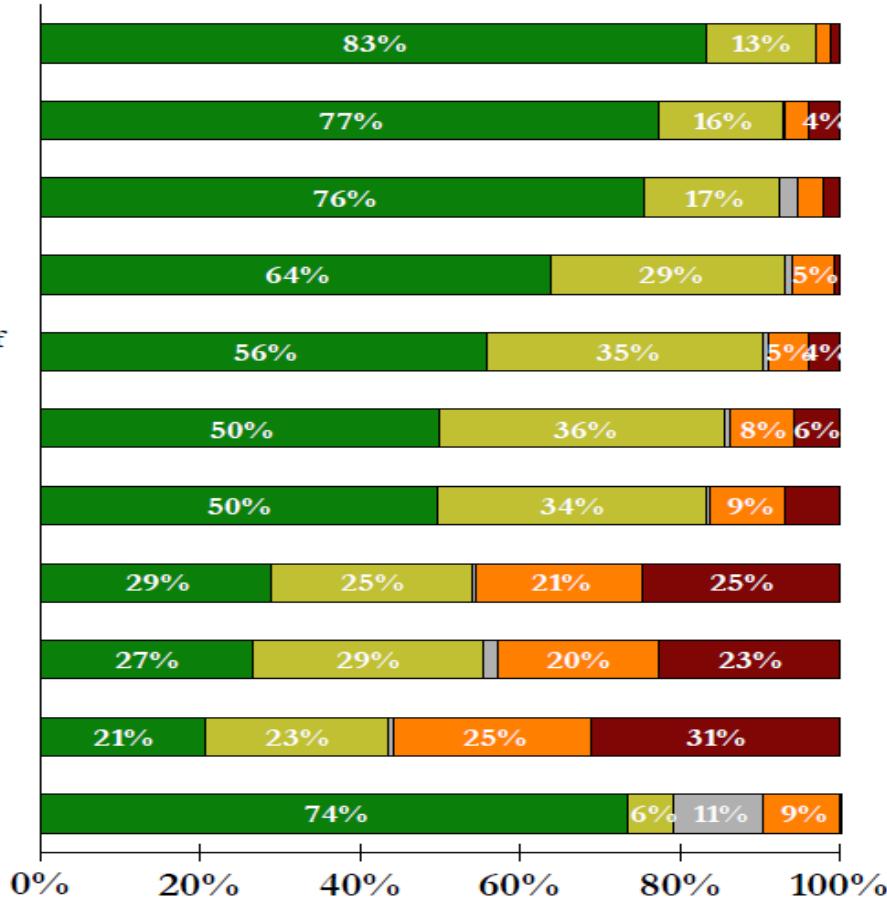
The organization makes an impact locally here in Colorado

The organization helped you or someone you know

You volunteer your time with the organization

The organization thanks you

Other



Very Important

Somewhat Important

Don't know/Refused

Not Very Important

Not At All Important

Practical Application

Bethphage Success Story

Joe, Brian, Charlie



Celebrations!

Meet Joe, Brian and Charlie.

Joe, Brian and Charlie were given the opportunity to choose their own home in the north central region of Connecticut. The house they found had everything they wanted: a porch where Brian could sit and enjoy his pipe, a fireplace for Joe to relax by and a quiet neighborhood that Charlie could enjoy long walks in.

Moving day for the three friends drew nearer and they made many plans for decorating their new home. Charlie even slept each night with a photo of his new home tucked under his pillow!

Through your generosity, dreams like these come true every day at Bethphage.

Practical Application

Red Cross Success Story



Linking Military Families During an Emergency

Red Cross workers use advanced communications technologies to link service members with their families. Our Emergency Communications Center quickly and efficiently obtains the required information and sends emergency communication messages to service members of every branch of service wherever in the world they happen to be.

Practical Application



Mountainside Lodge Capital Campaign Report

We are so excited! It is a dream come true to see this project come to life and we have you to thank.

As a special contributor to this project, we thought you would enjoy these pictures that show your gift in action, making a real difference.

This project is on time, on budget and it looks fantastic! We only wish that you could be right here with us to watch it happen.



The new east wall and stairway leading to the new deck.



Newly refinished walls with the floor next on the list.



The Bighorn Annex Bunkhouse being restored to its former glory.

Thanks again for making this great project possible through your generosity.

If you would like to follow the progress going forward, please visit our web site:

www.ymcarockies.org, click on Estes Park Center, click on Mountainside Lodge Rehabilitation Updates.

Practical Application

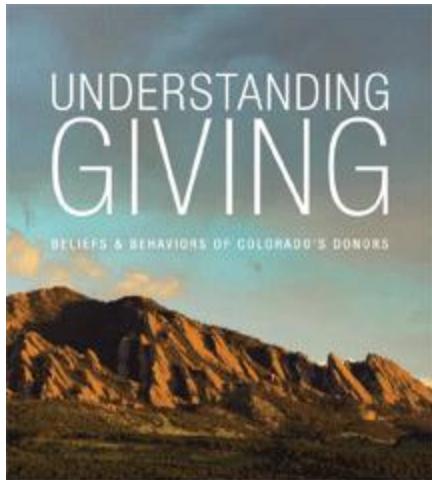
Facts and Figures In 2011 HNS helped:



- 20,350 individuals with a total of 43,448 services
- Assisted 12,974 people with a total of 5,916 food baskets
- Helped 781 households with utility assistance
- Assisted 672 homeless individuals with 2,294 shelter nights
- Issued 1,216 prescription vouchers
- Assisted 28 people with special medical assistance to ease cost of long-term illness
- Helped 25 families attend financial classes
- Gave 484 back-to-school gift cards to eligible children
- Did 1,039 homeless intakes
- Helped 2,538 families with clothing and household items

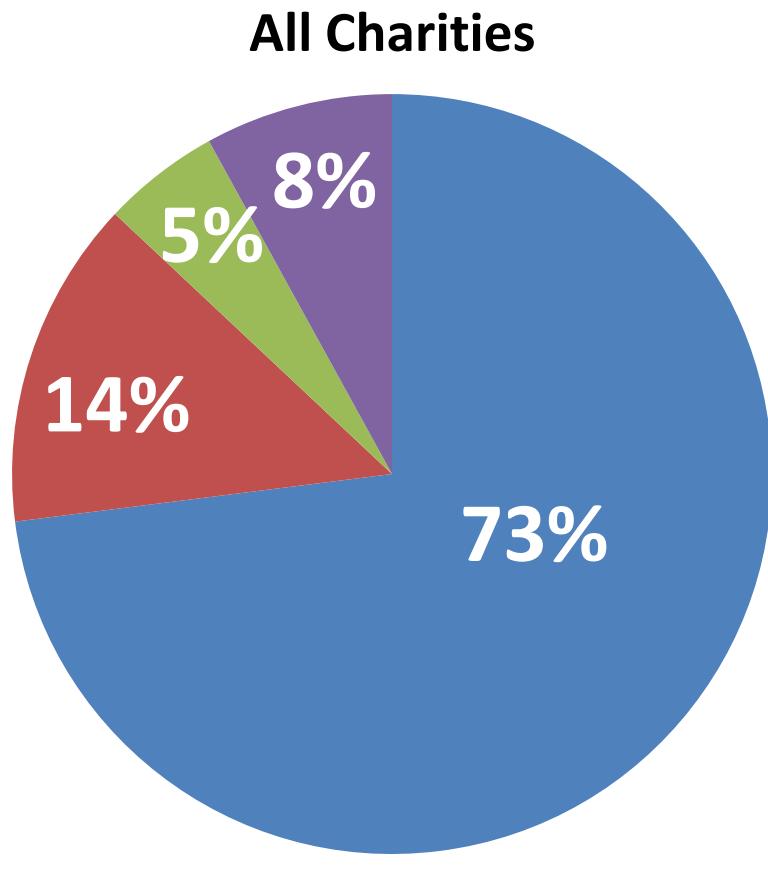


Research Finding



Current
Demographic
Trends in Giving

Individuals Are Typically the Focus (Page 10)



- Individuals ■ Grants ■ Corporations ■ Bequests



2011 Giving USA Trends

- According to *Giving USA*, total giving increased 3.9% in 2011.
 - Individual giving increased slightly and accounted for 73% of total giving.
 - Family foundations accounted for another 7% of total giving.
 - Bequests increased sharply, up 12.2%, and accounted for another 8% of total giving.
 - Together, these accounted for 88% of total giving.

Donors Want to Know the Impact

**Shift to Local
Charities**

**More Giving
to
Community
Foundations**

**Increased
Giving to
Charities
Who Can
Demonstrate
Results**



Women Make Most Decisions

**Women give more on average than men
Almost twice as much!**

Married couples give more money than non-partnered donors

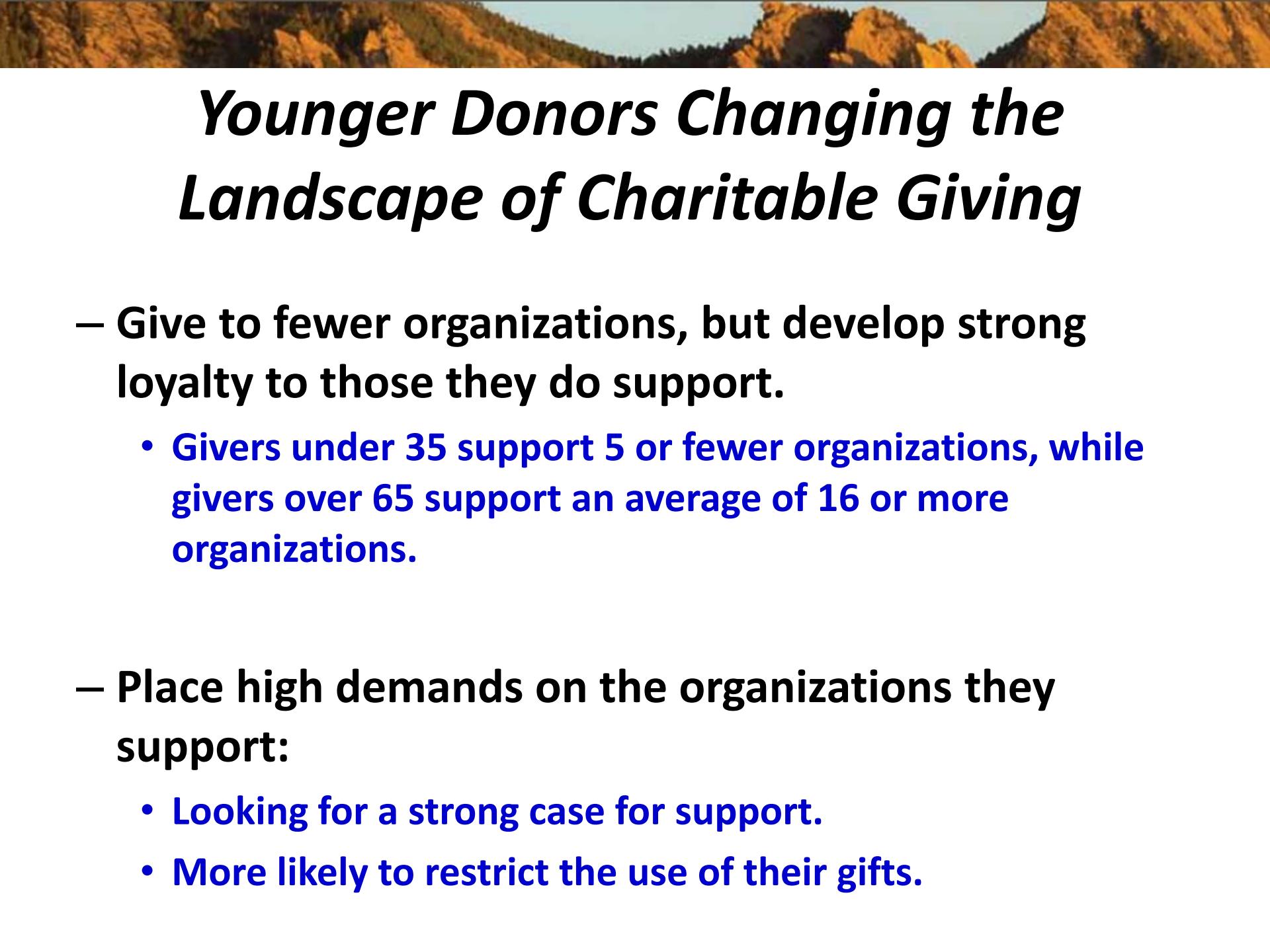
If women are not making the giving decisions alone, couples are making the decisions jointly

Messaging needs to acknowledge and respect these factors



Discussion Question

*How do you reach out
to women donors?*



Younger Donors Changing the Landscape of Charitable Giving

- Give to fewer organizations, but develop strong loyalty to those they do support.
 - Givers under 35 support 5 or fewer organizations, while givers over 65 support an average of 16 or more organizations.
- Place high demands on the organizations they support:
 - Looking for a strong case for support.
 - More likely to restrict the use of their gifts.

A Look at the Millennial Donors Study



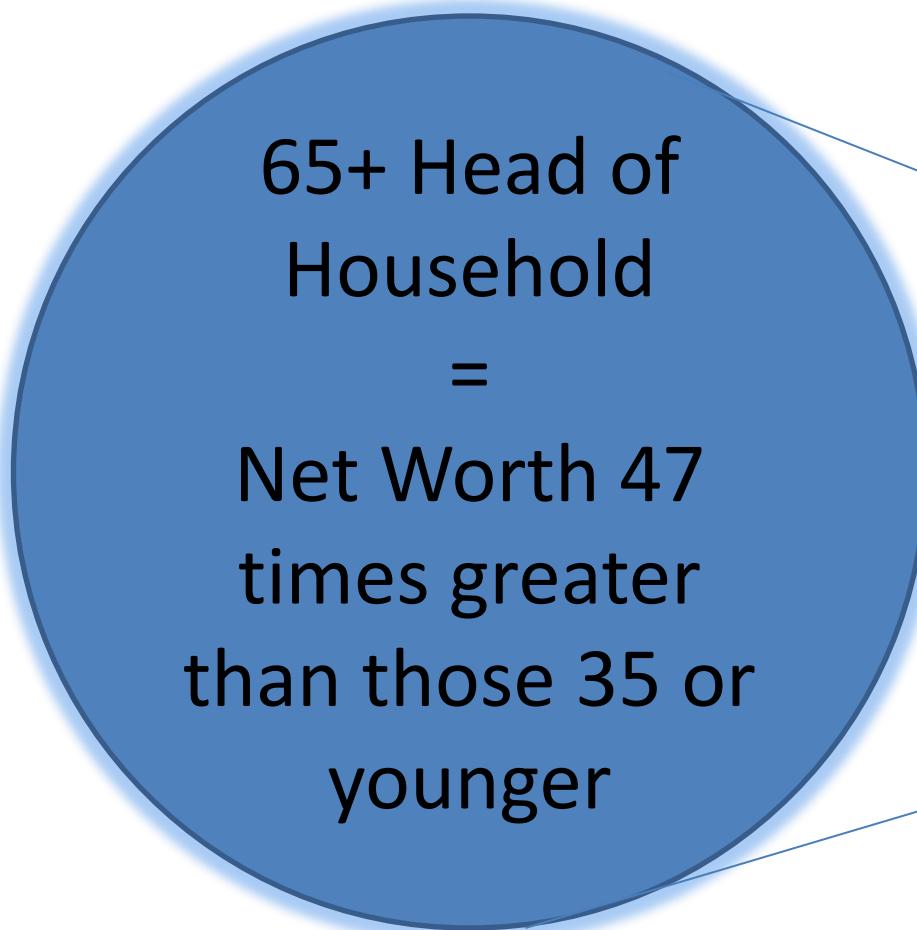
93% Give to Charity

- 10% were giving \$1,000 or more
- Average single largest gift of \$150
- Value personal contact over high-tech approaches.

Who is your next donor?



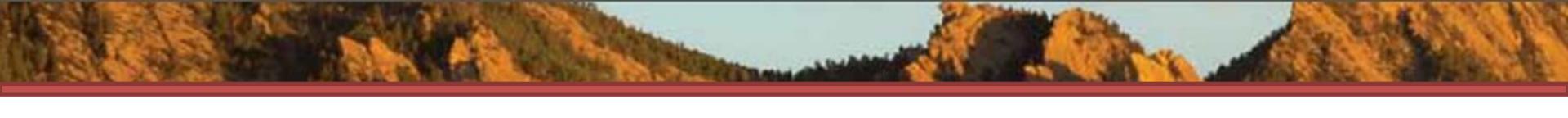
The Wealth Gap



Age 65



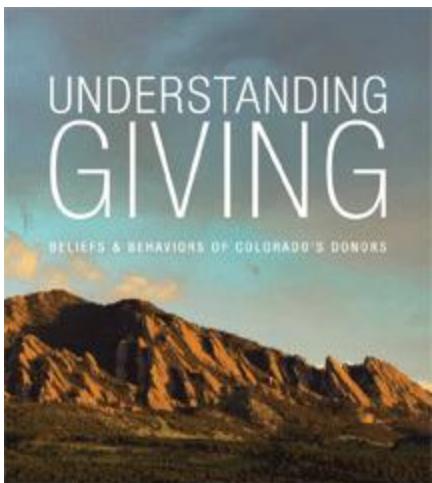
Age 35



Focus on Older Donors



- According to the *2010 Heart of the Donor* study, **organizations should focus their attention on seniors and baby boomers for the highest near-term results.**
- **The 70 year old donor gives three times as much on average than the 25 year old donor.**



Research Finding

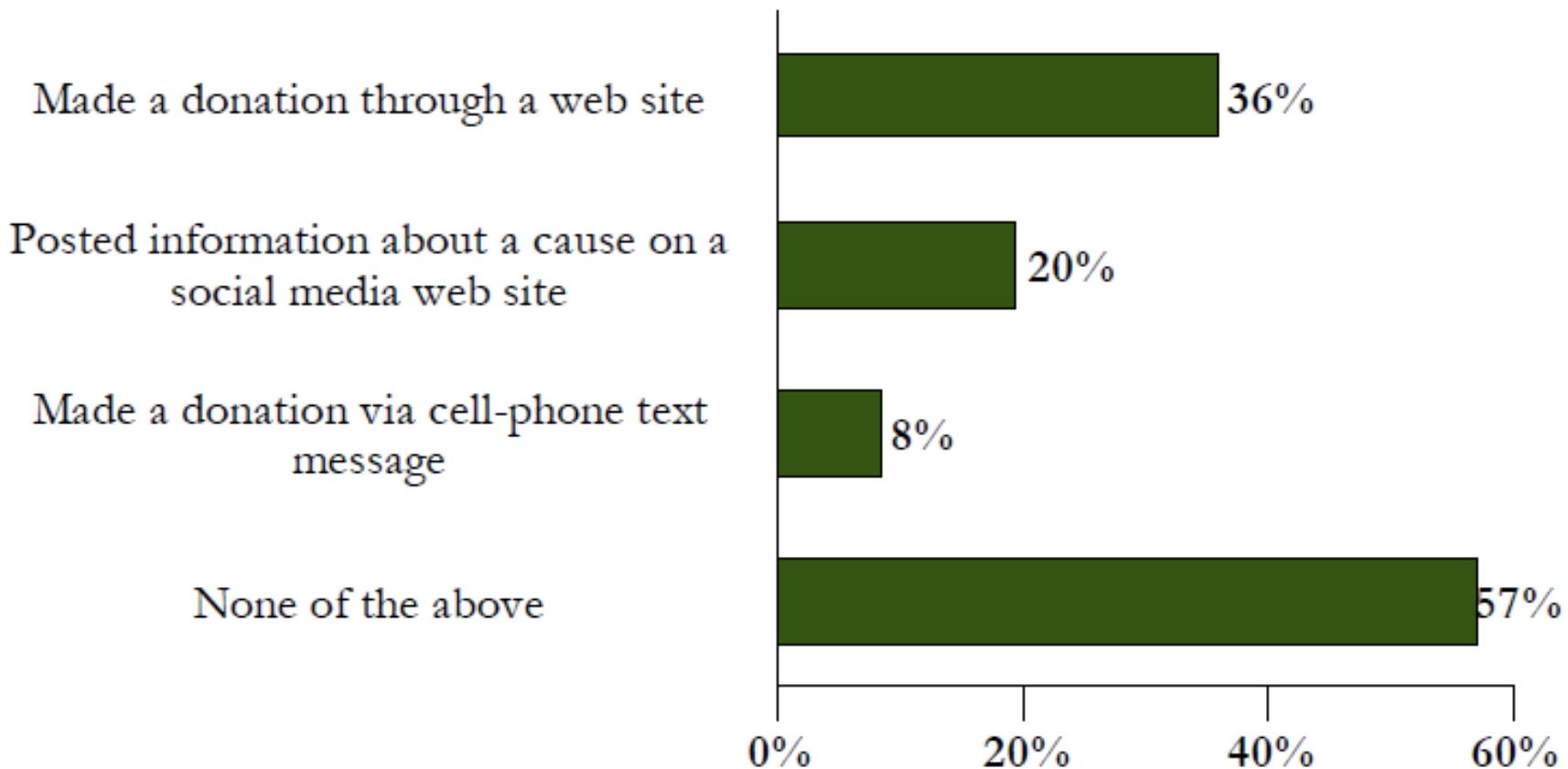
Technology Matters More Now Than Ever

Technology and Donations (Page 11)

Exhibit 18

Technology and Donations

Have you ever done any of the following?



Websites Matter More Than Ever

Site should be attractive, highly searchable

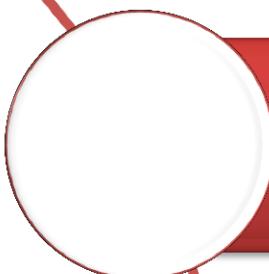
Include interactive capability, blogs

Provide links to statistics

Highlight measurable results

A Facebook presence is a must

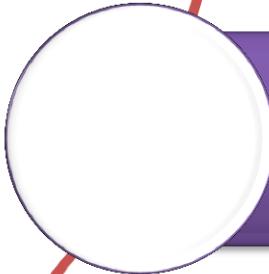
Websites Are Not Always Focused on Relationship Building



Only 43% include a description of the nonprofit's goals and objectives



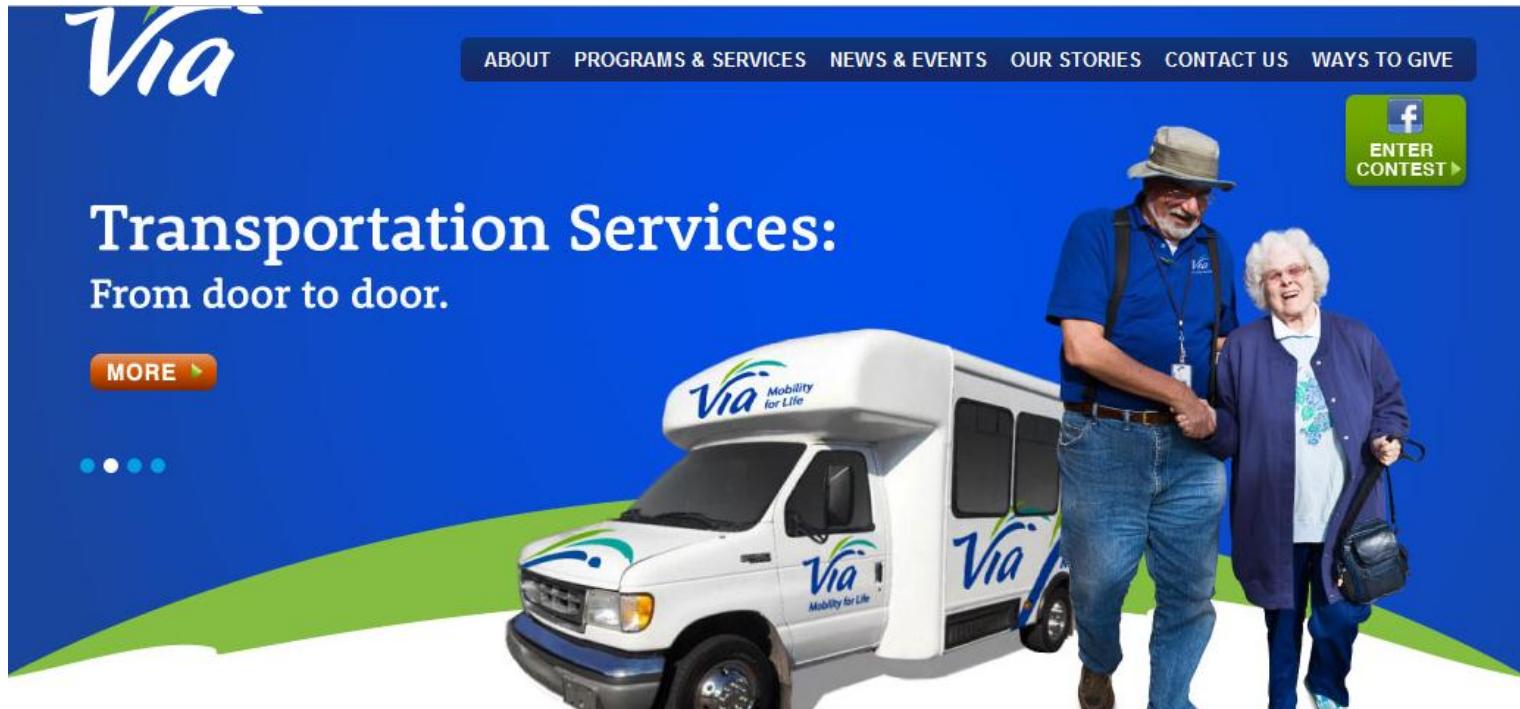
Only 4% state on their home page how they use donations



On 17% of the sites, people were unable to find where they could make a donation

Practical Application

Essential Ingredient: Mission Statement/Purpose



The screenshot shows the homepage of the Via Transportation Services website. The header features the Via logo and a navigation menu with links to About, Programs & Services, News & Events, Our Stories, Contact Us, and Ways to Give. A green button on the right says "ENTER CONTEST ▶" with a Facebook icon. The main content area has a blue background with a green wave graphic. It features the text "Transportation Services: From door to door." and a "MORE ▶" button. To the right, a white Via shuttle van is shown with a driver in a blue uniform and a smiling elderly woman passenger. The van has the "Via Mobility for Life" logo on its side.

About Via

The ability to move is a universal human need. Mobility is not a car or a bus – it's the feeling of freedom that comes from knowing you can move when and where you want. We believe all people have a right to easily access the mobility options they need to enhance their independence and quality of life. Via is a nonprofit organization that provides our customers with transportation and mobility options that enable them to live a more self-sufficient and independent life.

Mobility for life. [GET STARTED ▶](#)



A promotional image for the "Young@Heart Chorus" featuring a group of older women singing on stage. The text "THIS IS GETTING OLD YOUNG@HEART CHORUS IN BOULDER!" is overlaid. Below the image are buttons for "BUY TICKETS ▶" and "MORE INFO ▶". The Young@Heart Chorus logo is in the bottom left, and the text "Young@Heart: This Is Getting Old A Concert to Benefit Via 7 p.m., Sun, Aug. 19" is in the bottom right.

Practical Application

Essential Ingredient: Description of What the Organizations Does

[Home](#) [About Us](#) [Get Involved](#) [Special Events](#) [ReStore](#) [Donors and Partners](#) [Homeownership](#)



What We Do

Dallas Habitat utilizes an innovative model, we refer to as "Habinomics," to create affordable housing opportunities, revitalize neighborhoods, and generate new revenue for many cities in Dallas County.

The Habinomics difference involves and empowers the community to create affordable homeownership opportunities to deserving families. We bring together both public and private funding, community leadership and vision, and thousands of volunteers to address the affordable housing crisis in Dallas. Over 9,000 volunteers per year give of their time and skills, contributing over \$1.8 million in value to the community every year.

Who We Help

Thousands of low-income families live in the cities of Dallas, Cedar Hill, Duncanville, DeSoto, Cedar Creek and Lancaster and are in dire need of affordable housing options. These hardworking families often have no choice but to spend unsustainable levels (50% or more) of income on housing and even more often live in dangerous conditions in substandard housing.

Cost-burdened households have little money remaining to pay for other basic necessities, such as food, health care and clothing. Any unexpected expenses or a loss of a job could mean an inability to make rent or pay a high mortgage payment, forcing families to live in unstable transitional housing or worse...on the streets.

A safe and stable home is the foundation on which families build success. Homeownership has many positive effects on families and children; most importantly, homeownership provides low-income families the means to build personal wealth and increase their children's opportunities for success and upward economic mobility.

How It Works

Dallas Habitat is able to provide qualified families a tangible asset at below cost with no cash down payment and a 0% mortgage for 25 years, saving families \$105,000 over the duration of their loan. That means that the money these families have left over each month goes toward basic necessities instead of high rental payments or interest on their loan. In lieu of a down payment, homeowners are required to contribute 400 hours of sweat equity by building on their own home and the homes of their neighbors.

Practical Application

Essential Ingredient: Opportunity to Give



HUMANE SOCIETY OF BOULDER VALLEY

Creating healthy relationships between pets and people

Animals About Us Training & Behavior Pet Health Get Involved News Shop Donate

Home >> Donate

Donate

Give Today

How to Donate

The Humane Society of Boulder Valley is a non-profit organization that relies on the generous donations and support of people like you to continue our lifesaving (and life-improving) efforts.

If you are interested in helping support our mission of care, financial contributions can be made in a variety of ways.

Donate Online

Giving online is easy. [Just click here to fill out our donation form.](#)

Your gift will touch the lives of homeless and abandoned animals. Below is just some of what your financial support can provide.

\$50 Buys milk replacement for a litter of motherless kittens.

\$75 Vaccinates a litter of puppies.

\$100 Neuters two homeless puppies or kittens.

\$150 Transfers one healthy dog to the Humane Society of Boulder Valley from an overpopulated community.

\$250 Provides 2 weeks of housing for the pet of a displaced family.

\$325 Provides shelter and care for one cat or dog for its entire average stay of 8-12 days

Allows us to rehabilitate one fearful dog through our Behavior

click here to donate online

Newsletter:

Sign up for our newsletter.



Donate:

**Give Today & help save a life. >>**

Practical Application

Essential Ingredient: Invitation to Volunteer



RONALD McDONALD
HOUSE CHARITIES
SOUTHERN CALIFORNIA

Ronald McDonald House Charities® of Southern California



Helping Children,
Supporting Families

About Us Donate Events Get Involved News Room
Volunteer

[Back to Home](#)

Local Houses

- Bakersfield
- Loma Linda
- Long Beach
- Los Angeles
- Orange County
- Pasadena

Camp

Family Rooms

Scholarships

Grants

Contact Us

Quick Contact:
1-626-744-9449

[Watch Our PSAs](#)

Get Involved

[Home > Get Involved With Helping Out](#)

Volunteer

Our volunteers are indispensable and serve as the backbone of the Ronald McDonald Houses, Family Room programs and our Camp! Hundreds of dedicated community members come from all walks of life to donate thousands of hours of their time in virtually every area of our organization. Our volunteers extend the capacity for our employees to help even more children and their families. Some volunteers contribute 2 or 3 days per week, while others come in one afternoon. All levels of commitment are greatly appreciated. Aside from offering an opportunity for meaningful work you will help us provide comforting services and meaningful programs. We offer a wide variety of opportunities for willing volunteers to spend time assisting in the Ronald McDonald Houses and at our Camp Ronald McDonald for Good Times and ultimately our families.

Volunteers can help with the following activities:

- Fund-raising
- Program development
- Event planning
- Serving families

Help us discover the best way to put your talents to use. If you would like more information about our volunteer program, please contact one of our locations by phone or e-mail.

Testimonials



In June, 2009, 13-year-old Ashlie Snyder experienced a tingling sensation in her legs that became so painful she was unable to walk down the stairs ...

The Snyder Family

[→ READ MORE](#)

Newsletter Signup

Receive the latest information about us, our families and children and upcoming events.

[→ READ MORE](#)

Practical Application

Essential Ingredient: Personal Stories/Photos



Our mission:

“To make a positive difference in the health and wellbeing of all we serve.”

Our vision:

“To achieve a culture of clinical and service excellence through patient-centered care.”



Practical Application

Essential Ingredient: Contact Information



 **BOYS & GIRLS CLUBS
OF LARIMER COUNTY**
Fort Collins Loveland Wellington
www.bgclarimer.org 970-223-1709

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GREAT FUTURES START HERE.

[Home](#) [About Us](#) [Get Involved](#) [News & Events](#) [Clubhouses](#) [Contact Us](#) [Donate](#)

Contact Us

Clubhouses

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---	--	--

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- **Maria Swall**, Development Director, ext. 104
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- **Dorothea Boettcher**, Finance Assistant, ext. 102
- **Tammy Chandler**, Finance Director, ext. 101
- **Dottie Thurman**, Office Assistant, ext. 100

Use the form below to send a message directly from your browser to one of the contacts below. Be sure to select the contact and enter your correct name and e-mail address to get a response from us.

[Help on Sending E-mail with this form](#)

Send E-mail to Site Contact

Send To:



Important News Flash!
FC Clubhouse closed 5/28 - 6/1

Sign up for our e-newsletter

Email Address

Donate

Calendar of Events

May 2012						
S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19

Practical Application

Essential Ingredient: Email Newsletter Signup



[About MELA](#) ■ [Calendar](#) ■ [News](#) ■ [Green: How & Why](#) ■ [Membership](#) ■ [Community](#) ■ [Resources](#) ■ [Sustainability in Action](#)



■ MELA e.Newsletter



E-Mail Newsletter

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HELPFUL LINKS

News

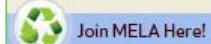
Get the latest MELA and green industry news.

Upcoming Events

Browse our [calendar](#) to discover upcoming MELA and MELA member events.

Community

Discover MELA's diverse, talented [community](#) and links for more information.



[Join MELA Here!](#)

MELA member login

Practical Application

Essential Ingredient: News and Events Section





Liberty Lutheran

HOME | GIVE | CONTACT | EMPLOYEE RESOURCES

About Us | Programs & Services | Volunteer | Congregations | Giving | Calendar | Careers

News and Events



Golf Outing Raises \$55,000 dollars for Artman Benevolent Care Fund

Bob Maynard, the chair of the Golf Outing Committee, presented a check for 55,000 dollars to Katrina Wise, Vice President of Senior Services for Liberty Lutheran. The annual Golf Outing at the North Hills Country Club benefits the Artman Benevolent Care Fund, which allows residents who outlive their assets to continue to receive quality, compassionate care at Artman. [Click here to read more.](#)



Liberty Legacy Society Luncheon

The annual Liberty Legacy Society Luncheon honors those who have made a planned gift to Liberty Lutheran.



May 14, 2012

Artman's 28th Annual Golf Outing
North Hills Country Club
10am Registration • 12:30 pm Shotgun Start

Scramble Format
Prices: Single - \$225 Foursome - \$850
Includes: Lunch, Dinner, Green Fees, Golf Shirt & Gift Bag

Register now for the Annual Golf Outing benefiting the Artman Benevolent Care Fund. Click on the image to view a larger version.

Practical Application

Essential Ingredient: Examples of How Gifts Are Used



Headquarters: 1600 Genessee #528, Kansas City, MO 64102 | 816.472.4256 | halo@haloworldwide.org

1 for 30



There is nothing like sitting down with a table full of children after they have been outside playing or at work in the classroom. At HALO supported orphanage, there isn't a lot of talking, just milk running down the sides of mouths and light speed peeling of oranges, which makes the dinner table a place of pure joy. These are children who have been without many meals in their lives and their gratitude is evident in each bite... there are no complaints or special requests, just pure gratitude.

We are in search of monthly Meal Sponsors who will be 1 for 30 who help us feed the children we support. **Each 1 for 30 gives a monthly donation of \$30 to provide a day of meals each month for 30 children. When you sign up, the first year of your giving will be matched, dollar for dollar, by an anonymous HALO donor.** You will also receive an update each month on the children you are supporting with pictures and stories.

We have until December 31st to reach our goal of 55 Meal Sponsors to receive the match. Please help us reach our goal. Click [here](#) to become 1 for 30 and enter in a monthly donation of \$30. You will receive a thank you and an update soon! Thank you for your support.

Email:

[Receive Newsletter](#)

Practical Application

Essential Ingredient: Information on Future Plans



Project 1: Springs of Hope Nursery School

Background: In the village of Kiroeno, children must swim across Lake Kivu each day to attend school. This means that children under the age 7 must remain in the community without an education. Children in this community survive on one meal a day, which is usually beans and sweet potatoes.

The Plan: As of January 2011, ARM has started a school for 50 young children in Kiroeno in a mud brick building. The children have already received workbooks and are excited to wear their new uniforms, which are expected to arrive soon. ARM provides these children with an additional meal each school day of hot porridge.

Community Empowerment:

- ❖ **Education of Future Leaders** – Springs of Hope Nursery School will provide an educational foundation for young children and give them hope for the future. "By investing in the education of one child at a time," Gasangwa says, "we are empowering the future leaders, entrepreneurs, physicians and business owners of Rwanda."
- ❖ **Job Provision and Community Involvement** – The nursery school will hire local women who can prepare and serve the porridge each day. Other community members will be hired to help build a roof for the mud brick building.

Project 2: The Clean Water Project

Background: According to UNICEF^[2], only 65% of Rwanda has access to clean water. Those who do not have access must travel long distances to retrieve water, or consume water from unsafe sources, which spreads diseases such as diarrhea, cholera and typhoid.

The Plan: ARM will partner with [Living Water International](#) and [Equal World Coffee](#) to drill three water wells for a community in Rustiro District, with a population of 160,000.

Community Empowerment:

- ❖ **Labor Contribution** – Members of the community will help drill and maintain the wells.
- ❖ **Financial Responsibility** – Each family will be asked to contribute 50 cents a month for maintenance of the wells.

Practical Application

Essential Ingredient: Link to Annual Reports

A large header image showing a man and a woman in life jackets holding paddles, standing in front of a majestic mountain range. The man is on the left, wearing a baseball cap and a life vest, holding a paddle vertically. The woman is on the right, wearing a life vest, holding a paddle horizontally. The background is a clear blue sky and a range of mountains with sunlight hitting them.

HOME ANNUAL GIVING THE VISION CABINS MEMBERSHIP FAQ

GIVING

ANNUAL REPORTS ARCHIVE

Download our current and past Annual Reports.

BUILDING to the VISION

GIVE >

[Annual Report](#)

[Annual Reports](#)

We at the YMCA of the Rockies see our Annual Reports as a unique way of capturing and reporting the impact of giving. It's your giving that so completely supports our thriving and irreplaceable Mission.

Thank you for being our highly esteemed partner! We value your generosity and will always make every effort to be transparent, accountable and great stewards of all that has been entrusted to us. Charitable giving is one of the most selfless acts we extend to one another as humankind. Thank you for making the world a better place, one gift at a time!

[2011 Annual Report](#)

[2010 Annual Report](#)

[2009 Annual Report](#)

[2008 Annual Report](#)

[2007 Annual Report](#)

[MEMBERSHIP >](#)

[LATEST NEWS](#)

Happenings at the Museum
The Lula W. Dorsey Museum is happy to welcome Lisa Hazelton as our Museum Intern for the summer. Lisa will be facilitating ...

Carolyn's Corner: Magic by Art and Santa's Visit

The library has a fun-packed day planned for June 2, 2012. If you already have reservations for that weekend, be sure to check ...

Carolyn's Corner: National Day of Prayer Presidential Reception in

Practical Application

Essential Ingredient: Easy to Navigate

ESTES VALLEY LIBRARY

Home Research Services Your Account About Us Great Reads Common Cents Calendar

Search our Catalog: Go

Classic Search Browse Combination Espanol Francais Help

What's New

Library Press

[Summer Hours Have Begun](#)
 Summer hours at the library began on May 29th. Opening is one hour earlier, at 9 a.m., Monday through Saturday.

[Cast Your Vote for "One Book One Valley](#)
 In 2012 our "One Book One Valley" community read title will be decided by the community. Cast your vote on-line by choosing from four great titles.
Your vote will enter you for a chance to enter a Nook eReader. Vote now. One Book One Valley is coming again this fall.

[Our Wonderful World](#)
 Adventure is in store this summer as the Estes Valley Library hosts it's 6th annual armchair travel series. Every Monday (excluding Labor Day) from June 4, through September 10, at the National Park Village.
Our Wonderful World. Gather, Learn, Grow.

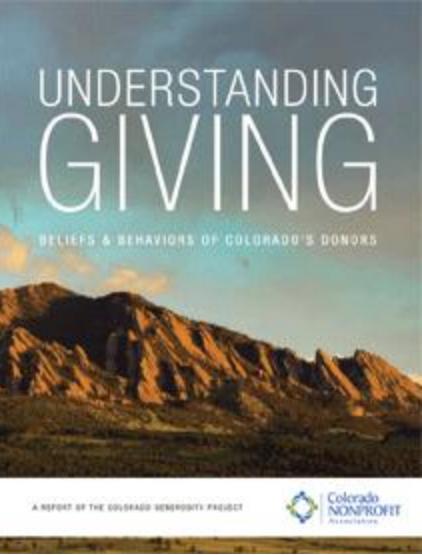
[DREAM BIG with the 2012 Summer Reading Program](#)
 Calling all dreamers to join the Estes Valley Library's Summer Reading Program!
Join Us for Workshops; Family Entertainment; Book Clubs; the Passport to Reading Fun; Movies.
Gather, Learn, Grow.

QUESTIONS?

[Apply for a Library Card](#)
[Contact Us](#)
[Directions: Map It](#)
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DONATE NOW
THROUGH
GIVINGFIRST.ORG



Research Finding *Ways to Retain Donors*

A REPORT BY THE COLORADO GENEROSITY PROJECT



Practical Application

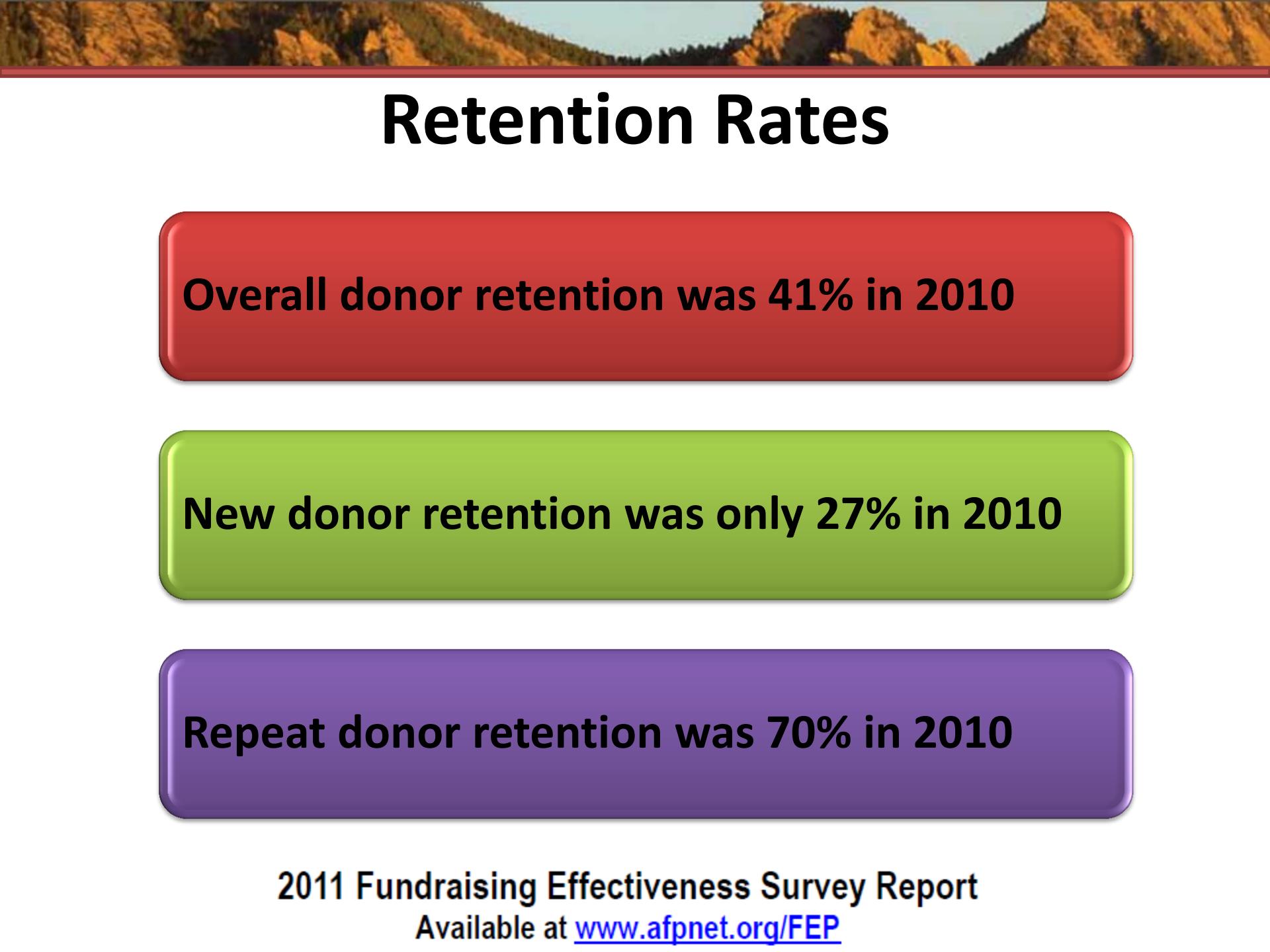
Truism of Financial Development

*An organization's largest
donors are their best
prospects for future gifts.*

Retention Rates Are Falling (Page 12)

Figure 4 - Donor Retention and Attrition for 2004-05 through 2009-10

<u>Attrition/Retention</u> <u>Category</u>	Six Year						
	<u>Average</u>	<u>2004-05</u>	<u>2005-06</u>	<u>2006-07</u>	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>
<u>Attrition (lapsed)</u>	<u>55%</u>	<u>50%</u>	<u>54%</u>	<u>53%</u>	<u>55%</u>	<u>59%</u>	<u>57%</u>
Median	57%	54%	54%	55%	58%	59%	59%
<u>Retention</u>							
Downgraded	14%	16%	14%	14%	14%	14%	15%
Same	13%	15%	15%	15%	14%	12%	12%
Upgraded	<u>17%</u>	<u>19%</u>	<u>18%</u>	<u>18%</u>	<u>17%</u>	<u>15%</u>	<u>16%</u>
Total retention	<u>45%</u>	<u>50%</u>	<u>46%</u>	<u>47%</u>	<u>45%</u>	<u>41%</u>	<u>43%</u>
Median	43%	46%	46%	45%	42%	41%	41%
Total - 2009 donors	<u>100%</u>						



Retention Rates

Overall donor retention was 41% in 2010

New donor retention was only 27% in 2010

Repeat donor retention was 70% in 2010

2011 Fundraising Effectiveness Survey Report

Available at www.afpnet.org/FEF

What Donors Say About Retention

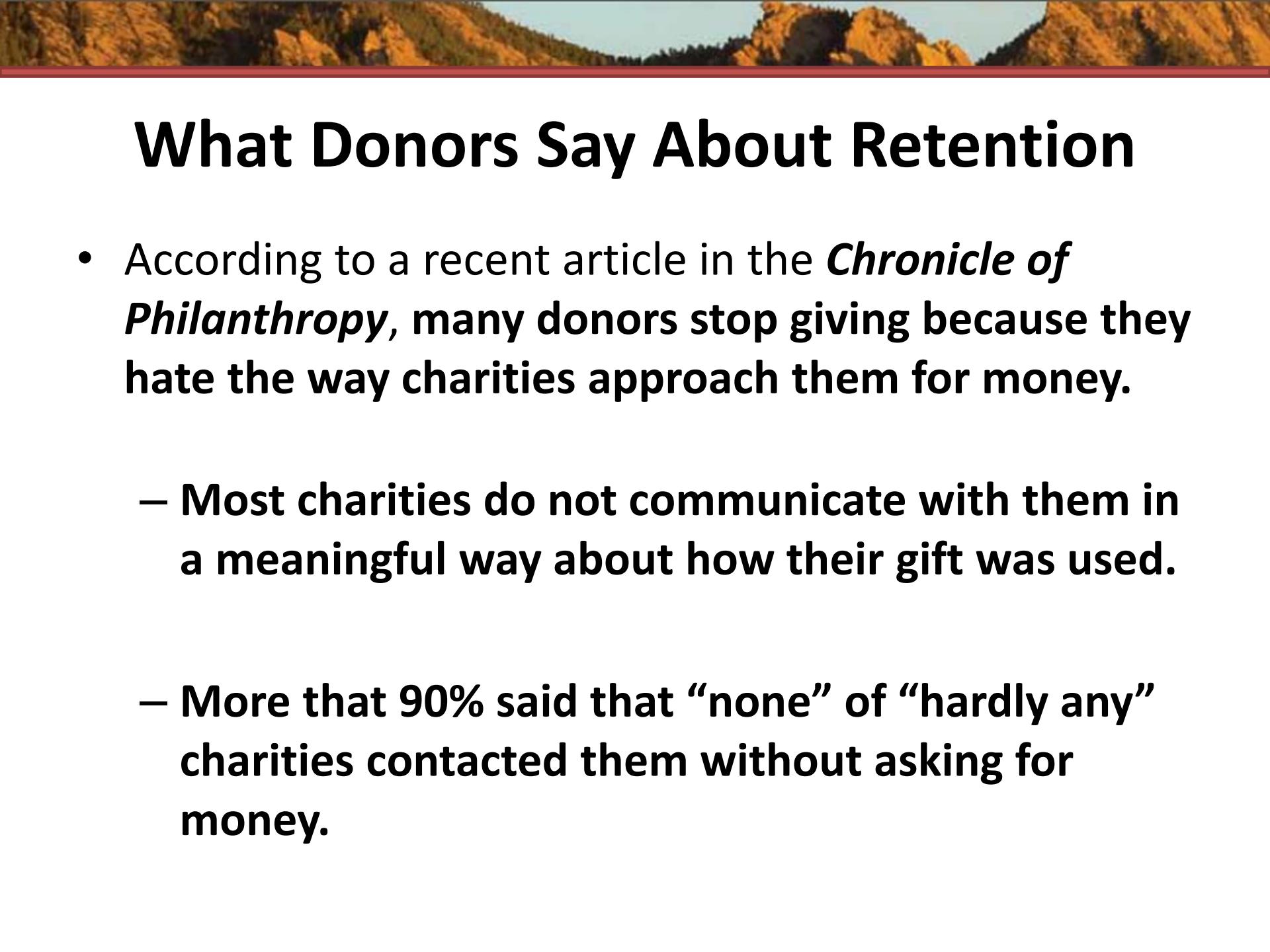
- According to the *Heart of the Donor* study, 75% of respondents gave the following three reasons for giving to the same organization multiple times:



“The organization explained its specific mission to me”

“The organization made me feel that my gift really made a difference”

“The organization told me exactly what my gift helped accomplish”



What Donors Say About Retention

- According to a recent article in the *Chronicle of Philanthropy*, many donors stop giving because they hate the way charities approach them for money.
 - Most charities do not communicate with them in a meaningful way about how their gift was used.
 - More than 90% said that “none” of “hardly any” charities contacted them without asking for money.

Practical Application

Ways to Retain Your Existing Donors

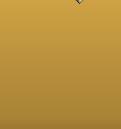
Send a timely thank you letter



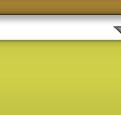
Personalize your thank you letter



Share stories that demonstrate impact

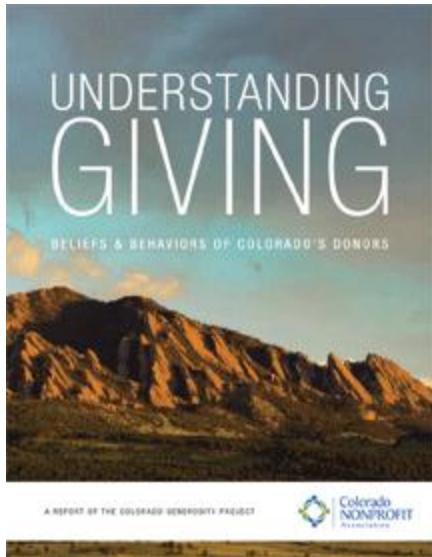


Don't just ask, but inform



Have face-to-face visits





Research Finding

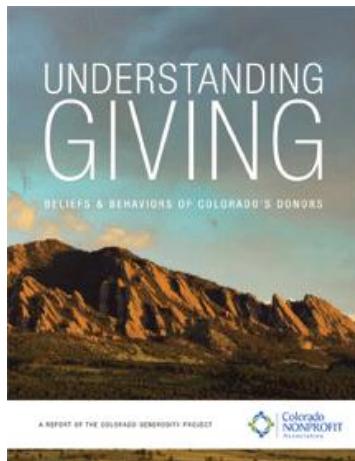
*The Impact of
Volunteering*

Practical Application

Truism of Financial Development

*Involved donors provide
the most significant gifts.*

Impact of Volunteer Involvement

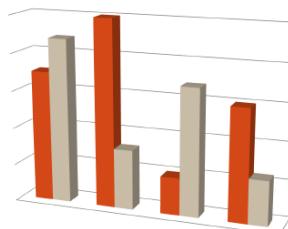


“Volunteering time is an important reason for supporting that organization.”



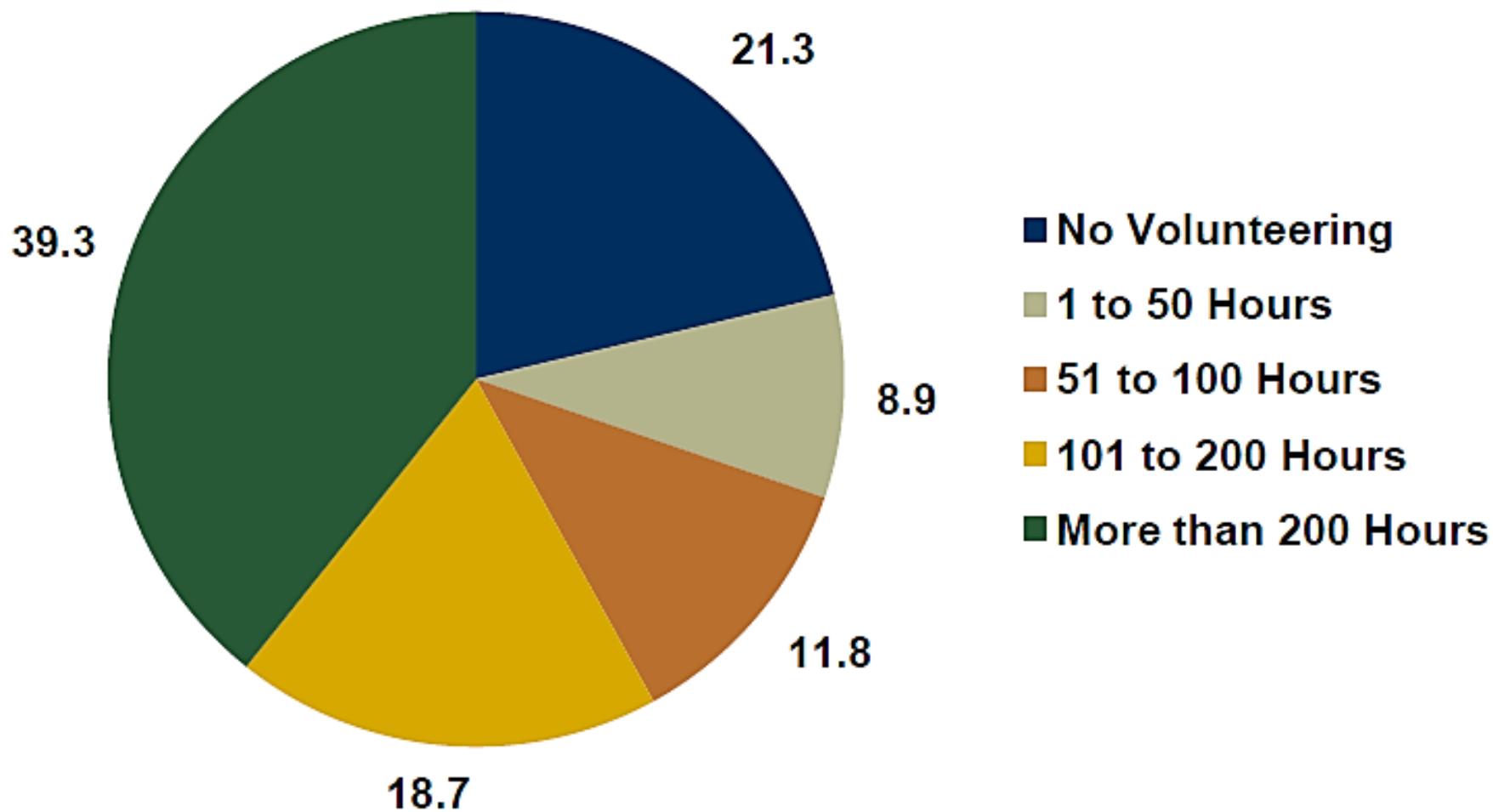
Issues Driving Charitable Activities among Affluent Households

November 2010



- **Higher levels of volunteering correspond with higher giving levels.**
- **Volunteers are more likely to give charitable donations, both to the organizations where they volunteer and in general.**

Number of Hours The Volunteered (Page 13)



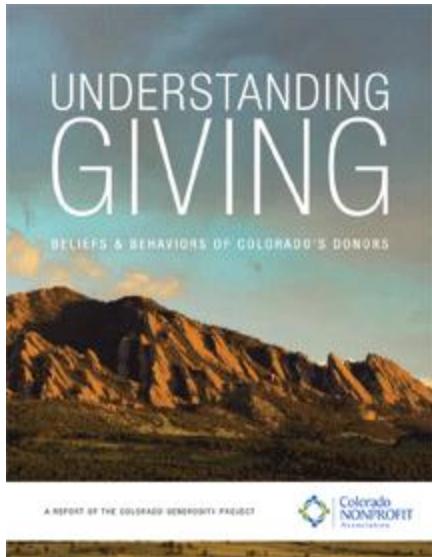
According to the **2010 Study of High Net Worth Philanthropy**

Practical Application

Volunteer Concepts



Research Finding



Engaging Your Board in Fundraising

Discussion Question

How would you rank your board in terms of how engaged they are in fundraising?

1 2 3 4 5 6 7 8 9 10

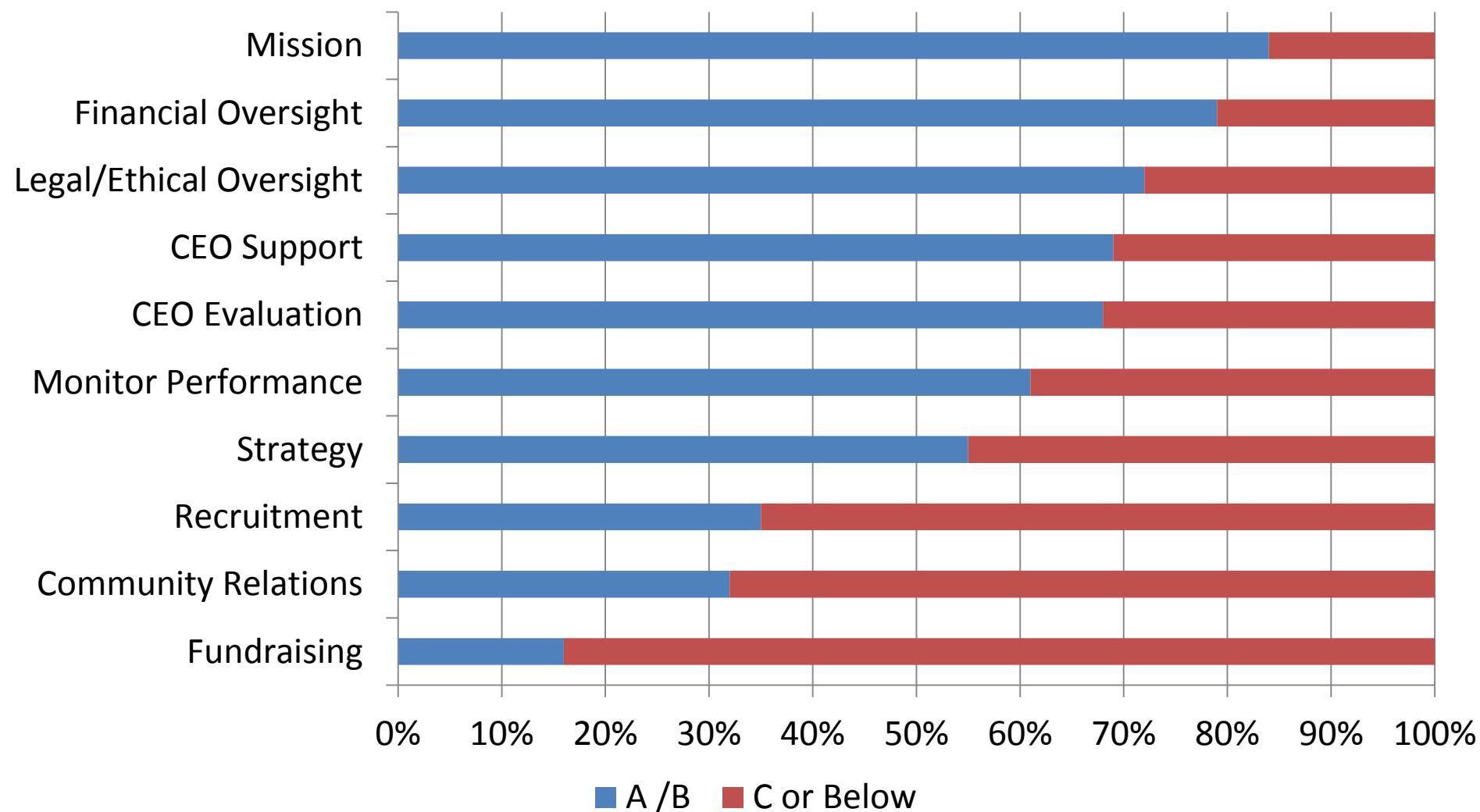
Completely
Disengaged



Completely
Engaged



You Are Not Alone! (Page 14)



Source: BoardSource Nonprofit Governance Index 2010

Why Isn't My Board More Involved in Fundraising?

The Three Main Reasons



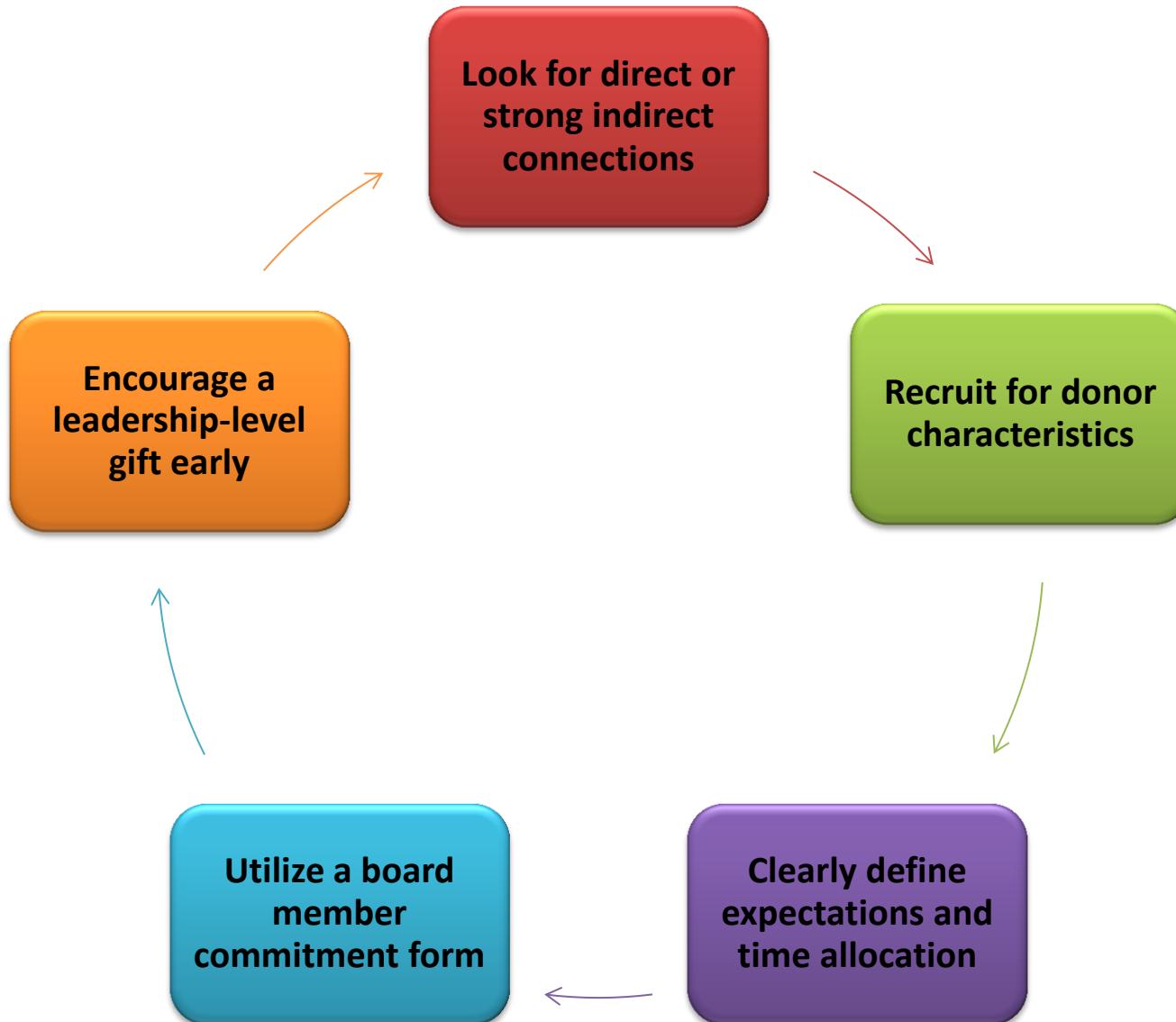


Reason # 1: They Lack Commitment to the Organization

Techniques to strengthen board member commitment to the organization:

1. Recruit board members with strong commitment.
2. Get the board to touch and feel the mission.
3. Engage them in a meaningful planning process.
4. Develop a case for support that is bold, compelling and easy to promote.

Recruit for Commitment



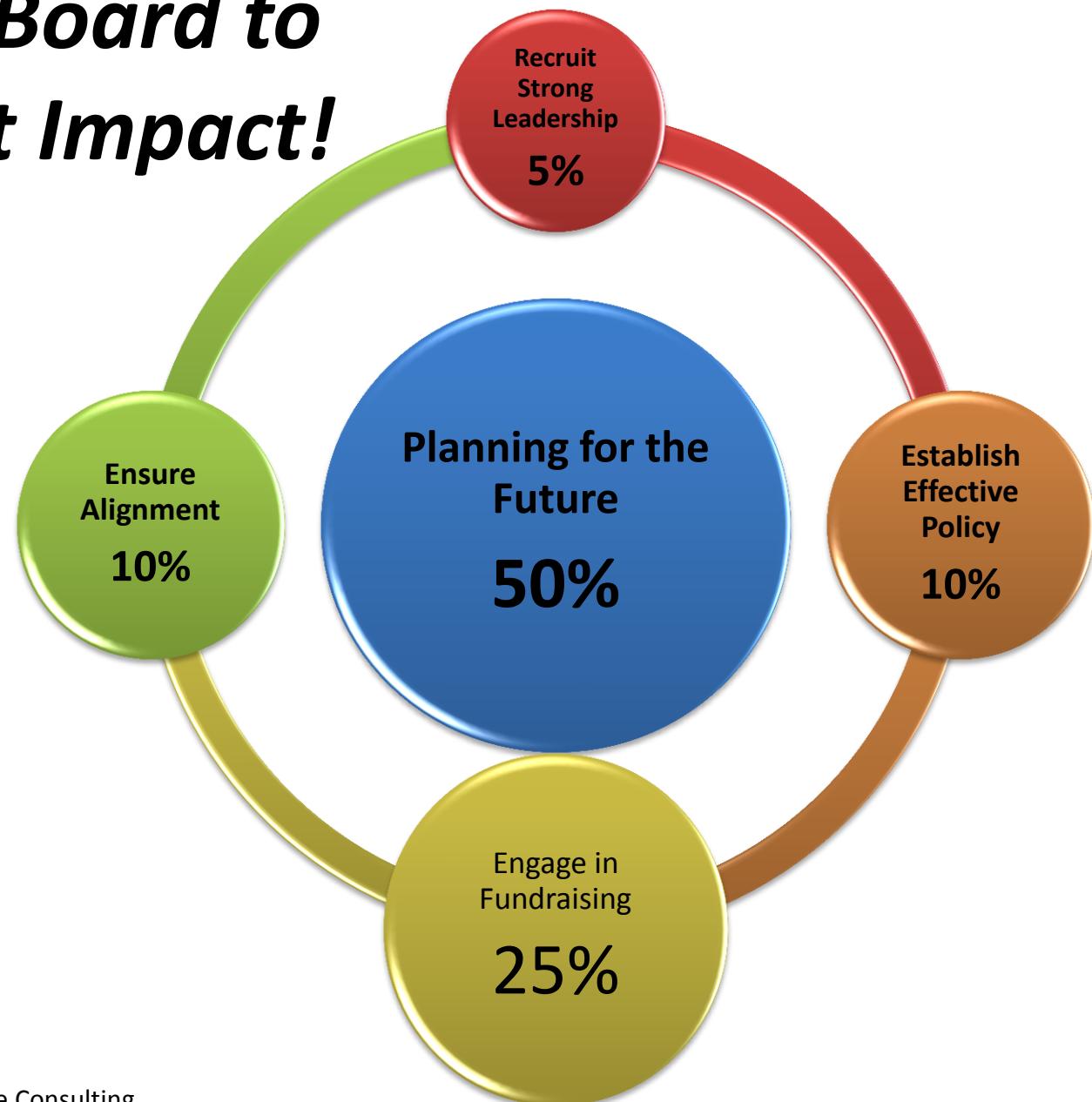
Feeling the Mission

Share inspiring stories at each board meeting

Provide tours of programs and services

Encourage board members to meet the people served

Position Your Board to Have the Most Impact!



Plan for the Future





Reason #2: They Are Afraid of Fundraising

Techniques to help board members reduce their fear of being engaged in fundraising:

5. Remove the mystery associated with fundraising.
6. Provide them with training and resources.
7. Utilize the right approach to fundraising that produces results.
8. Develop a team approach to fundraising.

Give Your Board the Blessing of Professional Training



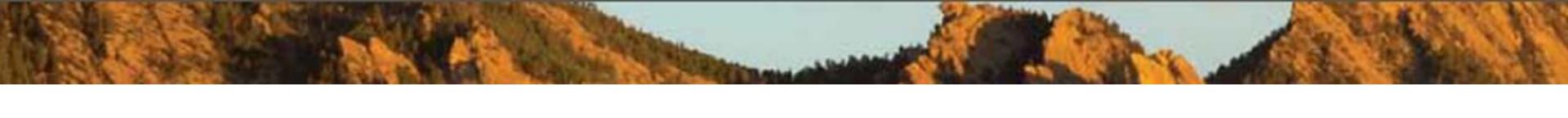
Devote time during each board meeting.



Hire a professional trainer to support them.



Have them partner with your Development Director.



Put Board Members in Position to Succeed, Not Fail

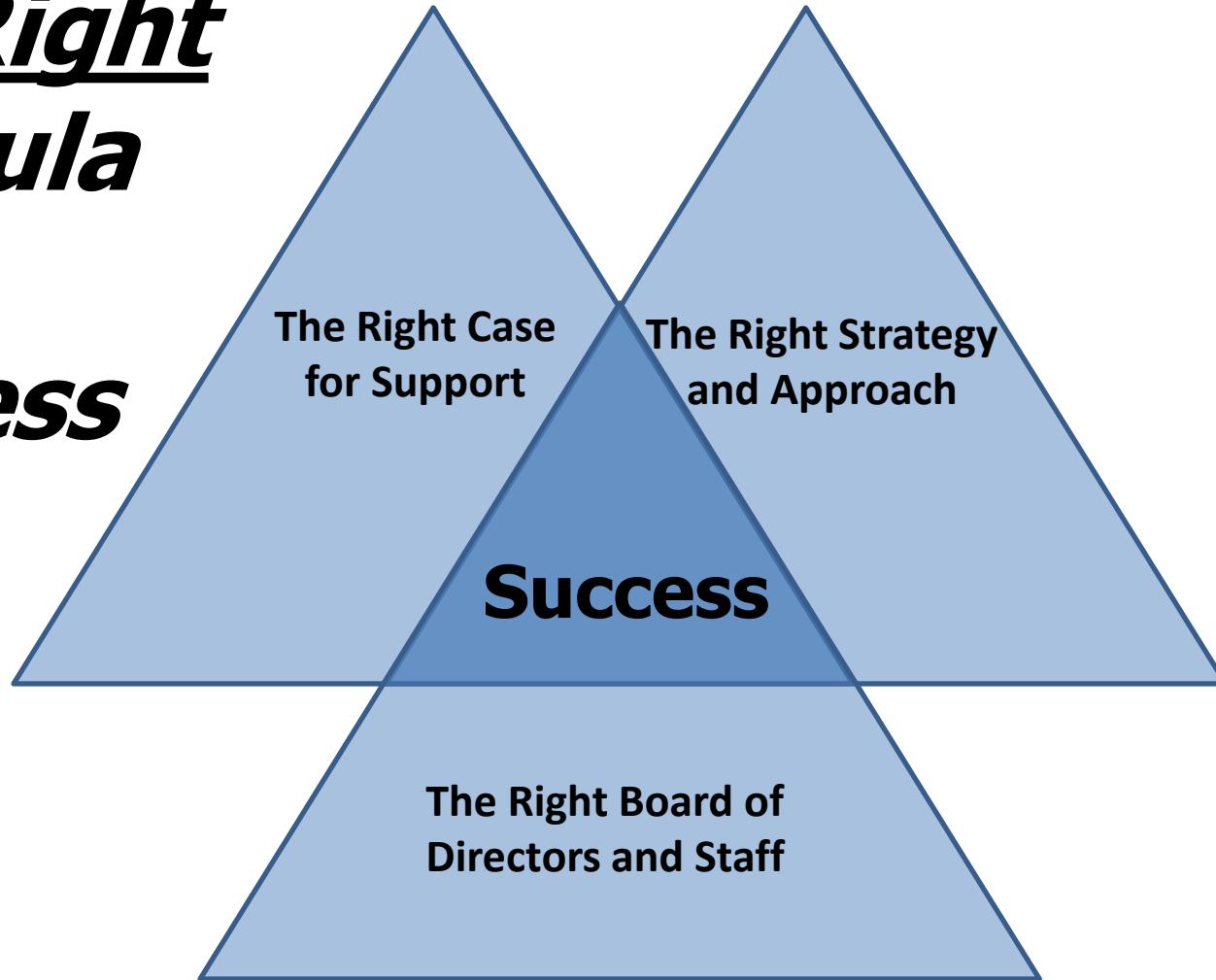
Let board members start in comfortable roles.

Position board members as advocates.

Partner with them on calls.

Help them become story tellers.

The Right Formula for Success



Develop a Team Approach





Reason #3: They Are Not Properly Motivated and Engaged

Techniques for properly motivating and engaging board members:

9. Establish a culture that encourages and celebrates engagement in fundraising.
10. Identify roles that are non-threatening.
11. Allow your board members to select their own roles in fundraising.
12. Invest your resources where they will produce the most return.

Celebrating Board Member Engagement

Move fundraising up on the agenda



Clarify the connection of philanthropy to
programs and services



Have board members share their success stories

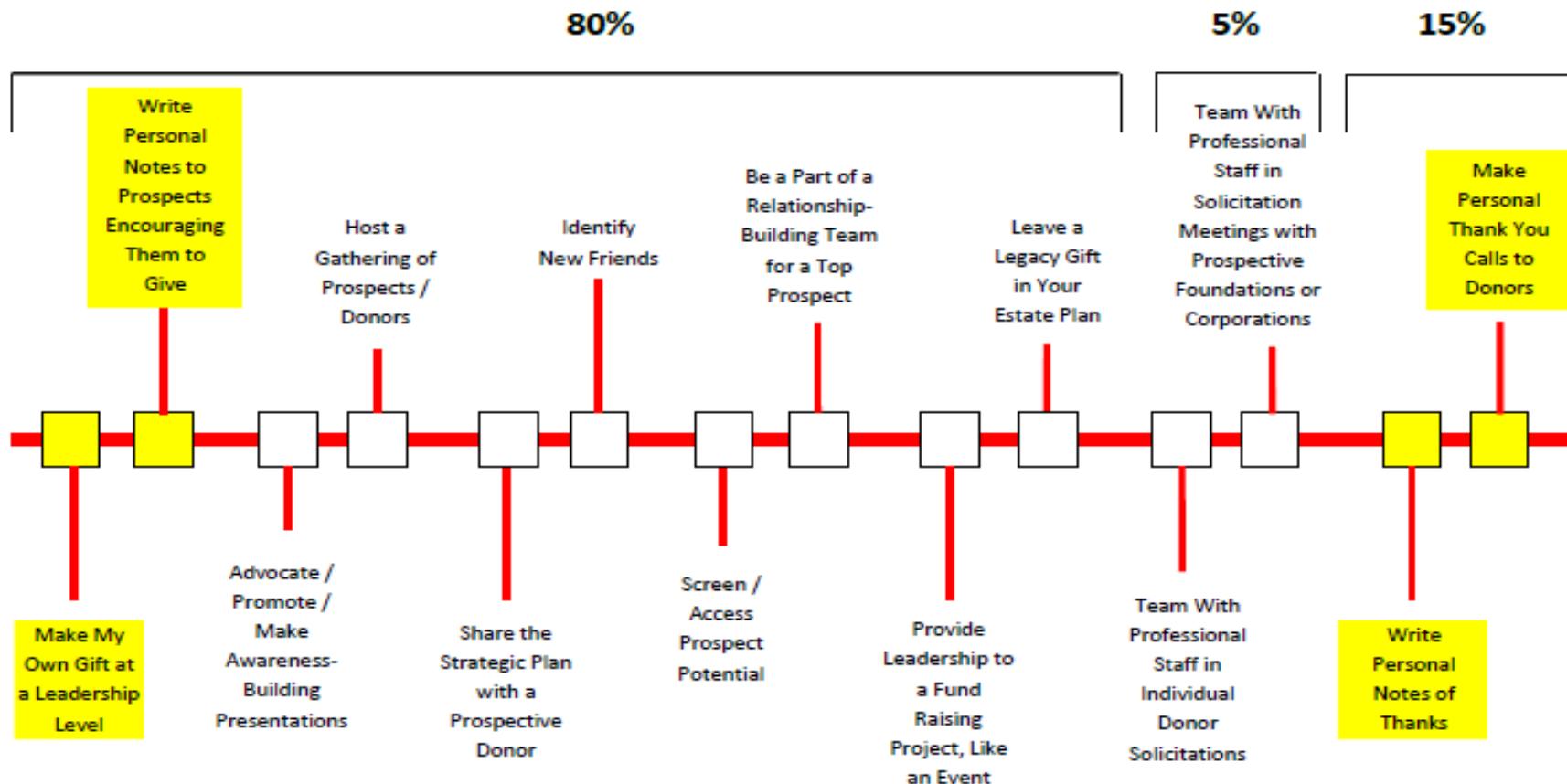
Have a Variety of Roles

**Board
members all
bring
different
talents and
interests**

**Providing
options for
engagement
is essential**

**Let them
know about
available
resources**

Board Member's Role in Financial Development





Are Planning and Development Worth the Investment?

You tell me.....

At your organization...

- **How many of the program services you currently offer generate a 400% return for your association?**

Contact Information

Mark Holdt



Mountain Sage Consulting

Principal Owner

Mountain Sage Consulting

823 Panorama Circle

Estes Park, CO 80157

970-577-0818 (Work)

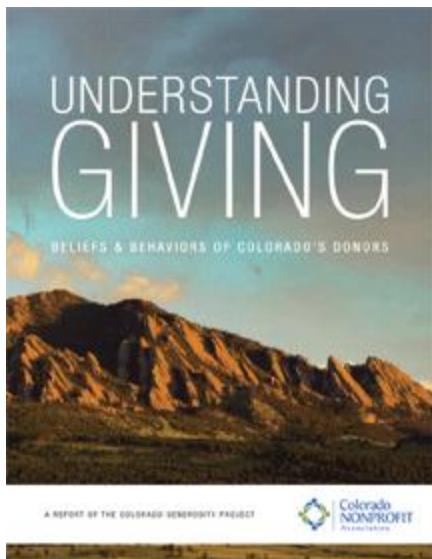
970-443-7744 (Cell)

www.mountainsageconsulting.com

mark@mountainsageconsulting.com



Research Finding



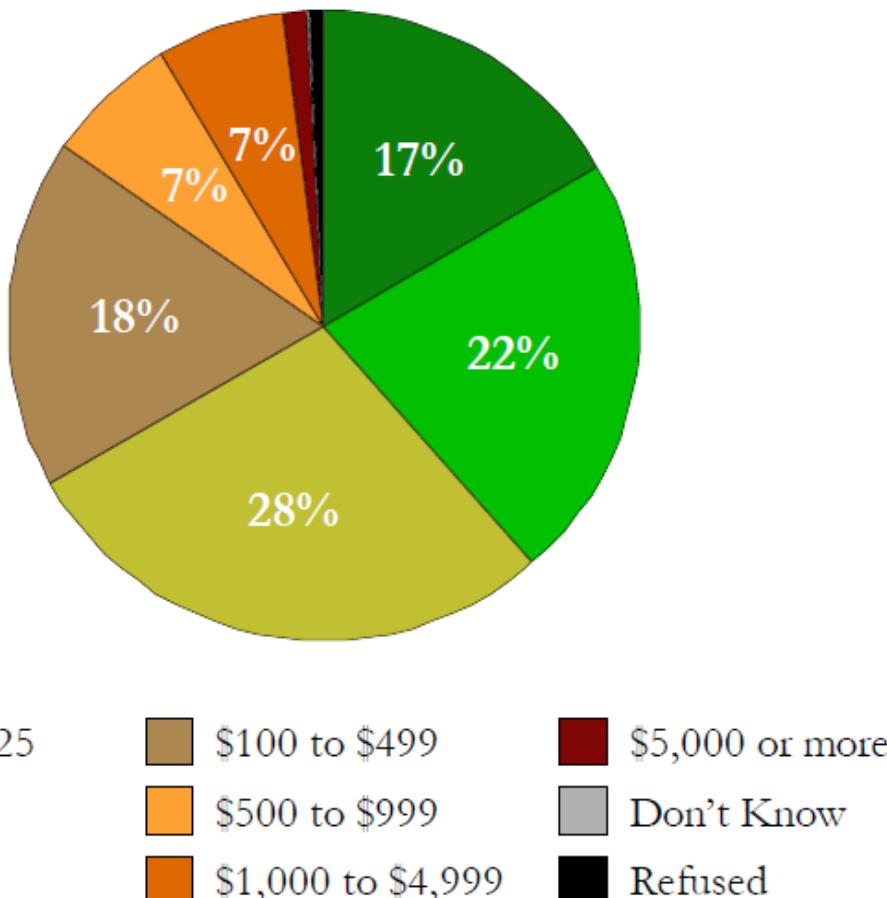
Other Trends in Giving

Approximate Amount of Last Gift (Page 15)

Exhibit 3

Individual Donation Values

What was the approximate value of that most recent donation?

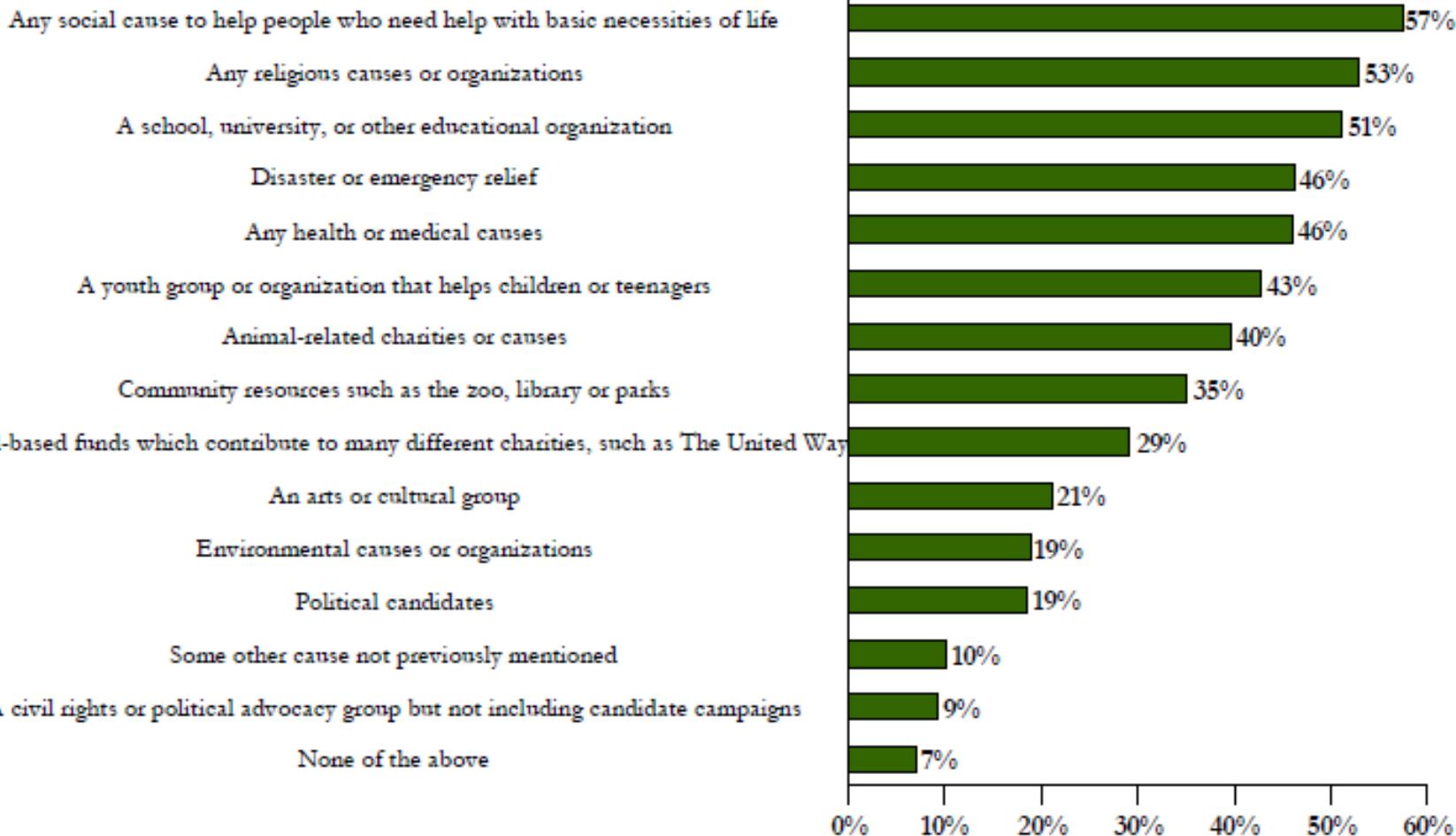


Types of Organizations Receiving Gifts (Page 16)

Exhibit 10

Types of Organizations Donated To

During the past 12 months, which of the following did you or anyone in your household make a donation to?

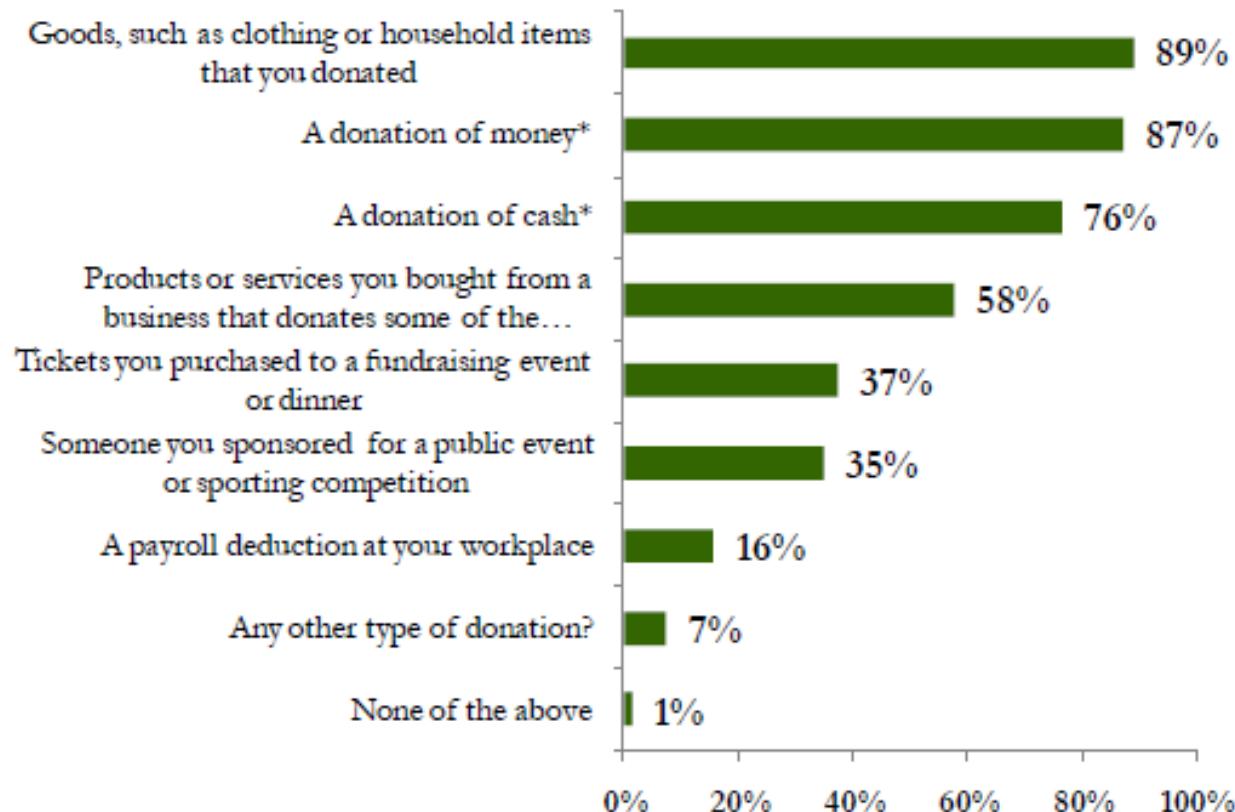


Method of Donating (Page 17)

Exhibit 11

Methods of Donating

Thinking about the way in which you made your donations in the past 12 months, have any of the donations you or anyone in your household made been in the form of...?



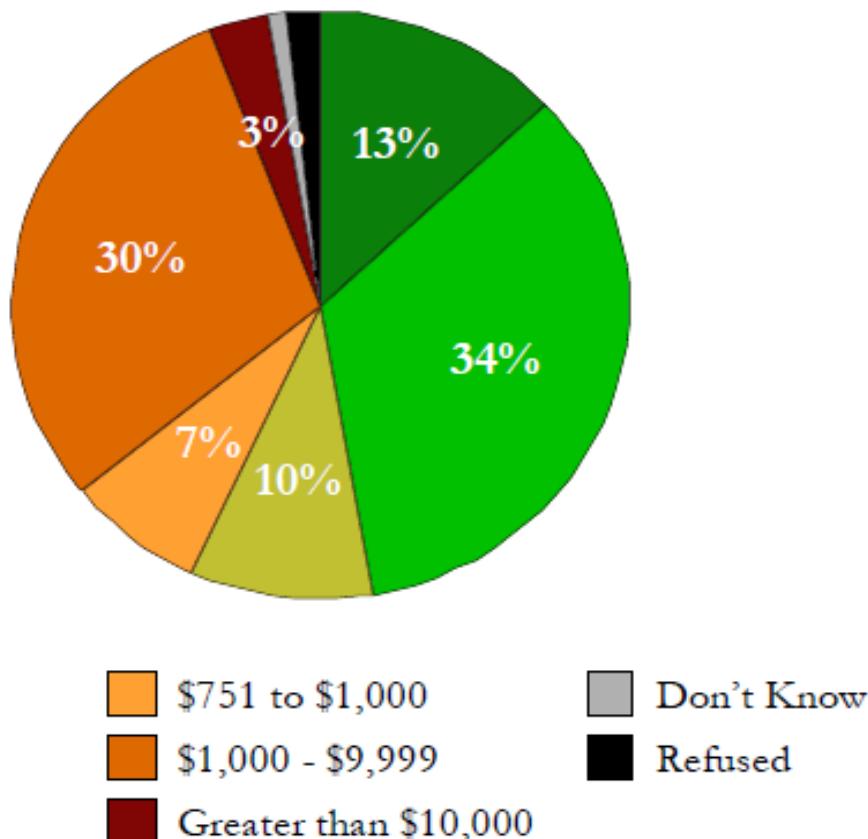
* Note: In an effort to test perceptions of the word "cash," which had been used in previous surveys, half of respondents were asked the question using the word "cash," while the other half were asked the question using the word "money."

Total Value of Annual Donations (Page 18)

Exhibit 12

Total Value of Annual Donations

Including cash donations and the cash value of any property, were your total household donations in the past 12 months...?



Number of Charities You Supported (Page 19)

Exhibit 13

Number of Annual Donation Recipients

About how many different nonprofits did your household donate to in the past 12 months?

