ANNA WILCOX
Director of Learning & Development
fund-raising

/ˈfən(d)rāziNG/

noun
1. the seeking of financial support for a charity, cause, or other enterprise.
"a new development director in charge of fundraising"

adjective
1. seeking to generate financial support for a charity, cause, or other enterprise.
"a fundraising campaign"

Inviting people to be a part of something worthwhile, something bigger than they are, something meaningful that changes and impacts lives!
4 Key Elements for Fundraising Success
RELATIONSHIPS
SEGMENTING OUR AUDIENCE

Potential based on Donors

8
SEGMENTING OUR AUDIENCE

Actual donations

2
SEGMENITNG OUR AUDIENCE

HISTORY OF GIVING
- Giving Day
- Retirement
- Current or New
- Social Media
- Check
- Death
- Random
- Major Gift
- Event Auction
- Cash
- Mail

REASON FOR GIVING (TIMING?)
- Annual Campaign
- Event Table
- Digital
- Past
- Personal Connection
- Familial Status

LEVEL OF GIVING
- Future
- Online
- Age

CHANNEL OF GIVING (TYPE?)
- Event Auction
- Event Ticket

RELATIONSHIP, COMMUNICATION PREFERENCES, AGE, GENDER...
TRACKING OUR AUDIENCE

HOW ARE WE MANAGING OUR AUDIENCE?

Customer Relationship Management System  Donor Management System or Software
Donor Tracking System  Donor Database Software
Benefits of using a Donor Tracking System

- Donor Profiles
- Dashboards
- Marketing
- Manage Communications
- Automation
- Integration
- Dashboards
- Reporting

Donor Management Software
COMMUNICATIONS
IDENTIFY OUR CHANNELS
WHICH CHANNEL TO USE
SHOW ME THE MONEY!!!
WITHOUT A CALL TO ACTION...
YOU HAVE WASTED YOUR CONNECTION
CALL TO ACTION

DONATE!

SHARE!

JOIN THE FIGHT!

CLICK HERE!
4 Key Elements for Fundraising Success
Fundamentals of Fundraising I

Q & A
JOIN ME AGAIN!!
Thursday @ 10 am

Annual Fund Campaigns
Giving Day Campaigns
# WYOGIVES TRAINING

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td><strong>February</strong></td>
<td><strong>Weds, 22&lt;sup&gt;nd&lt;/sup&gt; 11 – 12 p.m.</strong> – WyoGives – Is it the Right Campaign for our Organization?</td>
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<td><strong>March</strong></td>
<td><strong>Weds, 15&lt;sup&gt;th&lt;/sup&gt; 11 a.m. – 12 p.m.</strong> WyoGives Platform Basic Bootcamp</td>
<td><strong>Weds, March 29&lt;sup&gt;th&lt;/sup&gt; 11 a.m. – 12 p.m.</strong> Securing Matches &amp; Peer-to-Peer Fundraisers</td>
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<tr>
<td><strong>April</strong></td>
<td><strong>Tuesday, 5&lt;sup&gt;th&lt;/sup&gt; 11 a.m. – 12:30 p.m.</strong> Using Social Media to Steer Traffic to your WyoGives Campaign</td>
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<tr>
<td><strong>May</strong></td>
<td><strong>Tuesday, 9&lt;sup&gt;th&lt;/sup&gt; 10 a.m. – 11 a.m.</strong> – Donor Stewardship</td>
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*Wyoming Nonprofit Network*
Thank you!

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