

How do you see your self when you look in the fundraising mirror?



Over 390 Billion of Dollars is donated to social benefit organizations in a year, how does your organization get your share? Join this facilitated learning session and panel discussion to grow into your fundraising needs.

OVER 390 BILLION OF DOLLARS

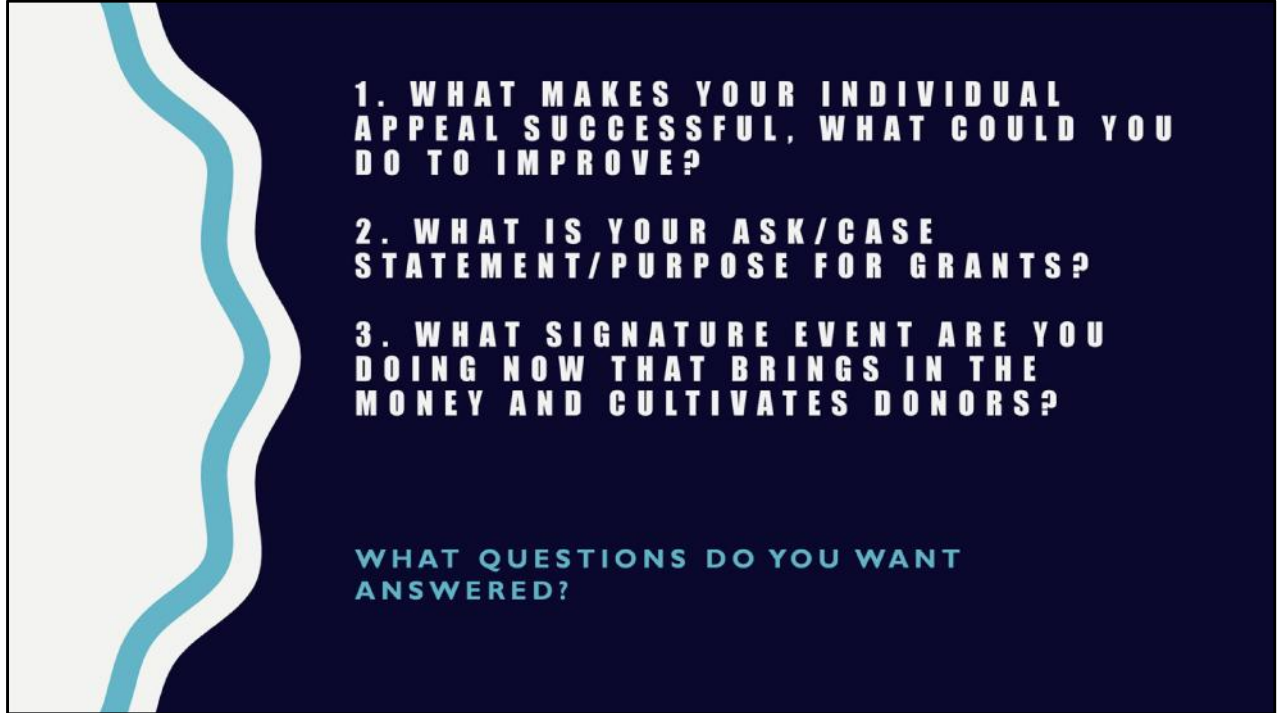
2016 GIVING USA

- Giving by individuals totaled an estimated \$281.86 billion, rising 3.9 percent (2.6 percent adjusted for inflation) in 2016.
- Giving by foundations increased 3.5 percent (2.2 percent adjusted for inflation) to an estimated \$59.28 billion in 2016. Data on foundation giving are provided by Foundation Center.
- Giving by bequest totaled an estimated \$30.36 billion in 2016, declining 9.0 percent (10.1 percent adjusted for inflation) from 2015.
- Giving by corporations is estimated to have increased by 3.5 percent (2.3 percent adjusted for inflation) in 2016, totaling \$18.55 billion.

<https://givingusa.org/giving-usa-2017-total-charitable-donations-rise-to-new-high-of-390-05-billion/>

Also check out:

<http://generosityforlife.org/generosity-data/data-tools/generosity-map/>



Panelist:

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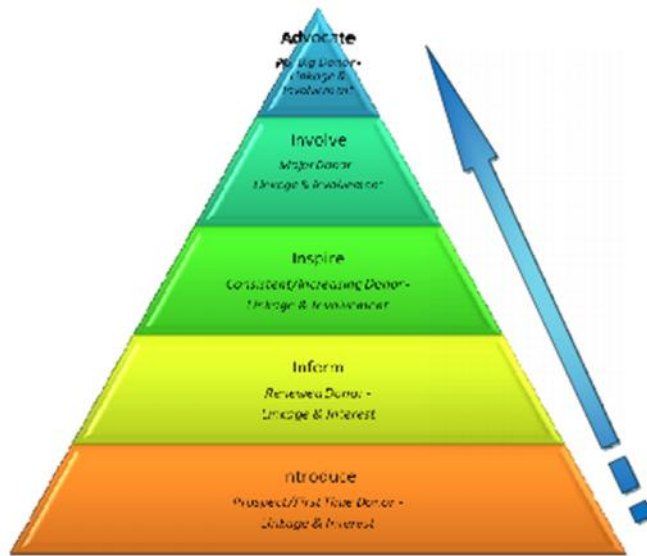
Facilitator:

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PEOPLE DON'T GIVE TO NEEDS

PEOPLE GIVE TO PEOPLE

Figure 4. Donor Relationship Development Process



*PG means Planned Gift Donor

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RELATIONSHIPS ALIGNMENT

1% Rule

Advocate=Passion

Involve= Linkage,
Interest, & Advocacy

Inspire=Interest

Inform=Linkage and
Interest

Introduce= Linkage &
Interest

Creating a group of volunteers that have a passion for your mission. Building a relationship and culture of the board is pertinent to our success

PHILANTHROPIC MEANING THAT MATTERS- 3 PILLARS

- \$ Giving of Money \$
- Time volunteered (\$23 hr; \$225-275 Billion)
- Advocacy



Resources for those to utilize to assist organizations to meet their goals