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Find out supporter interests. Tell the story – make the connection. They will likely be interested in your impact, reputation and efficiency.

I. What do donors want to hear?

“Ditch your pitch” – It’s about their interests and passions. Find out what they are interested in.

Impact. What did/will you do with my money? How does it make things better (for me, for my community, etc)

Reputation. Are you the right people to do the best job?

Efficiency. Are you going to put my dollars to use quickly? Do you spend too much money on overhead?

Stories – Relate to people in stories. To talk about your work:

Tell them why the work is important (the “so what”. Why is this work so important? What is the impact?)

Then you can tell about how you do it (e.g., work with youth) and then what you do (run classes and workshops).

II. Volunteers and Giving: they are inextricably linked.

Ask your donors to volunteer!!

If you don’t have a volunteer opportunity, ask them to attend something

Ask your volunteers to give. They may have no knowledge that you need support.

III. Are there any differences in why different generations give?

Surprisingly, no! The only statistically significant difference between a millennial and a baby boomer donor is that millennials are interested in giving and being engaged with organizations that can provide “access and status.” So, inviting younger donors to small group events or events where major players are present (i.e., ANR leadership, a major grower, a legislator), will resonate. And don’t underestimate the power each of YOU have—having time with a UCCE Director absolutely fits the “access” description!

IV. Scenarios: Practical Steps for Select Scenarios

1. You have a wealthy, elderly volunteer with no children. You think they might consider a bequest gift of some type. What do you do?

Possible steps:

- Call development from the start to do some research on the donor—we usually can find out their giving capacity, both for annual gifts and a legacy gift; we can also share their giving history to you—amounts and purpose.
- Invite them to coffee or lunch, and ask them about why they give...using the information you received, you can be more specific “Mrs. Jones, you have been giving for more than ten years to pistachio research—I’d love to know your connection to this type of work?”
- Ask their advice...”what do you think is important that I share with you and other donors about our work?”
- It is okay to ask a development person to come to a meeting with you—and you don’t have to worry that we are going to suddenly ask them for some big sum. It is easy to explain to a donor why you are bringing us: we really want to learn from donors what they want to hear. Development staff have spent years listening to donors and figuring out how to translate that into what WE should be asking from that donor. This is especially critical when it comes to potential bequests or “planned gifts.”
- If a donor mentions anything about endowments, planned gifts, annuities, trusts, etc., you want to make sure you talk to development services and get us involved—these are very specific types of giving and we can provide the expertise the donor needs.

2. A donor walks in and drops off a check at your office and mentions that “maybe someone can give me a call; I’d like to know more about what you are doing about invasive species (or pick a topic)”.

Possible steps:

- Call development and let us see if we can provide some history and info on the donor.
- Based on what we learn, we can help with a strategy for the donor.
- Set a date with the donor. Again, you can share with them that you would like to bring someone from development services with you—just because we are looking to really learn what our donors want to hear.

Other scenarios to consider (Development Services would be happy to work through with you if they resonate with your county):

- 3. You invited some donors to your field day (pick an event you do); two accepted. Now what do you do?**
- 4. You are doing your first ever yearend appeal, you need to share 2-3 goals for which you are seeking funds. Pick one and flesh out how you will talk about it to a primarily lay audience.**
- 5. One of your volunteers passed away and the family asked that gifts go to your county in his honor. The family themselves all make gifts as well. Your assigned development person calls and suggests that, in a few months, there should be a conversation with the**

family to see if they might be interested in creating a fund in his honor to support xyz, his favorite project. What do you do?

V. What's Happening in Development Services (AS of September 2018)

Coming soon: In time for Giving Tuesday November 27, 2018 (caveat: we are dependent on IT unit), a *new gift processing platform* (called Online Express) that will allow for donors to make recurring gifts (i.e., monthly, quarterly, etc.) and easily make a memorial or honor gift for someone...all in a much cleaner, nicer format. We will get a message out as soon as the new platform is running—but it should be completely seamless for all of you, with the exact same donation options your current page offer.

Tchotchkes: i.e., small little branded giveaways. We are working with Missy (Master Gardener) to come up with a wildflower seed packet. Thanks to Wei-Ting for the good ideas of leaving blank space on the package so it could be customized with a label. We probably can't afford to just supply everyone, but we can share the order info so that we could put in a joint large order and drive the cost way down. Stay tuned for info....

Planned Giving: One of the development unit goals for fy19 is to produce some marketing materials about planned giving that we could provide to you for inclusion in events where we think the audience is a good fit. This is a second half of the year goal, so I doubt we will have until March. We are also working on getting more information that is specifically for donors on our website.

Naming Rights and Dollar Levels: Policy doesn't allow us to just state a certain dollar amount for naming rights, but we can come up with an appropriate amount for the naming right and your market. And, we will do the paperwork for the approval of the naming. Just talk to us first.

And one final word on **yearend giving and appeal letters:** if you are struggling with what to put in your local letter or just have questions, talk to us. We can help you.