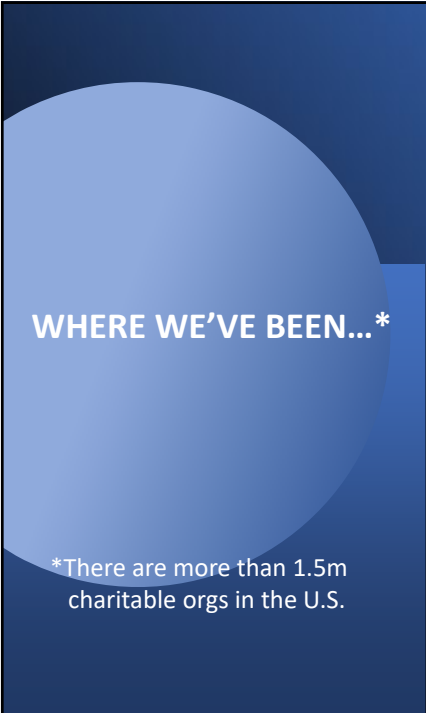


venture1:9
April / May 2021

Fundraising:
Where It's Been, Where It's
Going & Where **We** Need to Be

1

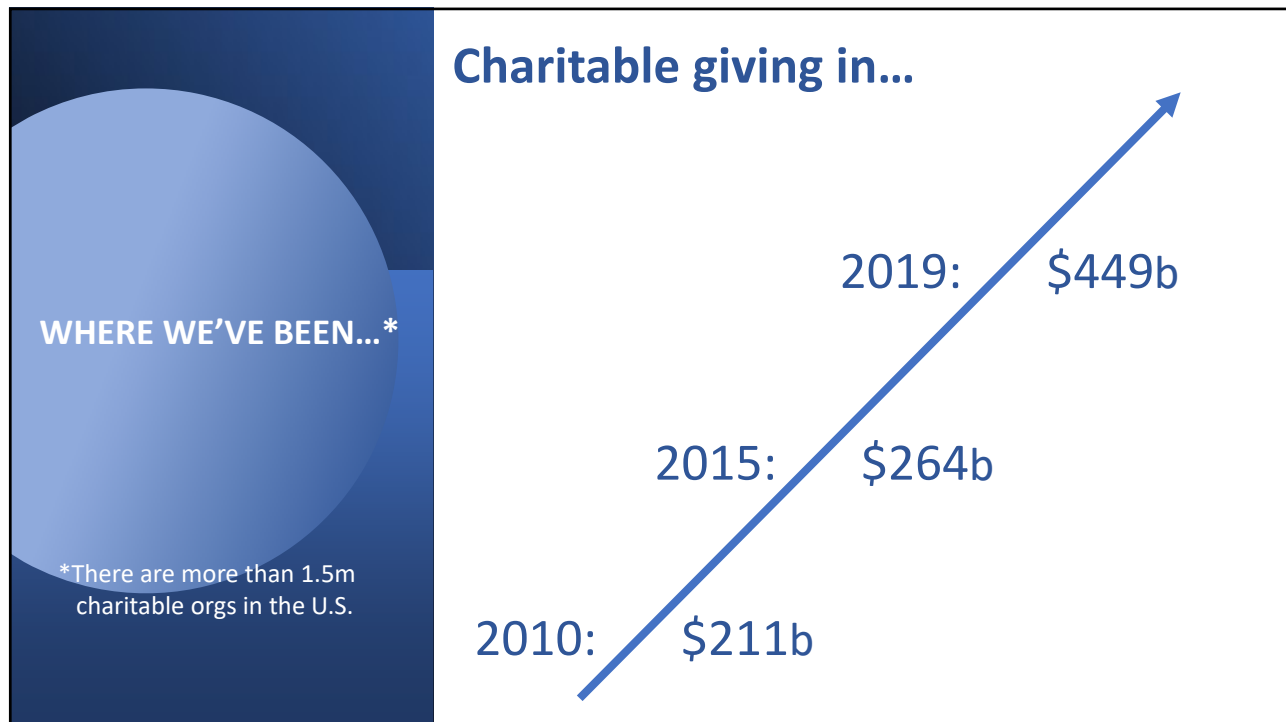


WHERE WE'VE BEEN...*

*There are more than 1.5m charitable orgs in the U.S.

- Americans gave \$449.64 billion in 2019, up 5.1% from 2018.
- The largest source of charitable giving came from individuals, nearly 70% of total giving.
- Other notable sources were foundations (17%), bequests (10%), corporations (5%).
- The majority of charitable dollars went to religion (29%) with 12% to human services.
- Giving in 2019 increased in nearly every sector.

2



3



Matures: 1945 or earlier (26%)

Boomers: 1946 – 1964 (43%)

Gen X: 1965 – 1976 (20%)

Millennials: 1977 – 1995 (11%)

Gen Z: 1996 – 2010 (30% have given)

Gen Alpha: 2010 and later, ???

4

WHERE WE'VE BEEN...*

*There are more than 1.5m charitable orgs in the U.S.

But 2020...? [ECFA]

Polled 1,289 Christ-centered nonprofits & churches –
From the 730 nonprofits...

- 75% said 2020 cash income was the same or higher than 2019.
- 57% said that “other income” was the same or higher than 2019.
- 71% said cash reserves remained largely untouched but may need to be used in 2021.
- Depended on cause and model.

5

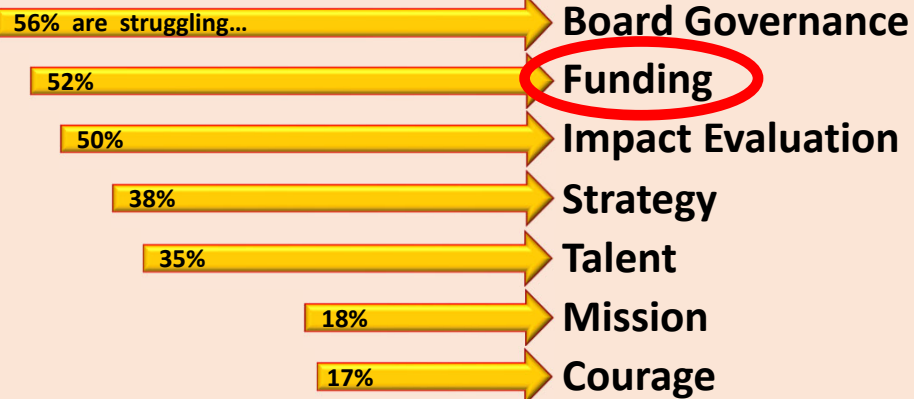
STANFORD SURVEY ON LEADERSHIP AND MANAGEMENT IN THE NONPROFIT SECTOR

- Connected w/ GuideStar, BoardSource & others
- Detailed responses from 3,000 Stakeholders – executives, staff, board members, donors, etc.
- In prep for: *Engine of Impact: Essentials of Strategic Leadership in the Nonprofit Sector* (Meehan, Starkey)
- 7 Elements of Strategic Leadership...

6

STANFORD SURVEY ON LEADERSHIP AND MANAGEMENT IN THE NONPROFIT SECTOR

7 Elements of Strategic Leadership:



7



8

Where we need to be...

Funding:

- ☐ We need to be **responsive**.

9

“Treat all donors as **major** donors.”

Gabe Cooper
Responsive Fundraising



10



How do you treat major donors?

Why do you treat major donors that way?


How can you take those principles & practices & apply them to **all** donors, logistically?

“Treat all donors as **major** donors.”

11

“Treat all donors as **major** donors.”

- Moral obligation (bring them in closer)
- People expect personal communication
- Lean in, **listen**, respond in real time
- Emails, texts, mail, phone, etc.
- Use modern tools
- **Personal & genuine** – honor!



12

“Treat all donors as
major donors.”

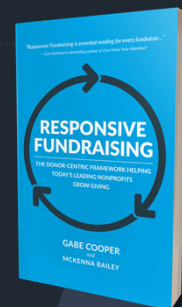
“Just as Netflix users cannot be treated the same simply because they use Netflix, your **donors** cannot be treated the same simply because they care about your cause.”



13

10 Principles of Responsive Nonprofits

1. Build relationships with **all** donors.
2. Embrace innovation, experimentation & **failure**.
3. Earn **trust**.
4. Understand generosity is **social & individual**.
5. Create good by breaking down **silos**.
6. Continuously **adapt** to new behaviors.
7. Say **thank you**, a lot.
8. Value **motivational insights** over behavioral ones.
9. Believe generosity is **not** transactional.
10. Understand that amount doesn't (always) reflect **passion**.



Email for a free copy: Responsive@Virtuous.org

14

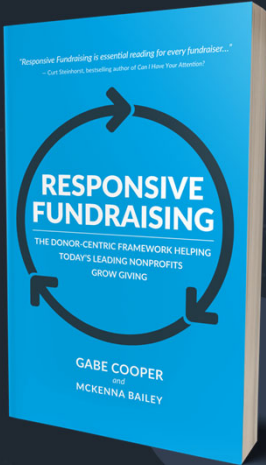
Where we need to be...

Funding:

- We need to be **responsive**.
- We need to implement **journey mapping**.

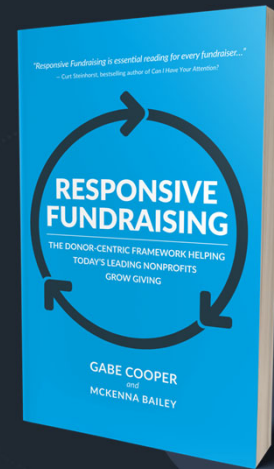
15

“The focus on who can give your organization the most money, or who has given most often, **completely misses out** on who has the most growth opportunity with your nonprofit.”



16

“When a nonprofit takes the time to **map the donor journey**, craft personalized messaging and engage at the right time with each person, they signal to their people that they are a critical part of the organization.”



17

Journey Mapping – Start General

- **The Disconnected Donor**
Doesn't respond to digital (in-person, direct mail, calls, etc.)
- **The Tech Savvy Donor**
Very comfortable on digital (email, social, mobile, etc.)
- **The Hybrid Donor**
Somewhere in between (different at different times)

18

Journey Mapping – Or Start w/ Programs

- Divide your entire work up into your **programs**.
- As a giver, what program is **“Jonathan”** supporting?
- What should **“Jonathan”** hear next? How should he hear it? What’s the next right step for Jonathan?

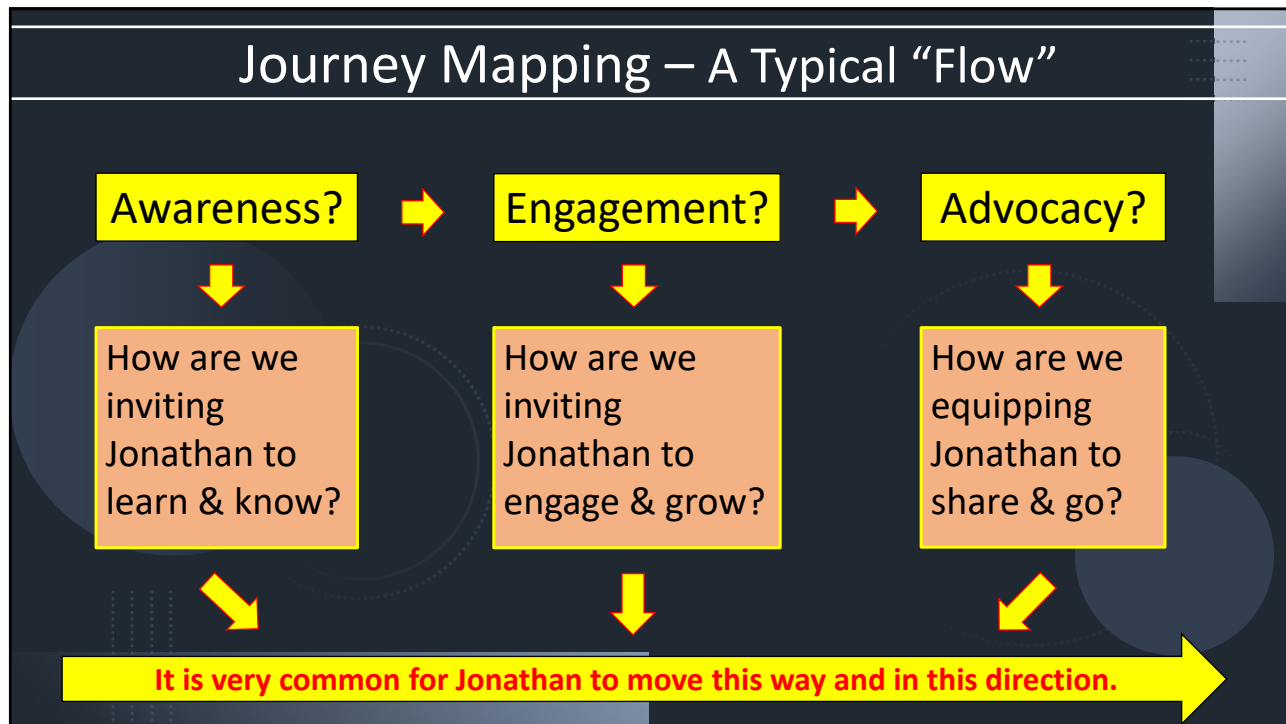
19

Journey Mapping – Discover Why

Observe your people. Be genuinely **curious**. Get intentional.

- Discover **why** Jonathan gives money.
- Discover **why** Jonathan gives time.
- Discover **why** Jonathan responds to certain communications.
- Discover **why** Jonathan is engaging in a certain way.
- Discover **why** (overall) Jonathan is connected.

20



21

CCV wants me to grow!

- BAPTISM
- WORSHIP
- CONNECT
- SERVE
- GIVE
- SHARE
- COACH

22

How would **you** feel if
you were this person?



23

Journey Mapping – 2 Resources

[www.virtuous.org/resources/
workbook/content-mapping-spreadsheet/](http://www.virtuous.org/resources/workbook/content-mapping-spreadsheet/)

[www.virtuous.org/blog/
donor-journey-map-improves-responsive-fundraising/](http://www.virtuous.org/blog/donor-journey-map-improves-responsive-fundraising/)

24

Where we need to be...

Funding:

- We need to be **responsive**.
- We need to implement **journey mapping**.
- We need to better understand the power of **social networks**.

25

People are spending **LESS** time researching nonprofits!

- Only 35% of givers ever do research.
- 75% of those spend less than 2 hours.
- 63% research only to confirm your org is not a fraud.

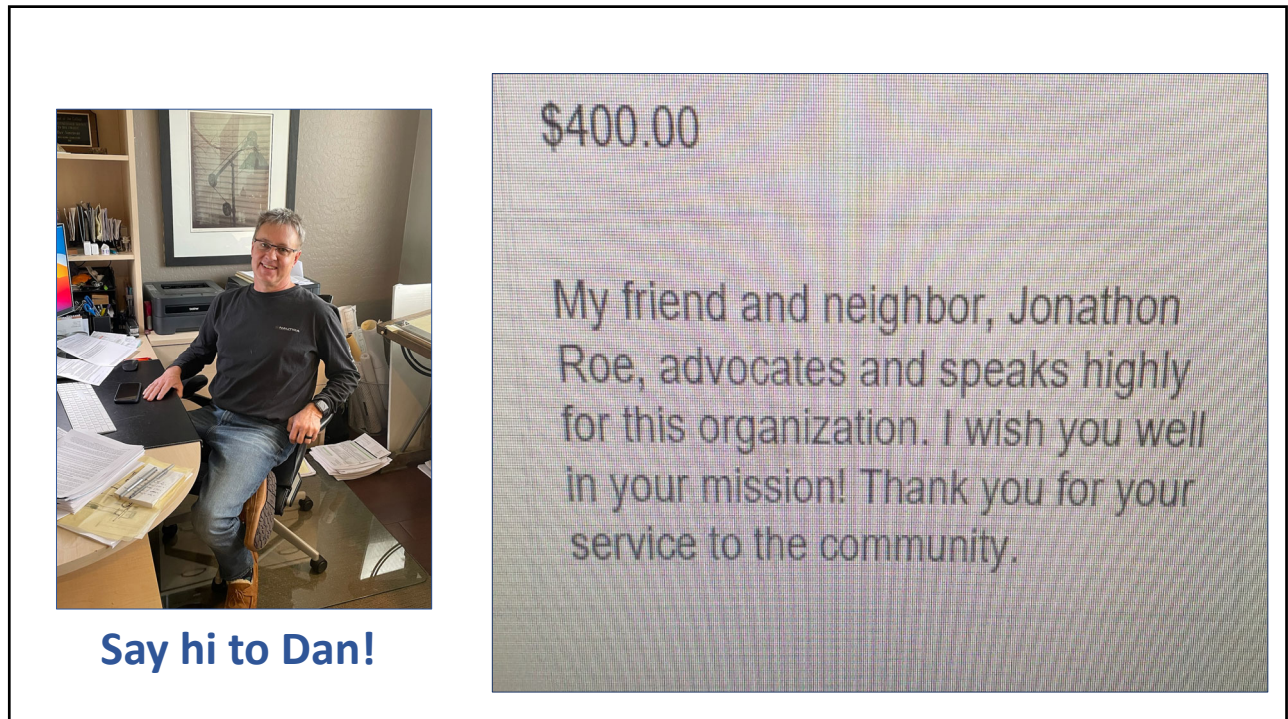
Why...?



26



27



Say hi to Dan!

28

What does this mean and what should **we** do?

- Your people – *not you!* – are the primary means of communicating your mission, vision, and cause.
- How are we equipping “Jonathan” to **share** and go?
- What would **your people** say about you right now?



29

What does this mean and what should **we** do?

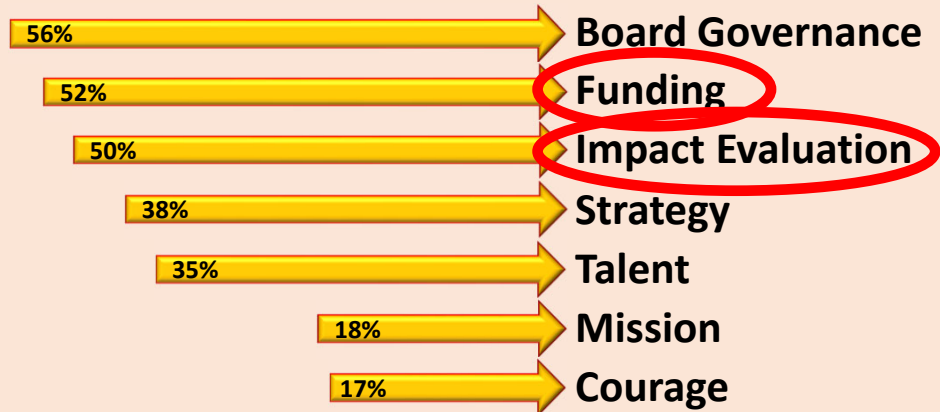
- What would **your community** say about you right now?
- Get intentional. Identify current advocates and **pour** gasoline on the fire. How?
- What’s the role of **P2P** fundraising?



30

STANFORD SURVEY ON LEADERSHIP AND MANAGEMENT IN THE NONPROFIT SECTOR

7 Elements of Strategic Leadership:



31

What exactly is
Impact Evaluation



32

What exactly is Impact Evaluation

- The ability of an organization to understand what it's supposed to **accomplish** coupled with the ability to determine, if what it's supposed to **accomplish**, is actually getting **accomplished**.

33

What exactly is Impact Evaluation

- What has God called you to do (accomplish), and **are you doing it?**
- What are you trying to get done, and **are you getting it done?**
- If you were no longer in existence, who would notice and **who would care?**
- In the absence of your outputs, how **would your community suffer?**

34

So, what is the breakdown...

- We're not **crystal clear** on what we're supposed to accomplish, making it virtually **impossible** to determine our impact.

35

Where we need to be...

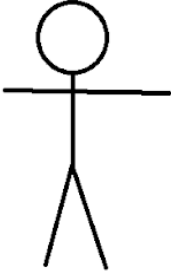
Impact Evaluation:

- We need to know what we're supposed to **accomplish**.
- We need to communicate what we're accomplishing in **real time**.

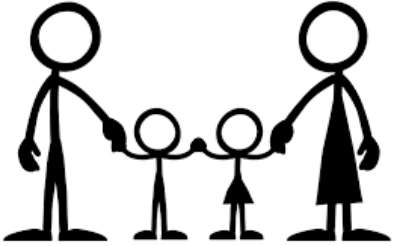

36

What is your hope?
What are you trying to accomplish?
What is the end picture?
What do their new lives look like?

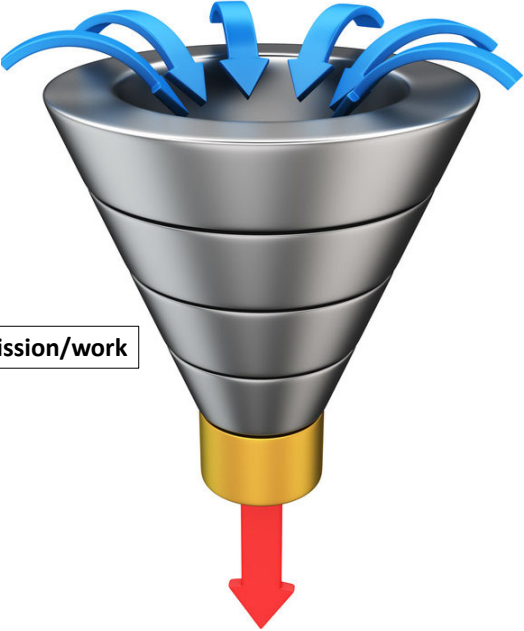
Tom



Tammy

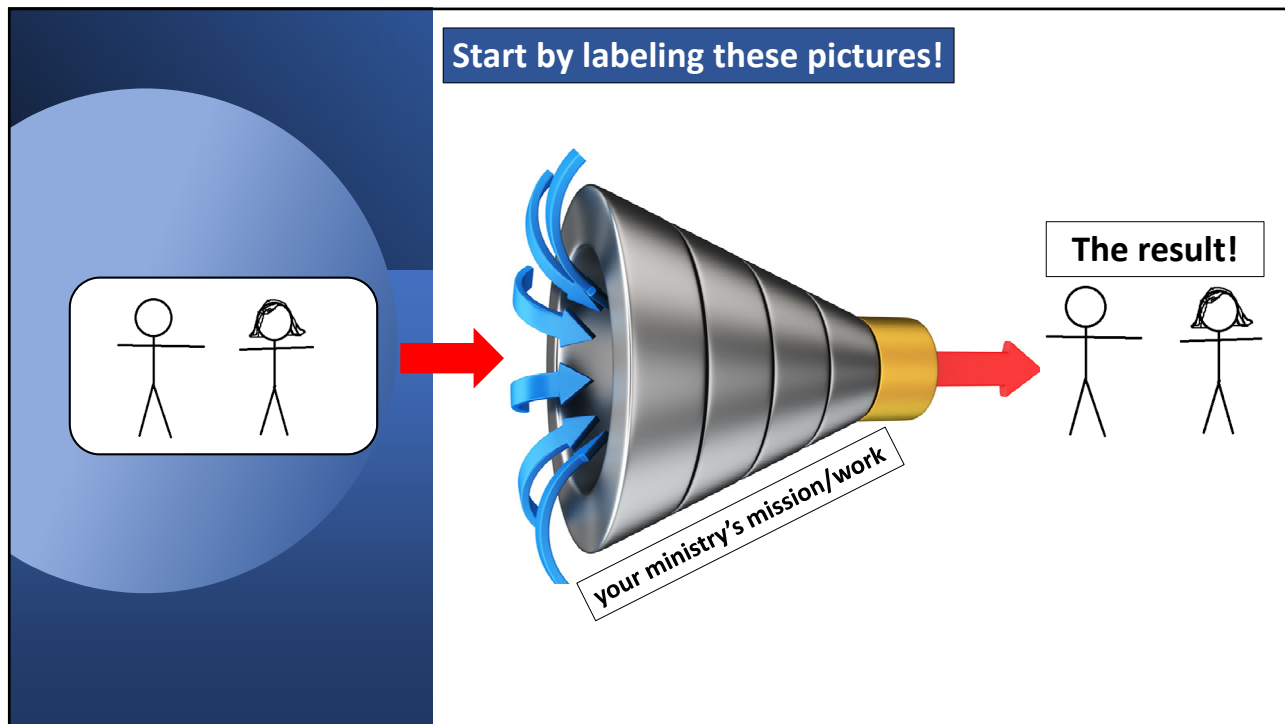


37



your ministry's mission/work

38



39

What is your hope?

What are you trying to accomplish?

What is the end picture?

What do their new lives look like?

Tammy

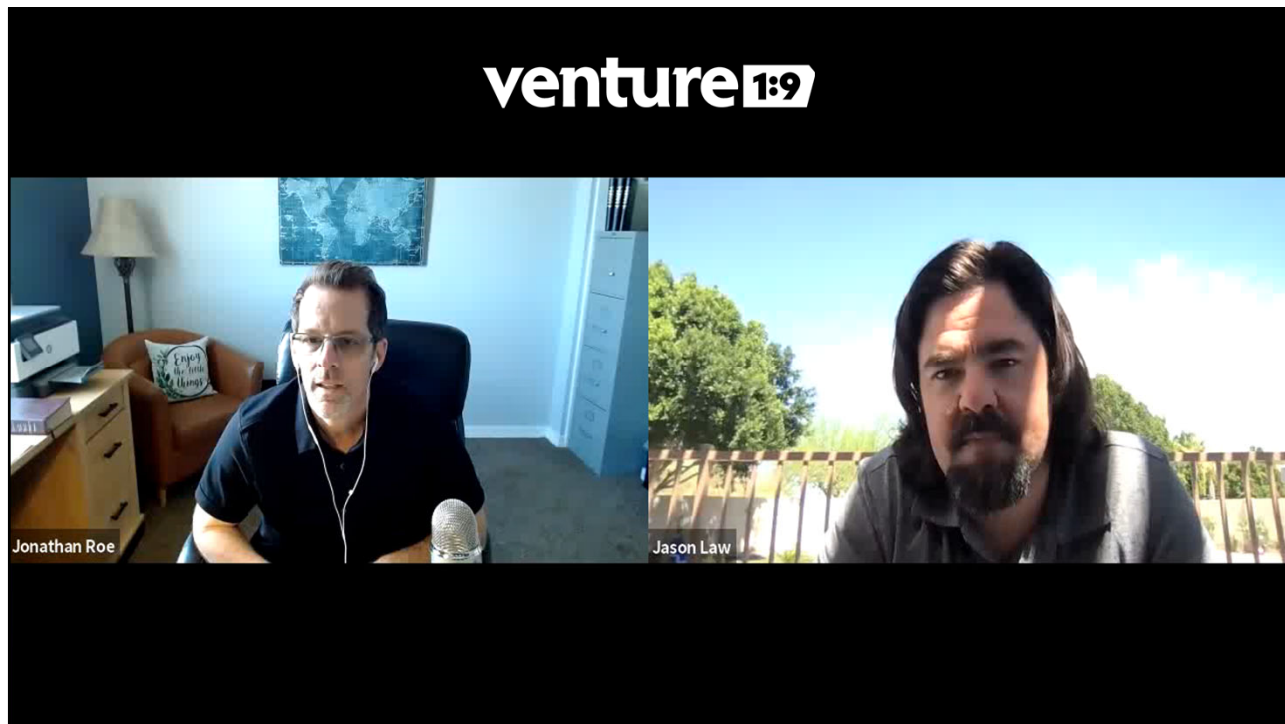
Tammy can gain strategic direction for her org.

Tammy can effectively Biblically fundraise.

Tammy can effectively lead herself & others.

(Tammy is encouraged & empowered by like-minded Christian leaders.)

40




41

Where we need to be...

Impact Evaluation:

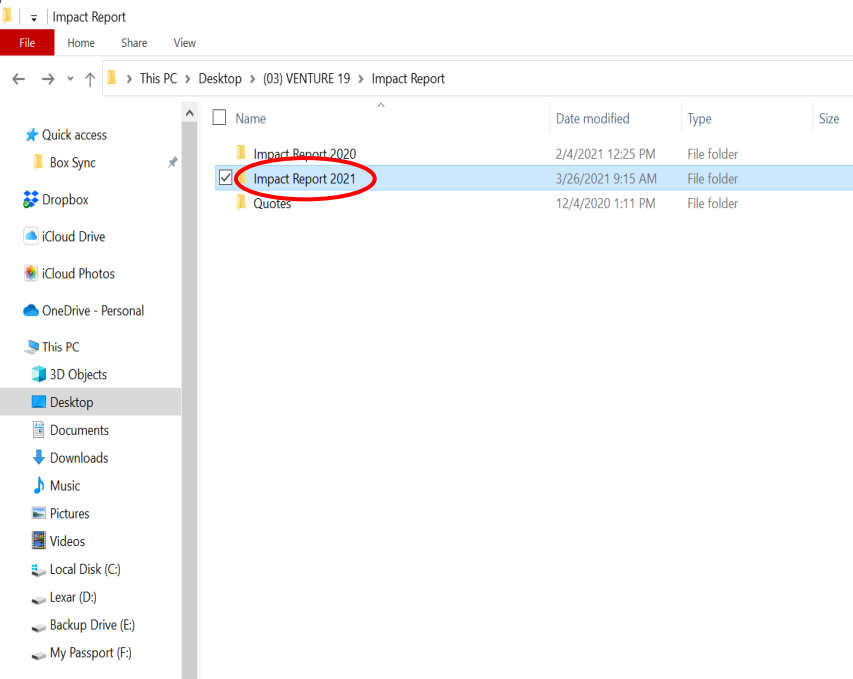

- We need to know what we're supposed to **accomplish**.
- We need to communicate what we're accomplishing in **real time**.

42




- I pay attention to what **others** are doing.
- I think one **year** in advance. (Impact Folder)

43




Name	Date modified	Type	Size
Impact Report 2020	2/4/2021 12:25 PM	File folder	
<input checked="" type="checkbox"/> Impact Report 2021	3/26/2021 9:15 AM	File folder	
Quotes	12/4/2020 1:11 PM	File folder	

44



- I pay attention to what **others** are doing.
- I think one **year** in advance. (impact folder)
- I ask, “Who **else** would be blessed right now?”
- I think generally **and** specifically.

45



(General)

Hi V:19 Partners & Supporters!

- Last Tuesday, through Venture 1:9, a community giver toured the facility of a great area non-profit and presented them with a generous grant!
- Last Wednesday, I conducted board governance training for the great team at [House of Refuge Sunnyslope](#).
- Last Thursday, I taught a session on how to grow monthly giving for area non-profit leaders at Redemption Church Gilbert.
- And last Friday, I conducted staff training for the growing team at [Harvest Compassion Center](#).

What a week! Your generous support is making ALL of this happen and so much more.

I truly thank the Lord for all He’s doing – and for your partnership – as we serve the community together!

46

venture 1:9

(Specific)

Dear...

Your incredible q1 gift just came through and, once again, I just want to say THANK YOU! I just traveled to Tucson to do a team training for Teen Challenge and they emailed the below – you’re helping to make all this happen, and more!


“Jonathan, thank you so much for meeting with some of our staff yesterday and enriching their lives with your insight and experiences. We all enjoyed the time together and the ideas are stirring. You truly inspired us.”

47

venture 1:9

- I pay attention to what **others** are doing.
- I think one **year** in advance. (Impact Folder)
- I ask, “Who **else** would be blessed right now?”
- I think generally **and** specifically.
- I pay attention to “**nudges.**”

48




Hey [name], I was just thinking this morning how important the [Venture 1:9](#) website is to EVERYTHING I'm doing.

And if you remember, you paid for the whole thing! That investment is in use every single day!

Thanks for EVERYTHING, and for being my friend! 😊

49



- I pay attention to what **others** are doing.
- I think one **year** in advance. (Impact Folder)
- I ask, "Who **else** would be blessed right now?"
- I think generally **and** specifically.
- I pay attention to "**nudges**."
- I use **video**.

50

venture1:9

Givers / Impact Reports (Dec. 2020) - Jonathan Roe
 Fri, December 18, 2020

01:13

thankview

Givers / Impact Reports (Dec. 2020)
 54 Recipients | Thank Yous | Email

- Videos Added: 54
- You've Sent: 54
- Open Rate: 70.4%
- Spam/Bounce: 0.00% / 0.0%

51

venture1:9

thankview

Enjoy the holiday season

Christmas-themed background with silhouettes of camels and a nativity scene.

52

2020 IMPACT REPORT

venture 1:9

In 2020, Venture 1:9 launched in AZ and trained 132 Christian non-profit organizations, provided 259 coaching touch points, and facilitated gifts and grants totaling \$86,939 for community impact.

Ministry Profile
HOUSE OF REFUGE SUNNYSLOPE

Love. House. Equip.

We strive to resolve the homelessness problem in Phoenix with the power of these three words. After recent expansion to meet the growing homelessness need, we recognized that our Board structure and protocols needed to keep up with a growing organization, and we needed coaching and guidance to do it well. Venture 1:9 stepped in to guide our key leaders through a vision setting process that ignited both our Board and Staff to move forward in unison.

The coaching and resources of Venture 1:9 led us to the development of a strategic plan, establishment of a Board Policy Manual, clear Board recruiting strategies, Board training opportunities, and more.

As we continue to focus on these three words – Love, House, Equip – we feel prepared and poised for the years ahead. In 2020, with Venture 1:9, we accomplished more than we could have ever imagined!

Julie Supplee, CEO
House of Refuge Sunnyslope

www.Venture19.org

Thank you to all venture 1:9 partners!

Together our impact led to

TRAINING	COACHING	GIVING
<ul style="list-style-type: none"> • 132 unique ministries participated in Venture 1:9 training • 584 registrations for 26 training events (288 additional touch points) 	<ul style="list-style-type: none"> • 86 unique ministries engaged in Venture 1:9 coaching • 259 personal coaching touch points with ministry leaders 	<ul style="list-style-type: none"> • 6 gifts and grants facilitated for local ministries • \$86,939 generated through gifts and grants for powerful community impact

God is working...

"Our team talked about how God nudged all of us in different ways, thank you!"

"Very grateful for your leadership and guidance."

"God used you to encourage and remind me that He is at work."

"Thank you for pursuing your vision to equip Christian non-profit leaders. It matters and people are finding Jesus because of it."

"Your trainings are priceless and I look forward to every single one."

"Thank you for patiently walking with us!"

"God is using Venture 1:9 in powerful ways!"

"Thanks for all the connecting you do! You are such a value to so many... a treasure!"

"Thank you for this amazing, inspiring, and encouraging training. I took notes and it gave me tons of ideas."

"This workshop was so encouraging and I was inspired like I haven't been in my ministry for a long time. I didn't feel alone for the first time in a while."


2020 IMPACT REPORT

53

venture 1:9

- I pay attention to what **others** are doing.
- I think one **year** in advance. (Impact Folder)
- I ask, "Who **else** would be blessed right now?"
- I think generally **and** specifically.
- I pay attention to "**nudges**."
- I use **video**.
- I **anticipate** when great things are going to happen.

54



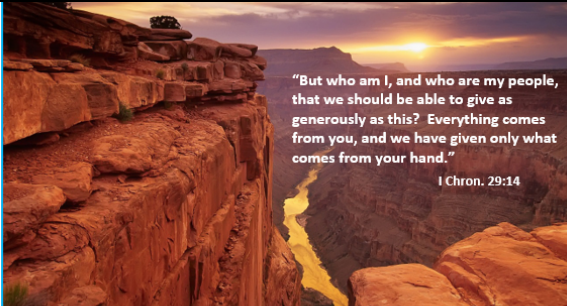
- I buy meals and **don't** ask for money.
- I buy appreciation gifts and **don't** ask for money.

Feb 10, 2020, 10:23 AM

- I **text** on the fly.
- I use a lot of **quotes**.
- I receipt in a **persona**

Hey Ken, I received your February check in the mail. I just can't tell you what a blessing it is to have Alongside giving generously and helping this work move forward. I really appreciate it, and you. Thank you!

55



"But who am I, and who are my people, that we should be able to give as generously as this? Everything comes from you, and we have given only what comes from your hand."
 I Chron. 29:14


Dear ...

This is just a quick note to say one more time, an incredible THANK YOU for your recent wonderful and generous gift! 2021 is off to a great start with serving ministries and leaders all over AZ so know that your gift will have a tremendous ripple effect of encouragement, training, and Kingdom impact! Thank you for being such a personal blessing in my life (I love our times together!) and thank you for believing in and partnering with Venture 1.9 – we're getting a lot done together!

Love & appreciate you!
-Jonathan

Gift given by:
Amount:
Date:
Method:

Allegro Organizational Solutions is a 501(c)(3) nonprofit organization and will receipt this gift separately. Your contribution, provided for Venture 1.9 and the work of Jonathan Roe, is tax-deductible to the extent allowed by law, and no goods or services were provided in exchange for your generous donation.



56

venture1:9

- I buy meals and **don't** ask for money.
- I buy appreciation gifts and **don't** ask for money.
- I **text** on the fly...
- I use a lot of **quotes**. (Impact Report)
- I receipt in a **personal** way.
- I recognize that every **"thank you"** opportunity is an opportunity to report on impact.

57

venture1:9

- I understand that, oftentimes, the simplest ways are the **best** ways!



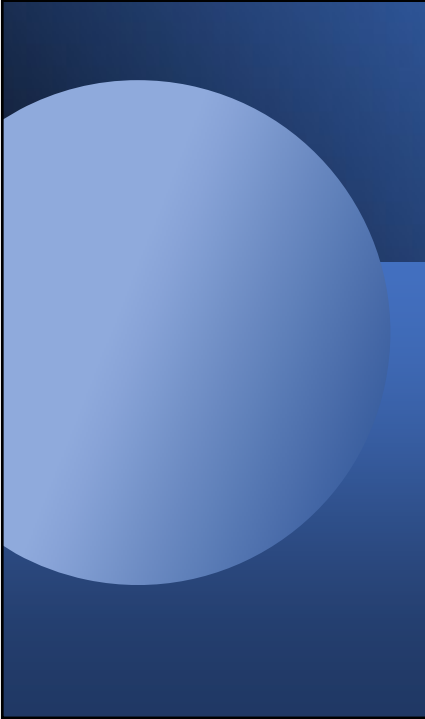
58

The logo for 'venture1:9' is displayed in white text on a dark blue background. To the left of the text is a large, light blue circle that overlaps the dark blue background.

- I am genuinely thankful **and** grateful.
- I seek to **honor** all donors.
- I seek to **treat all donors as major donors.**

Remember, it starts
with that mindset!

59

The logo for 'venture1:9' is displayed in white text on a dark blue background. To the left of the text is a large, light blue circle that overlaps the dark blue background.

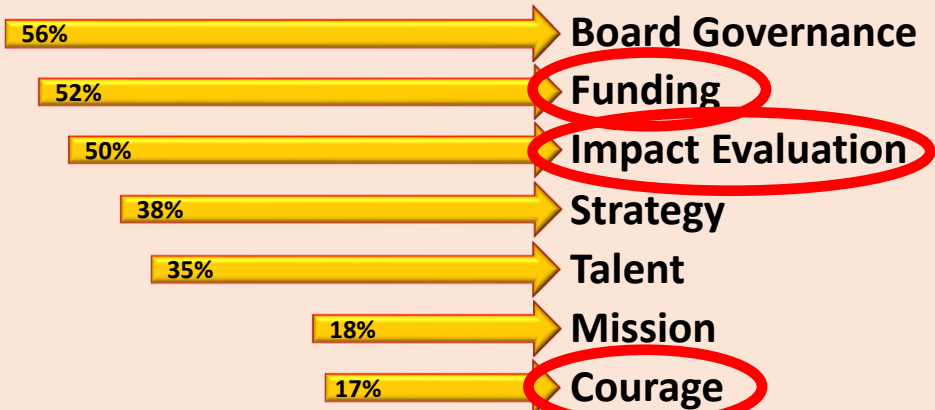
“While impact evaluation is becoming more prevalent across the nonprofit sector, many organizations still **do not** conduct regular, external *[or internal]* impact evaluations and **do not** use the findings to **refine** their organization’s theory of change or its overall strategy.”

- The Stanford Study

60

STANFORD SURVEY ON LEADERSHIP AND MANAGEMENT IN THE NONPROFIT SECTOR

7 Elements of Strategic Leadership:



61

“The insight and **courage** of our ED/CEO is essential to our organization’s impact...”

Agree = 84%



62

You believe that God is the ultimate **Creator, Sustainer,** and **Redeemer**?

You believe that Jesus is the **way, truth,** and **life**?

DIFFERENT VIEWS OF REALITY

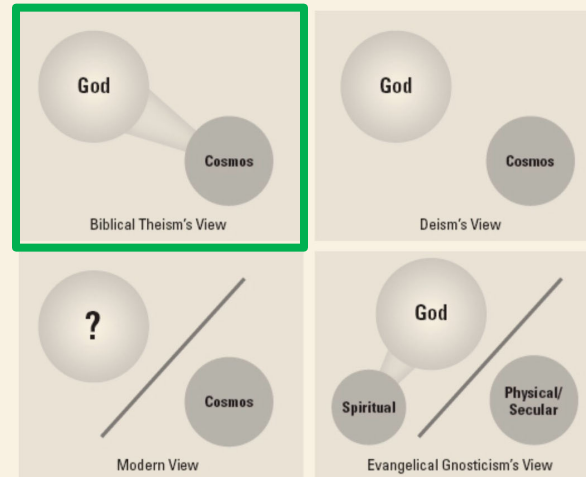


FIGURE 3.1

63

Have the courage to believe...

That God is the ultimate Creator, Sustainer and Redeemer,
AND center everything you do around that truth.

Have the courage to attack.

"I will build my church and the gates of hell will not prevail against it."

(Matthew 16:18)

Have the courage to be 1 of the 2.

"Be strong and courageous, for the Lord your God is with you wherever you go."

(Joshua 1:9)

64