



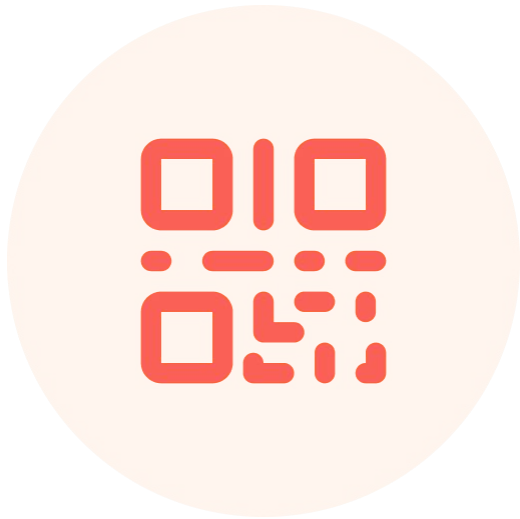
**TRANSFORM**  
— CONSULTING GROUP —

# Fundraising in 2022

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November 17, 2021

**slido**



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#780432**

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# Fundraising Fun



TRANSFORM  
— CONSULTING GROUP —

DAVE THE DEVELOPMENT DIRECTOR



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**“Now let’s talk about money. Do we have any? How much would we like? Does anyone know where we can get some?”**

# Our Why

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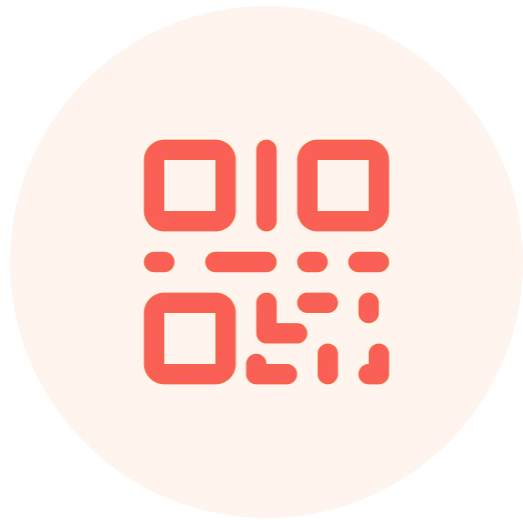


Dena Green



Amanda Schortgen

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**What's your fundraising "why?"**

① Start presenting to display the poll results on this slide.

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**What's your organization's "why?"**

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# Grow & Diversify Your Funding



# Grow & Diversify Your Funding



**90% of nonprofit organizations report that they have one source of funding and that one source accounts for 90% of their total funding.**



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**Which of the 5 buckets is your organization's top funding source?**

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# The Case for Diversifying

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Why grow these buckets?

- **Corporations** gave over \$20 billion to nonprofits in 2020. Giving by corporations is predicted to increase by 4.3% in 2021 and by 6.4% in 2022.
- About 20% of nonprofit income is derived from **grants** as of 2020.
- 38% of smaller nonprofits host 2-5 **events** every year, and 21% host more than 25 per year.

# The Case for Diversifying

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- 69% of all donations are made by **individuals**.
- Giving by American individuals and households is predicted to increase by 6% in 2021 and by 3.9% in 2022.

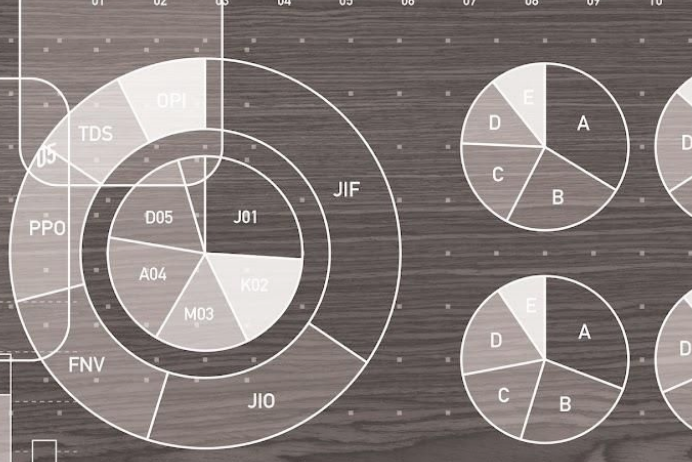
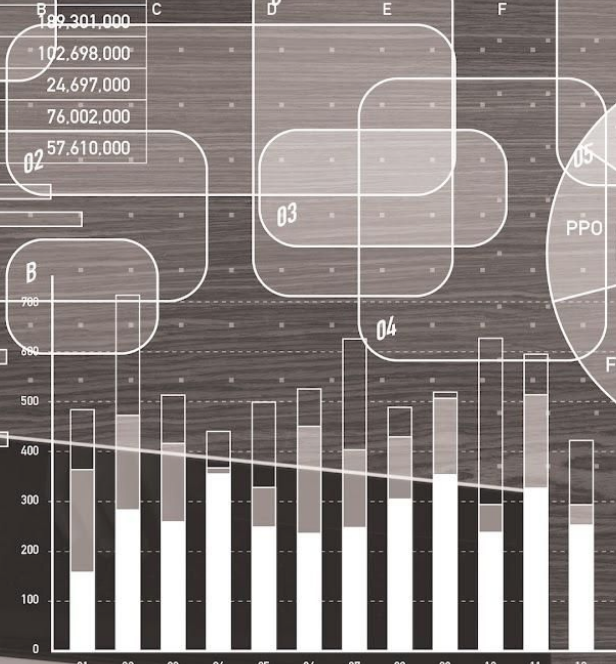
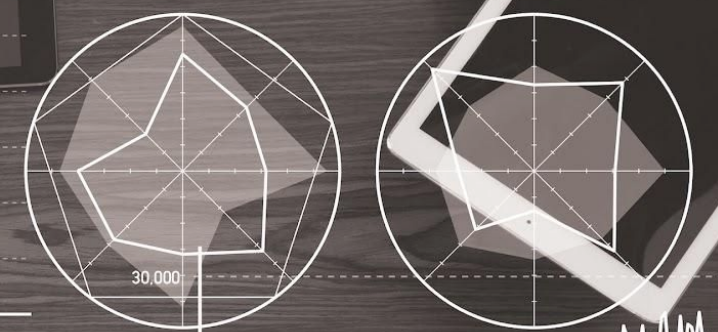
# Grow & Diversify Your Funding



1. Which funding bucket(s) does your organization currently have to advance your cause?
2. What funding bucket is your largest?
3. What funding bucket would you like to grow?



AIU	1,822	2,349,000
EJK	3,680	2,348,000
HPL	1,062	5,478,000
KEE	485	8,369,000
NAH	8,569	199,301,000
QOP	6,602	102,698,000
TIK	890	24,697,000
WIG	6,280	76,002,000
AHD	2,436	57,610,000



AIU	HJI	WWE	PLO	EER	QRT	OPY
1,822	20,369	890	6,350	10,985	665	6,800
(-35)	(+580)	(-20)	(-200)	(+580)	(-15)	(-115)
MBC	LJH	MJB	PON	NFR	UGH	OMJ
3,605	9,542	2,609	7,654	6,522	1,632	3,652
(+210)	(-128)	(+35)	(+169)	(+122)	(-54)	(+182)
YBV	OMN	MMJ	JIT	KLM	CCX	EMH
3,304	5,711	7,100	1,150	7,100	1,101	3,280
(-3)	(+56)	(-)	(-15)	(+)	(+1)	(-120)
MRR	WFF	HJM	QLC	LSD	SP4	GHS
3,320	712	134	2,022	631	6,287	12,630
(+120)	(+12)	(+5)	(-18)	(+40)	(-57)	(+330)

# Create 2022 Fundraising Plan

slido

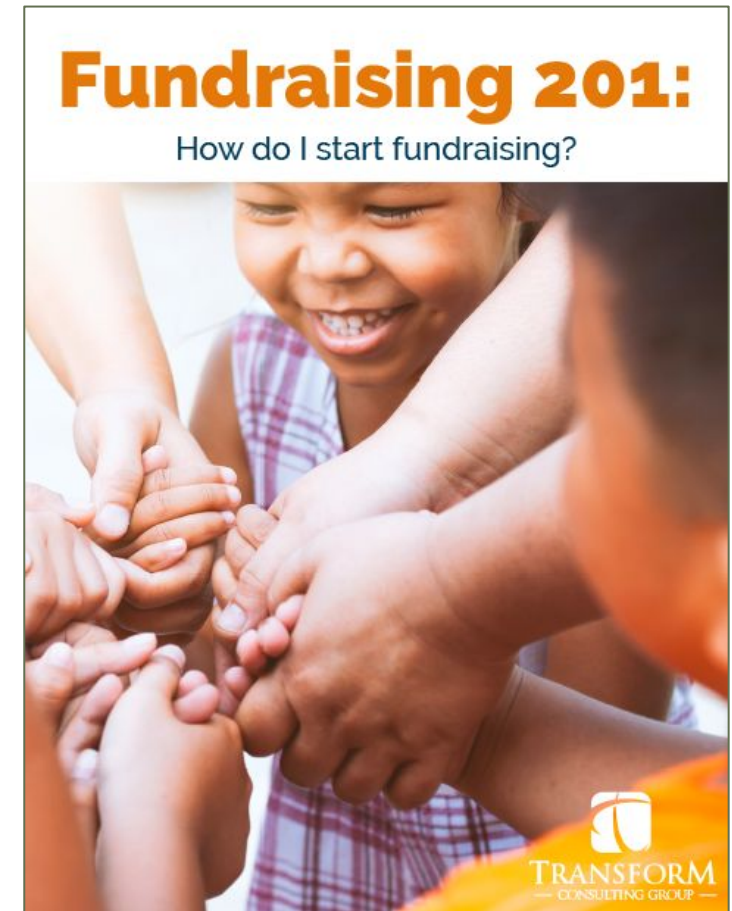


**Do you have a formal, written 2022 fundraising plan?**

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# Create Your 2022 Plan

1. Set your fundraising goal
2. Assess your current funding reality
3. Determine the funding sources to help reach your goals
4. Develop the fundraising plan
5. Execute the plan







# Implement Tools & Strategies

# Overview Fund Development Tools

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Tool 1: Funding Pyramid

Tool 2: Gift Pyramid/ Table

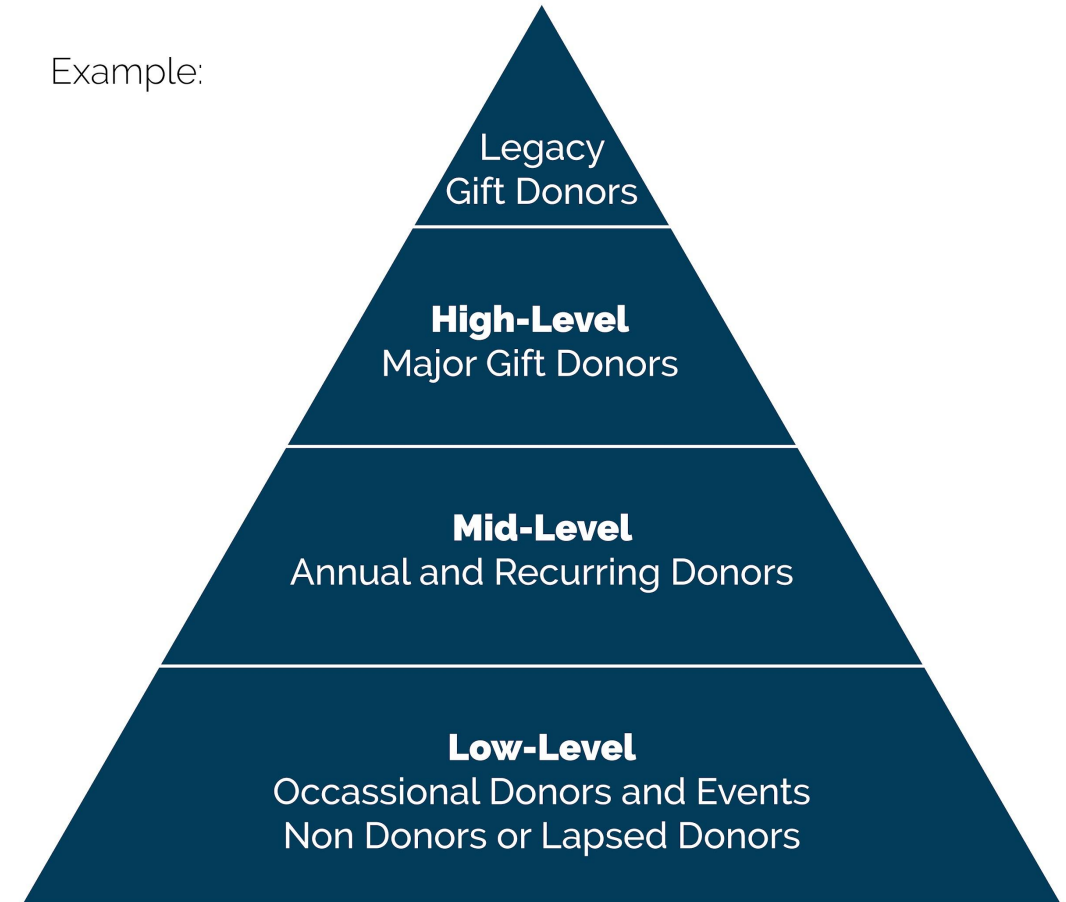
Tool 3: Gift Range Calculator/ Chart

Tool 4: Implementation or Execution Tools

# Tool 1: Funding Pyramid

- Fundraising pyramid is a visual that categorizes prospects by their engagement level.

Example:

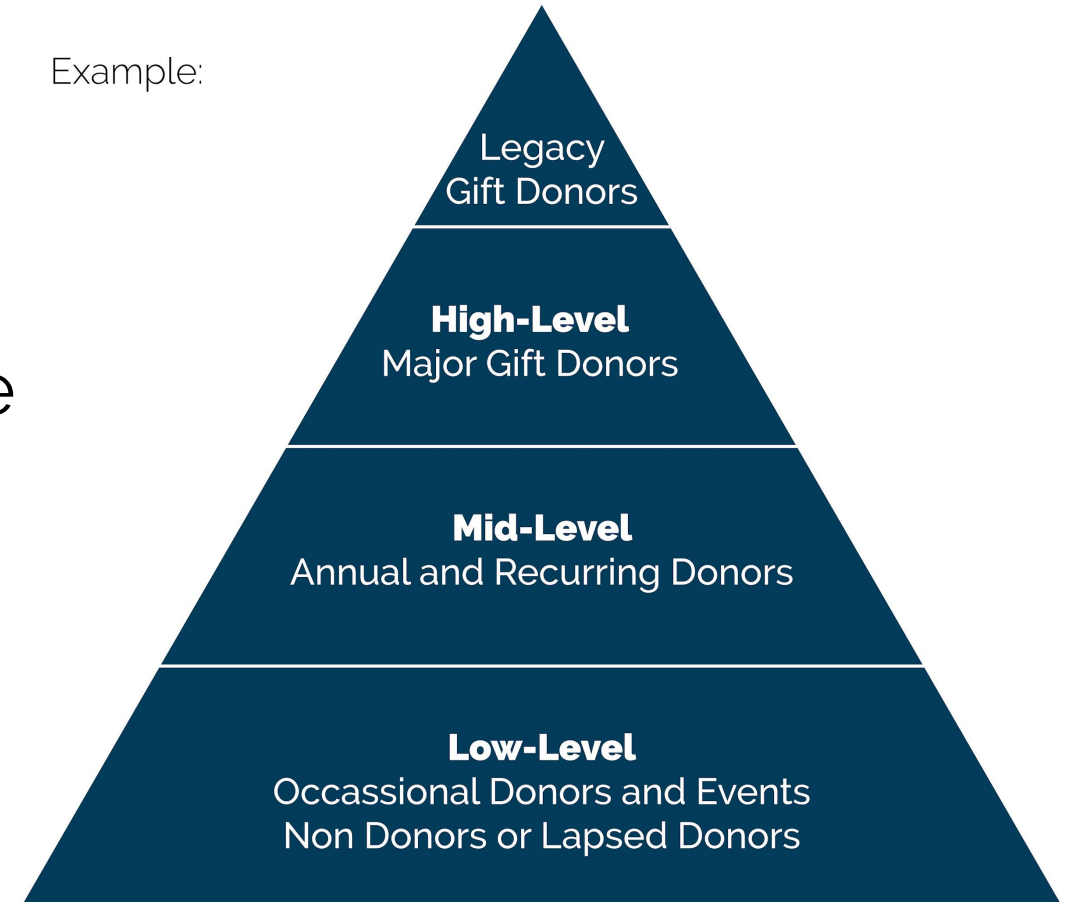




# Tool 1: Funding Pyramid

- Does your agency know what their donor pyramid looks like?
- Has your agency identified these types & levels of donors?
- Does your agency know who the donors are at these levels?

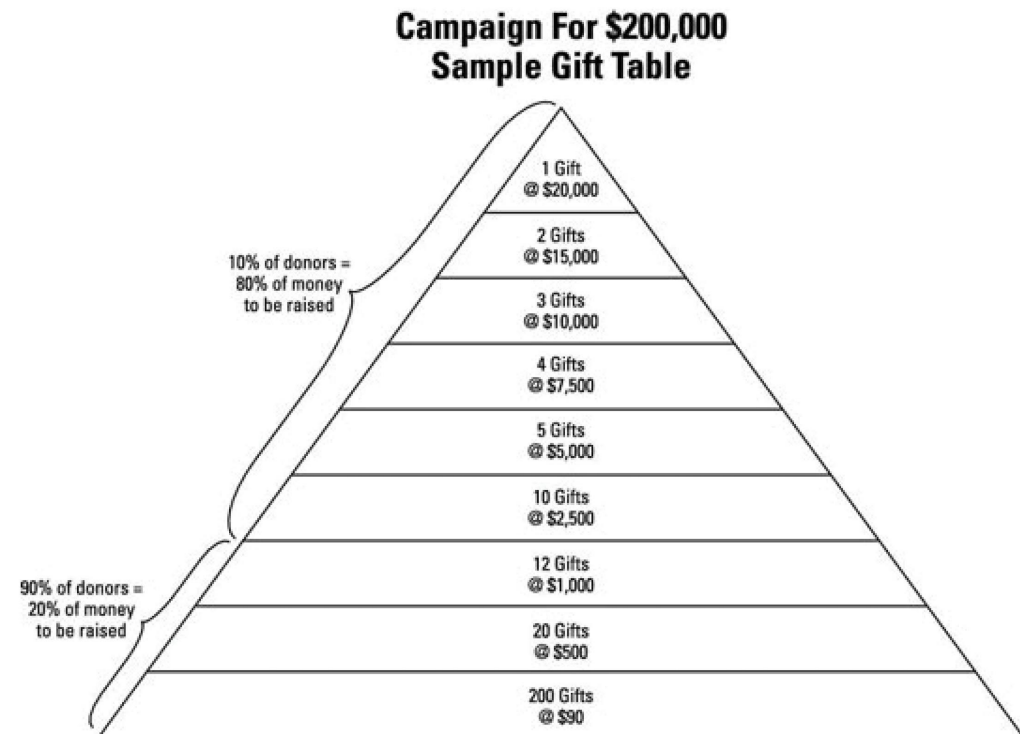
Example:





# Tool 2: Gift Pyramid/Table

**80% of of the funds raise  
come from the top 10-20%  
of your donor base**



From: How to Find Top Gifts for Your Nonprofit's Capital Campaign, Stan Hutton and Frances Phillips: <http://www.dummies.com/how-to/content/how-to-find-top-gifts-for-your-nonprofits-capital-.html>



# Tool 3: Gift Range Calculator

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**Goal 1:** Provides information about how many gifts and how many prospects you need at each giving level to reach your fundraising goal.

**Goal 2:** Provides understanding and context around the potential in reaching stated fundraising goal.



# Tool 3: Gift Range Calculator

		Target Amount			
			200000		
Gift Amount	No. of Gifts	No. of Prospects Required	Row Total	Cumulative Total	Cumulative Percentage(%)
50000	1	5	50000	50000	25
24000	1	5	24000	74000	37
20000	2	10	40000	114000	57
12000	2	10	24000	138000	69
8000	3	15	24000	162000	81
4000	4	20	16000	178000	89
2000	4	20	8000	186000	93
1600	5	25	8000	194000	97
800	5	25	4000	198000	99
200	10	50	2000	200000	100
	37	185		200000	

# Scenario

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## **SCENARIO**

XYZ nonprofit raise \$50,000 for scholarships  
by August 31st, 2022.



# Gift Pyramid Application

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# Gift Range Calculator Application



## Gift Range Calculator

		Target Amount <input type="text" value="50000"/>			
Gift Amount	No. of Gifts	No. of Prospects Required	Row Total	Cumulative Total	Cumulative Percentage(%)
<input type="text" value="12500"/>	<input type="text" value="1"/>	<input type="text" value="5"/>	<input type="text" value="12500"/>	<input type="text" value="12500"/>	<input type="text" value="25"/>
<input type="text" value="6000"/>	<input type="text" value="1"/>	<input type="text" value="5"/>	<input type="text" value="6000"/>	<input type="text" value="18500"/>	<input type="text" value="37"/>
<input type="text" value="5000"/>	<input type="text" value="2"/>	<input type="text" value="10"/>	<input type="text" value="10000"/>	<input type="text" value="28500"/>	<input type="text" value="57"/>
<input type="text" value="3000"/>	<input type="text" value="2"/>	<input type="text" value="10"/>	<input type="text" value="6000"/>	<input type="text" value="34500"/>	<input type="text" value="69"/>
<input type="text" value="2000"/>	<input type="text" value="3"/>	<input type="text" value="15"/>	<input type="text" value="6000"/>	<input type="text" value="40500"/>	<input type="text" value="81"/>
<input type="text" value="1000"/>	<input type="text" value="4"/>	<input type="text" value="20"/>	<input type="text" value="4000"/>	<input type="text" value="44500"/>	<input type="text" value="89"/>
<input type="text" value="500"/>	<input type="text" value="4"/>	<input type="text" value="20"/>	<input type="text" value="2000"/>	<input type="text" value="46500"/>	<input type="text" value="93"/>
<input type="text" value="400"/>	<input type="text" value="5"/>	<input type="text" value="25"/>	<input type="text" value="2000"/>	<input type="text" value="48500"/>	<input type="text" value="97"/>
<input type="text" value="200"/>	<input type="text" value="5"/>	<input type="text" value="25"/>	<input type="text" value="1000"/>	<input type="text" value="49500"/>	<input type="text" value="99"/>
<input type="text" value="50"/>	<input type="text" value="10"/>	<input type="text" value="50"/>	<input type="text" value="500"/>	<input type="text" value="50000"/>	<input type="text" value="100"/>
	<b>37</b>	<b>185</b>		<b>50000</b>	
					<input type="button" value="Reset"/> <input type="button" value="Clear"/>

Developed in consultation with Marc A. Pitman, Fundraising Coach



# Application

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- Identify donors at the different giving levels
- Define your current funding mix
- Identify a list of prospective donors
- Assess personnel & capacity
- Are you asking for enough gifts? Are you asking for the right amounts?

# Tool 4: Execution

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- Implementation Plan Template
- Project Management Software (ASANA)
- Donor Software
- Agency Meeting Plan & Accountability





# Who We Are

Transform Consulting Group (TCG) is a woman-owned, strategic, and data-driven consulting firm. We provide solutions that help our clients to build capacity, utilize data, and mobilize partnerships.

# Who We Help

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Government



Nonprofits



Education



Philanthropy

# Our Solutions

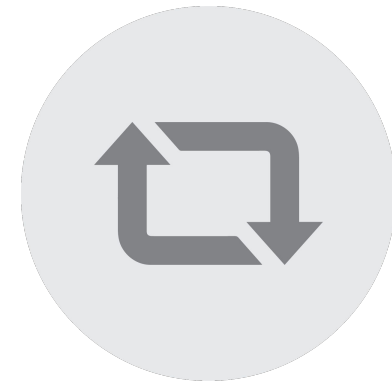
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Use  
Data



Build  
Capacity



Mobilize  
Partners



# What to do next?



**1**

Become a TCG Insider



**2**

Schedule a Consultation



**3**

View our Work

# Presenter Contacts

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**Contact us** with any questions or to talk further about how TCG may be a partner for your organization!

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