



Putting 'FUN' into your Fundraising

Troy Nuss





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Financial Advisor

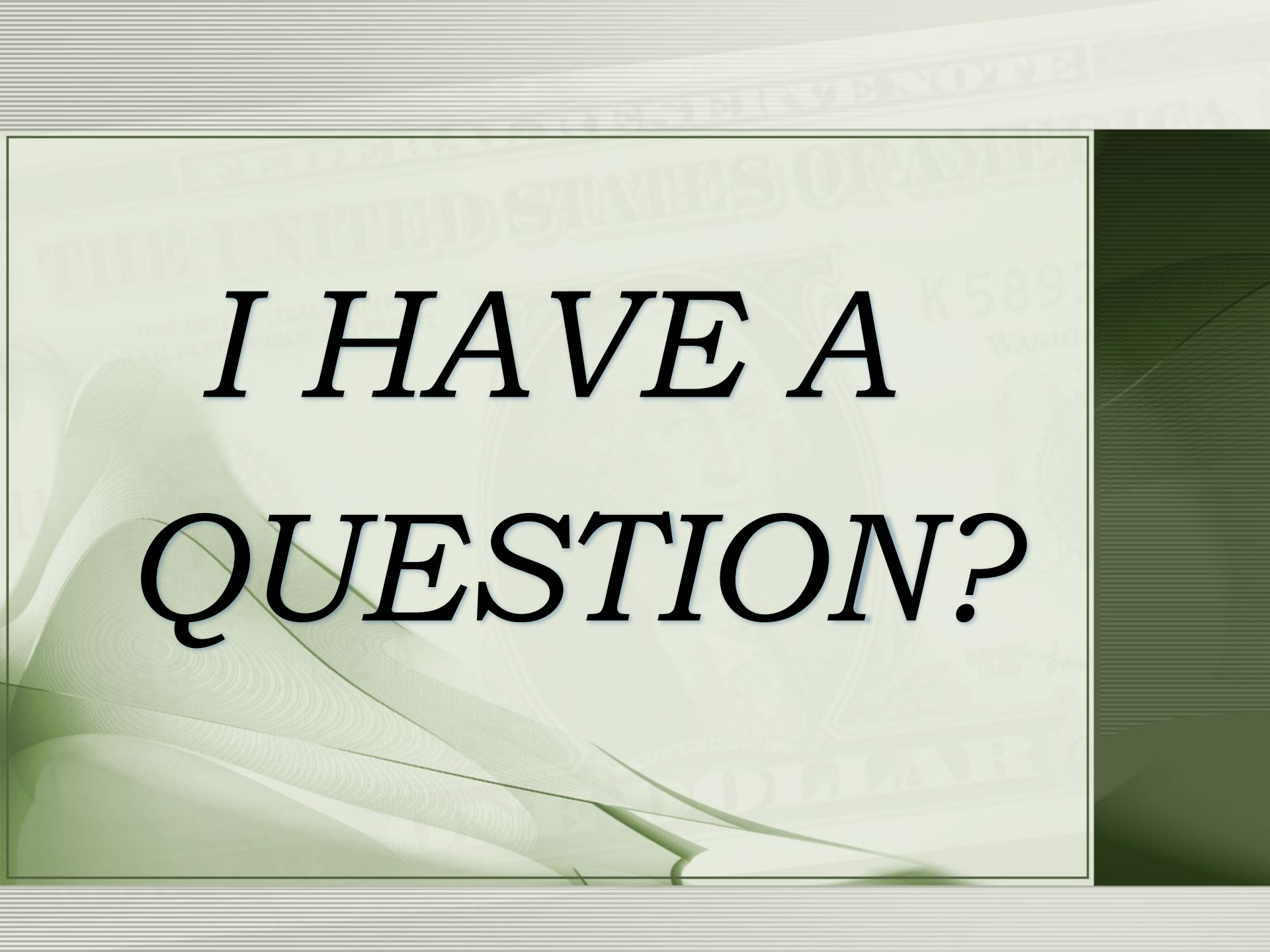
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Ethics



The background of the slide features a faint, high-resolution image of US currency, including a \$100 bill and a \$50 bill, with visible text like 'THE UNITED STATES OF AMERICA' and 'K 589'. A dark green vertical bar is positioned on the right side of the slide.

*I HAVE A
QUESTION?*

WHY?

WHY?

WHY?



WHY?

Why do you work for a nonprofit?

Why do you want to be a fundraiser?

Why do you belong to AFP?

Name:

Organization:

Years of experience:

Where did you go to college?

What did you want to be when you were 10 years old?

How did you get started in the nonprofit sector?

List three organizations that you made an annual gifts to last year?

Why did you NOT GIVE to an annual appeal that you received in mail?

What is the biggest donation you have received?

Have you asked your board president if they have put the organization in their Will?

Rank your level of expertise/
experience :

- * Annual Appeal
- * Major Gift
- * Planned Giving



What is your druthers:

- * Proposal Writing
- * Prospect Research
- * Meeting with Donors

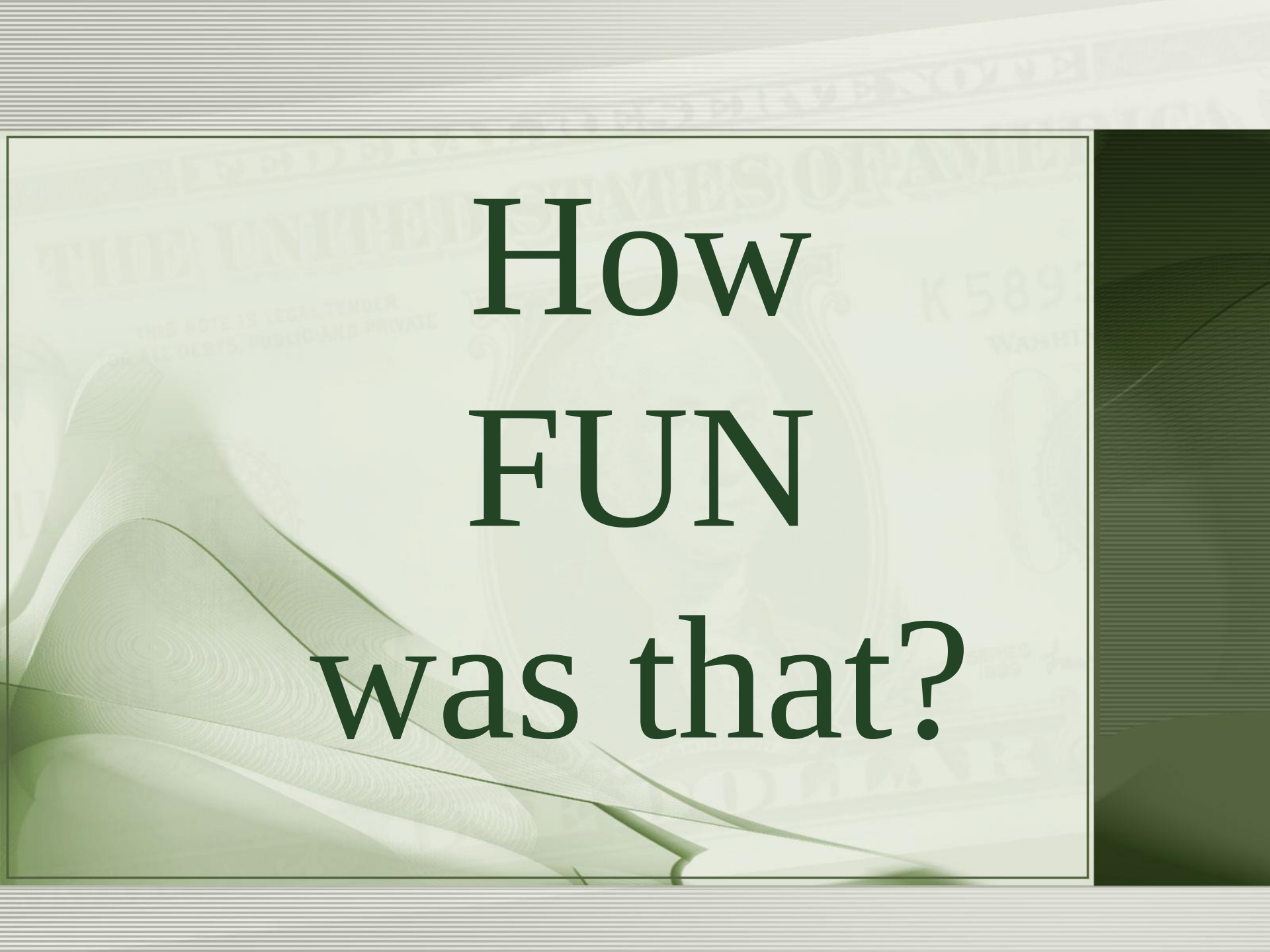
Let's Do
LUNCH

LUNCH GROUPS

1

2

3

The background of the slide features a close-up, slightly blurred image of US dollar bills. The bills are fanned out, showing various denominations and intricate security patterns. The colors are muted, with a greenish-grey tint. The text is overlaid on this background.

How
FUN
was that?



Where are you going to find your next job?



The background of the slide features a close-up, slightly blurred image of US dollar bills. The focus is on the texture of the paper and the repeating patterns of the currency. The bills are in shades of green and white. The text is overlaid on this background.

Fundraising Jeopardy

ANNUAL
APPEAL

MAJOR
GIFT

PLANNED
GIVING

ANSWER 1

ANSWER 1

ANSWER 1

ANSWER 2

ANSWER 2

ANSWER 2

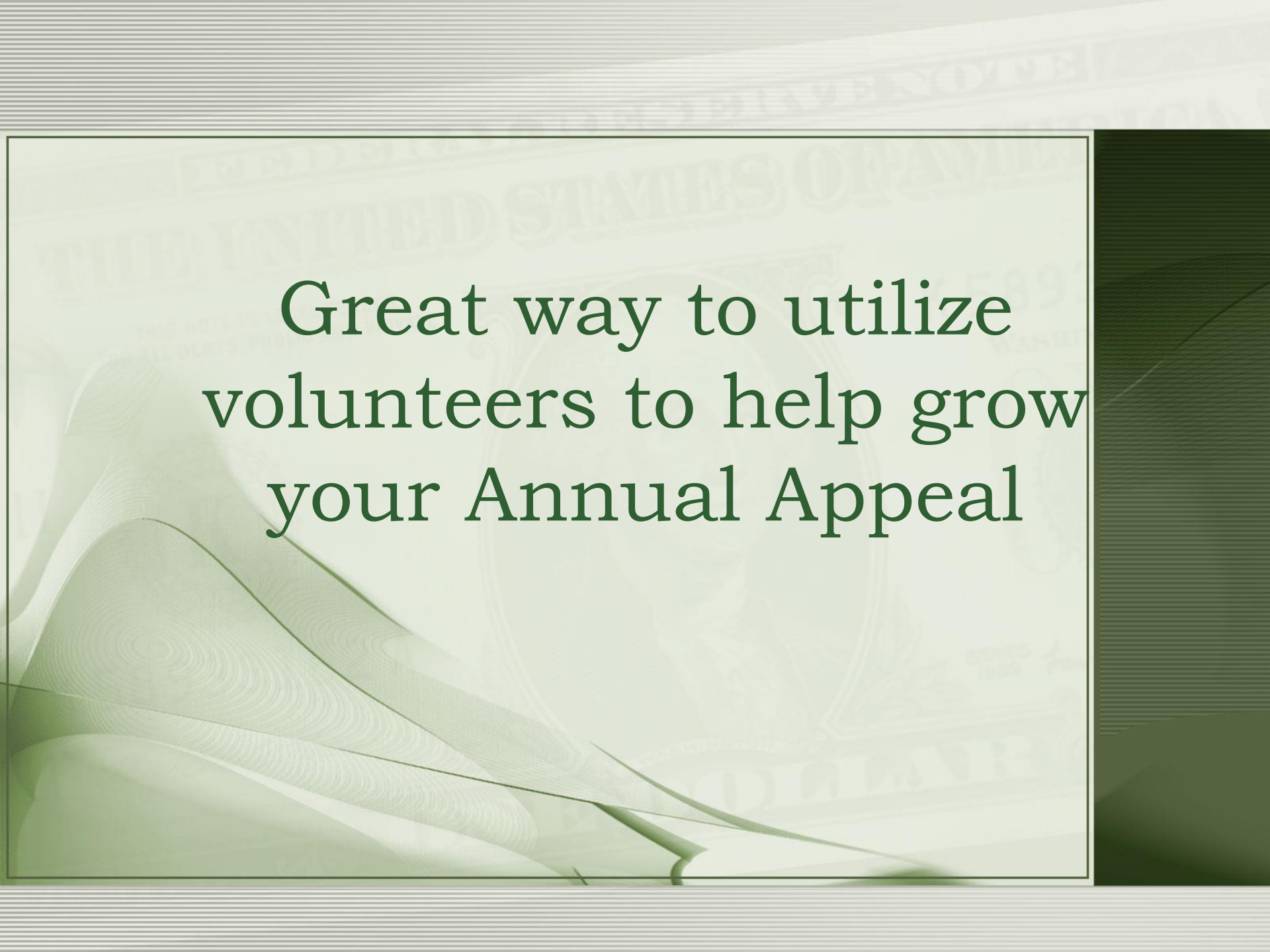


R.O.I.

What is Return On Investment?



**Advancing Ethical and Effective
Fundraising Worldwide**

The background of the slide features a close-up, slightly blurred image of US currency, showing the words "THE UNITED STATES OF AMERICA" and "ONE DOLLAR". A dark green vertical bar is positioned on the right side of the slide.

Great way to utilize
volunteers to help grow
your Annual Appeal

What is a phonathon?



**Advancing Ethical and Effective
Fundraising Worldwide**



The background of the slide features a close-up, slightly blurred image of US dollar bills. The bills are fanned out, showing various denominations and the portrait of George Washington. The text 'THE UNITED STATES OF AMERICA' and 'THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE' are visible on the bills. Overlaid on this background is the word 'LIABILITY' in a large, dark green, serif font, with each letter stacked vertically.

L
I
A

What is Linkage, Interest, and Ability?

Identifying Targeted Constituencies

Directions:

1. Fill in total number in each audience group below (donors and prospects).
2. Add audience groups as necessary; break out donors and prospects, if distinctive.
3. Add as many sub-groups as you feel appropriate.
4. Rank and rate each audience group by Linkage, Interest, and Ability on a scale of 1-5.
5. Total your ratings, and rank your top three groups as follows:

Audience Group	Total	Linkage*	Interest	Ability	Total Score
	Number (rate using scale of 1-5; low->high)				
Board members					
Staff/employees					
Affiliates (professors, physicians, artists)					
Alumni (graduates, patients)					
Volunteers					
Neighbors					
Friends					
Cause-interested					
Organization-loyal					
Others:					

#1 Highest Potential Audience _____

Those with strongest ties, have given on a regular basis, and have the greatest potential to give.

#2 Second Highest Audience _____

Those who have some linkage and who are thought to have the ability and interest in giving

#3 Third Highest Audience** _____

Those who will, over time, move to #1 or #2

* Linkage refers to the linkage to your organization.

** Continue process with the next highest audience, continuing down until no longer practical.

Henry A. Rosso, *Achieving Excellence in Fund Raising*
San Francisco: Jossey Bass Publishers, 1992. pp. 28-29

Excerpted from AFP CFRE Review Course
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The background of the slide is a faded, light green image of a US dollar bill. The words 'THE UNITED STATES OF AMERICA' and 'FIVE DOLLARS' are visible in a large, serif font. The portrait of George Washington is also faintly visible. Overlaid on this background is the text 'FIVE R'S' in a large, dark green, serif font. The text is centered horizontally and vertically. To the right of the main image area, there is a solid dark green vertical bar.

FIVE R'S

What is
the Right person asking
the Right person at
the Right time for
the Right amount for
the Right project?

AFP's READY REFERENCE SERIES

Asking for Major Gifts

STEPS TO A
SUCCESSFUL
SOLICITATION



The background of the slide is a close-up, slightly blurred image of a US dollar bill. The words 'THE UNITED STATES OF AMERICA' and 'ONE DOLLAR' are visible in a lighter green font. A portrait of George Washington is partially visible in the center. The word 'Bequests' is written in a large, dark green, serif font, centered on the bill. The right side of the slide is a solid dark green vertical bar.

Bequests

Advancing 2009

Ideas & Stra



Promises, Promises
 Does your orga

1 2 3

"I turned my passion for

Welcome, Troy!

Logout



Advancing Philanthropy -
 January/February 2011



Advancing Philanthropy -
 November/December 2010



Advancing Philanthropy -
 September/October 2010



Advancing Philanthropy -
 July/August 2010



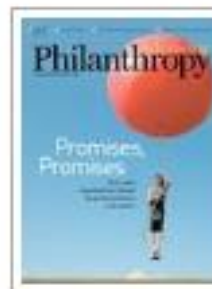
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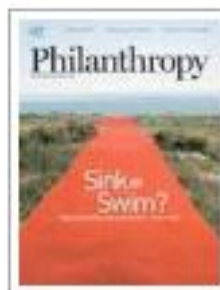
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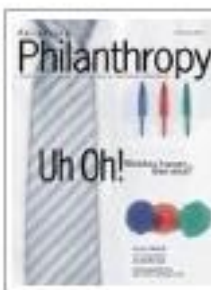
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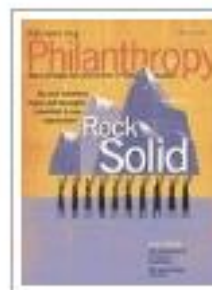
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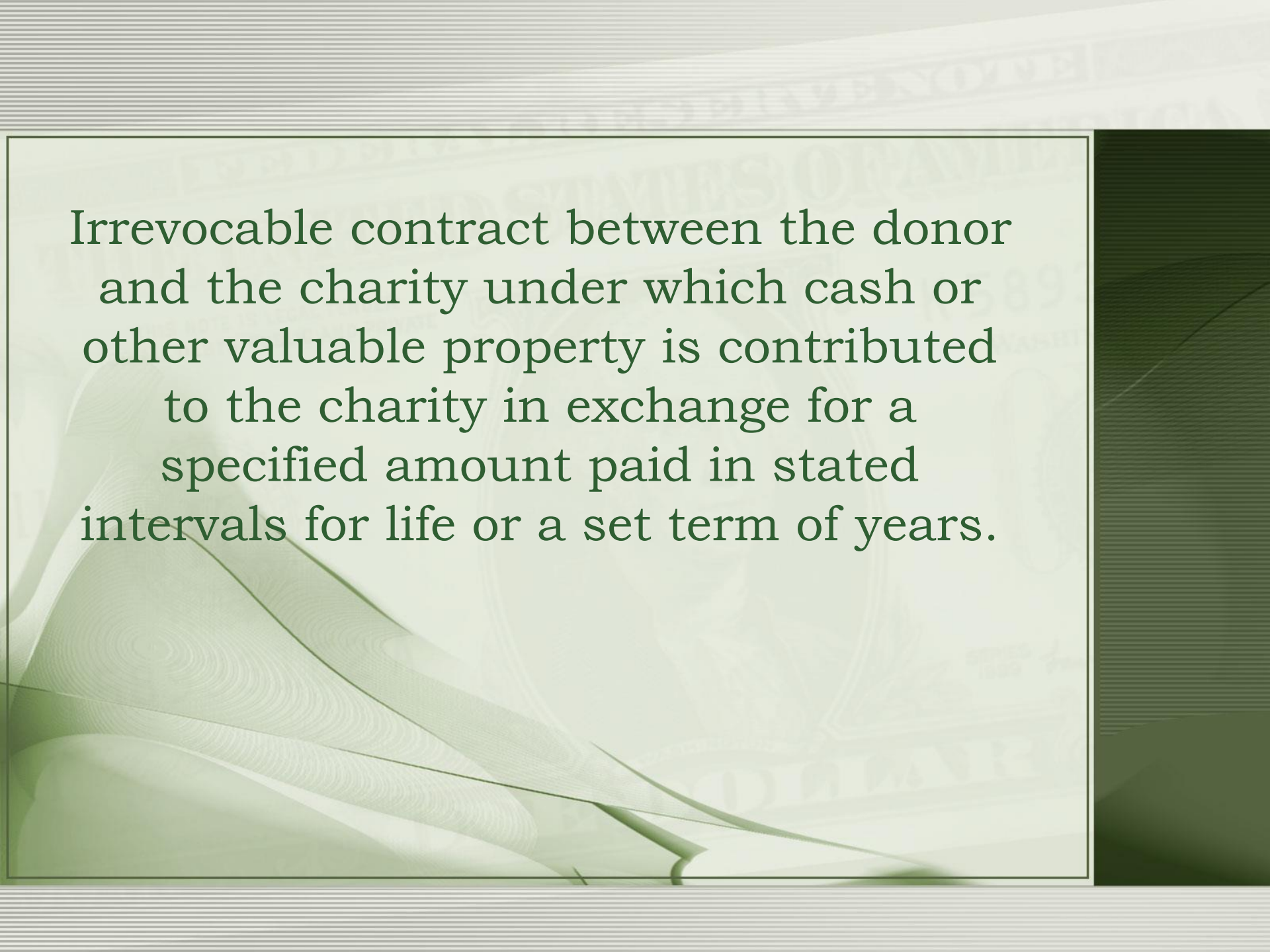


Advancing Philanthropy -
 March/April 2009

25 Who Makes Charitab
 of Frederick, Heidi; Han
 805 November/December
www.afpnet.org/Publications

Table Previous Re

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The background of the slide features a close-up, slightly blurred image of US dollar bills, showing the intricate patterns and colors of the currency. The bills are layered, creating a sense of depth and texture. The overall color palette is dominated by the greens and yellows of the money, with some darker areas where the bills overlap.

Irrevocable contract between the donor and the charity under which cash or other valuable property is contributed to the charity in exchange for a specified amount paid in stated intervals for life or a set term of years.

Pyramid of giving



Final Jeopardy

The image is a title card for the game show 'Jeopardy!'. The words 'Final Jeopardy' are written in a large, 3D, yellow-to-orange gradient font, slanted upwards from left to right. The background is a close-up, slightly blurred image of a US dollar bill, showing the words 'THE UNITED STATES OF AMERICA' and 'ONE DOLLAR'. The right side of the image is a solid dark green vertical bar.

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Chair Appointees

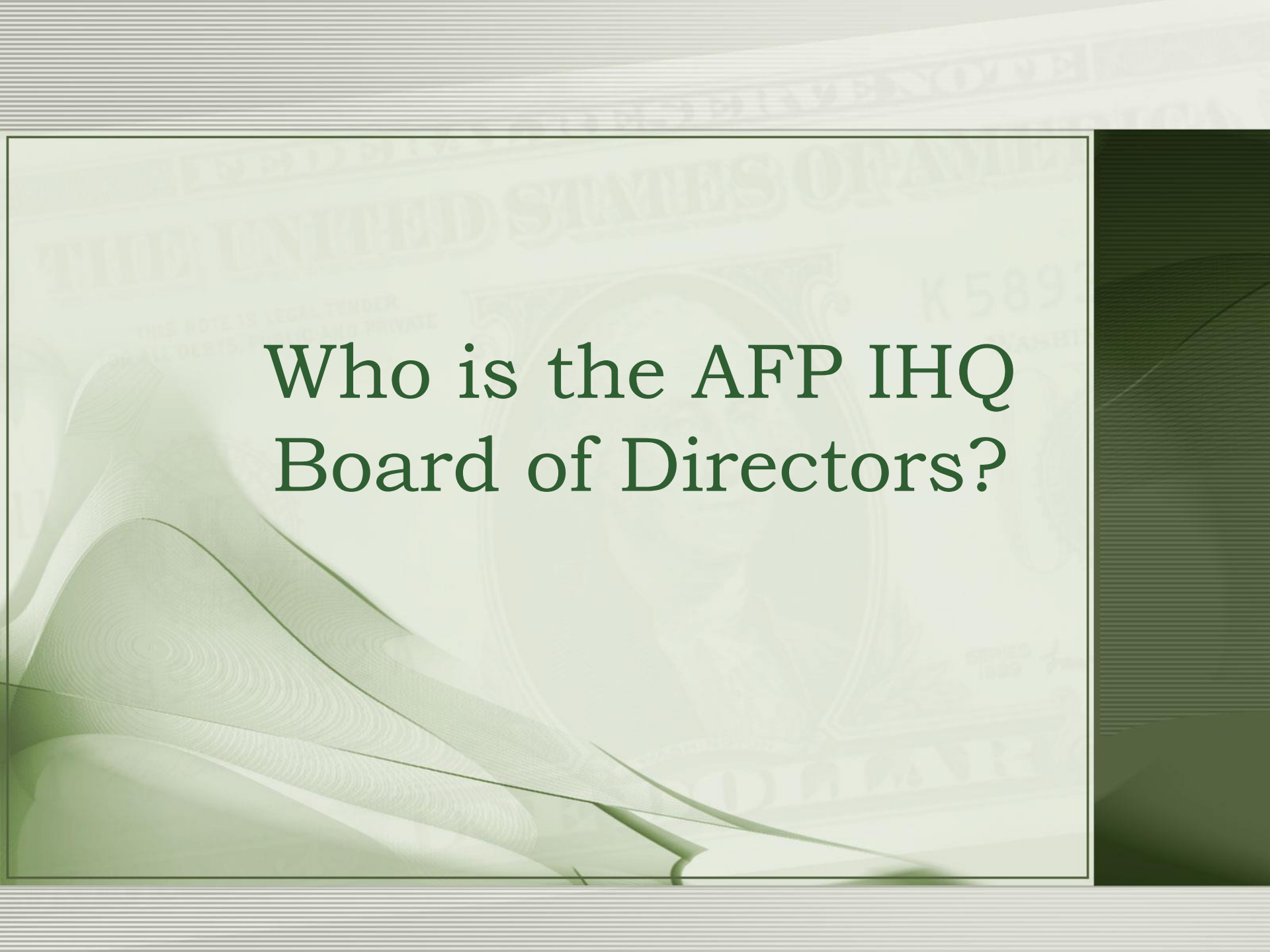
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Who is the AFP IHQ
Board of Directors?



Thank you!!
Troy Nuss
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