

Fundraising and Development Volunteers

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Presentation Objectives

- To provide an overview of the ways fundraising volunteers support non-profit organizations
- To provide insight into the types of fundraising volunteer roles
- To provide an overview of recruitment, training, and support of fundraising volunteers

Why Fundraising Volunteers?

Fundraising volunteers:

- Raise money for the organization
- Help amplify the organization's message
- Build relationships with new donors
- Steward existing donors

Value of Fundraising Volunteers

- Fundraising volunteers support the organization by amplifying the message to their peers, stewarding relationships, and adding person power to organizations
- Fundraising volunteers gain skills, connections, and a sense of giving back

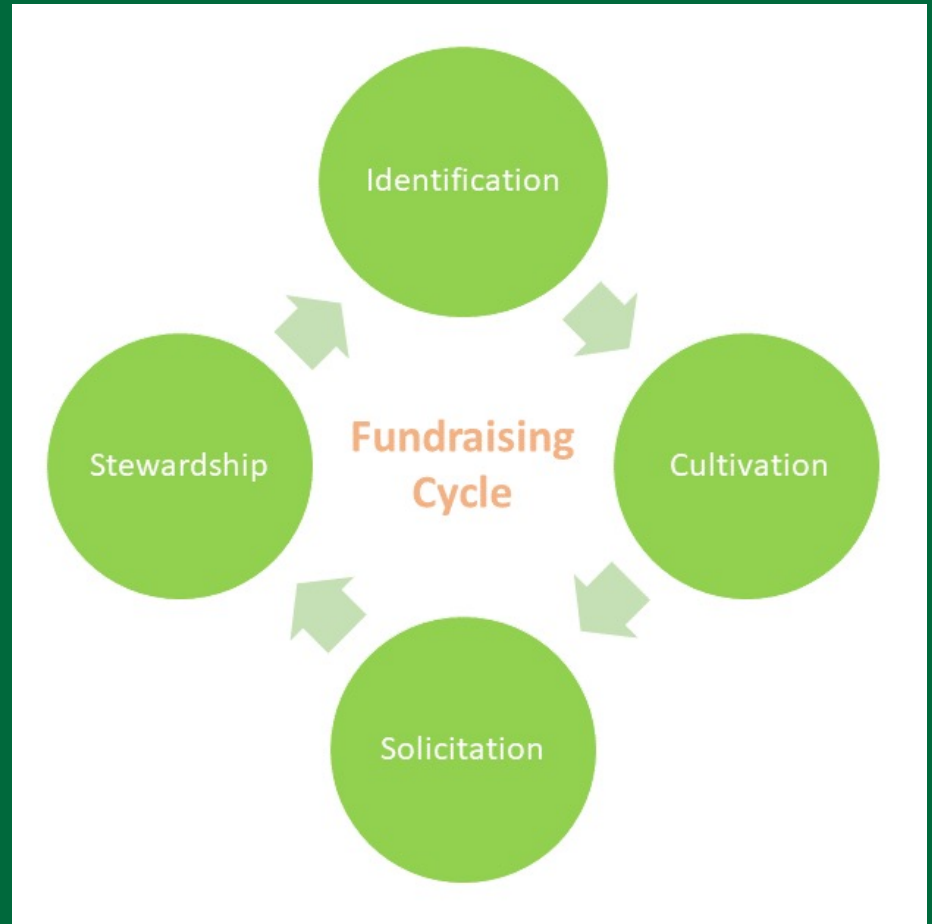
Reflection: Donors and your Organization

Take a few minutes and write down all of the ways donors currently engage with your organization.

We will come back to this list throughout the module.

Fundraising Cycle

- This cycle breaks down the important steps in soliciting gifts and can be applied to large and small gifts
- Fundraising Volunteers can play a role in each stage
- Volunteers can Identify potential donors (through peer connections), cultivate relationships, ask for donations, maintain the relationship long term



Fundraising and Development

- There are many ways for volunteers to give back to their community through fundraising
- The following slides list different types of fundraising volunteers
- For each of these, consider how a specific focus like a targeted fundraising initiative might help to define the role and scope of the volunteer

Type of Volunteer – Board Member

- Board members provide connections, networks, status within the community
- Board members are typically your strongest fundraising volunteers
- Best practice is to make clear the expectation that Board members help with fundraising, and are donors themselves (if able)

Type of Volunteer – Stewardship

- Fundraising is more than just making an ask, and stewardship (taking care of the donor after a gift is made) is just as important
- Good stewardship = retention of donors. It is much more costly to acquire a new donor than to retain an existing donor
- Stewardship of major donors is very important for maintaining relationships. Volunteers can help with this important work by: making connections, attending conversations, building an ongoing relationship
- Fundraising volunteers can help with overall stewardship by doing thank you calls, writing thank you notes, hosting thank you events, following up with donors about the impact of their donation, connecting with people on social media

Type of Volunteer – Committee and Event

- Committee and Event volunteers:
 - Provide fundraising ideas
 - Reach out to contacts and connections
 - Sell tickets and secure sponsorship
 - Reach out to and thank event sponsors
 - Provide hands-on support running fundraising events

Type of Volunteer – Workplace

- Volunteers can hold a fundraising event or campaign in their workplace
- Workplaces are often looking for activities that promote team building, engagement, or Corporate Social Responsibility. Fun fundraising activities can hit all of these targets
- Workplace events might include gift card draws, dress down days, community bingo etc.

Type of Volunteer – Peer to Peer Fundraising

- Volunteers fundraise to their networks and community on your behalf
- This builds trust with your organization because people hear about it through a friend
- Peer to peer fundraising can include bike rides, walk-a-thons, birthday fundraisers, trivia nights, wine tasting
- To enhance these activities, organizations can support volunteers with social media graphics, individual web page, messaging

Type of Volunteer – Get Creative!

- Volunteer fundraising can take many forms, it's important to think creatively about spaces where volunteers can make the impossible possible!
- Social media amplification
- Videos
- Newsletter articles
- Challenges and Matching gifts

Reflection: Donors and your Organization

Return to the donor engagement list you brainstormed at the beginning of the session. Add any new ideas for donor engagement to the list. Are there things you would like to do, but haven't had the time/space?

Reflect on the list and circle:

The idea that feels the most urgent

The idea that feels the most doable

The idea that feels the most exciting

Recruiting Fundraising and Development Volunteers

- Leverage existing relationships and connections, also consider where you might have gaps
- Listen first, what are your contacts interested in? How might they use their passion to fundraise for your organization?
- Be clear about skills needed for fundraising with the organization
- As an organization, identify if there are any situations in which you may not accept a volunteer

Training

Key Training elements:

- Organizational mission, vision, values, core work, etc.
- Fundraising cycle (building relationships with potential donors is the most important thing – this includes thanking and reporting back)
- How to deal with difficult questions
- How to make an ask

Engaging and Thanking

- Fundraising volunteers are critical to an organization's success, and it is important to support them throughout their time with you
- Work closely with fundraising volunteers to build mutual learning
- Build strong and consistent expressions of gratitude based on fundraising volunteer's personal preferences

Reflection: Volunteers and Fundraising Development

Return to your donor engagement list and reflect on the 3 ideas you circled. Consider:

How might volunteers support those ideas?

How might volunteers support the different stages of the Fundraising Cycle for each of these ideas?

Which current volunteers might be able to grow into a fundraising role?

How might you recruit new fundraising volunteers to support these ideas?

Summary

- Fundraising volunteers can play many roles
- Fundraising is about building relationships
- Strong relationships with fundraising volunteers supports them and your fundraising team

References

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CAGP – <https://www.cagp-acpdp.org/>
Certified Fundraising Executive – <https://www.cfre.org/>