

FundraisingMatters

We Share Your Passion!

Greetings! I'm delighted to present you with our inaugural monthly issue of FundraisingMatters. Our intent is to provide you with a collection of current fundraising trends and strategies that may help you with your work. The publication consists of material from our more than twenty-five years in the not-for-profit fundraising sector as well as information from a variety of professional fundraising resources.

We know how busy you are, so our focus will be on short concise pieces that may get you thinking and serve as a resource for the great work that you do.

As always if you have a comment or question, please don't hesitate to contact us.

Our column on the right is a collection of reminders regarding your ongoing work and cultivation of your donors. Our next issue will include additional major gift suggestions.

— David Valinsky

Major Gifts (Rules of Thumb)

- Don't judge a donor by his or her appearance.
- Don't apologize for asking! If your cause is deserving, it doesn't ever have to be apologized for.
- The response of the prospective donor will be in direct proportion to the commitment and enthusiasm of the solicitor. (Empathy, Energy, Enthusiasm)
- Solicitations are most effective at the peer level or down. Professionals also have an important role in the process.
- Don't assume that a goal cannot be reached because it has never been reached (or attempted) before – that is fatal!
- Nothing substitutes for face-to-face solicitation. For example: a personal call will produce \$50 to every \$10 produced by telephone and every \$1 produced by direct mail. Never forget these ratios when someone says "I'll phone her" or "I'll write." Go and *see* him whenever possible!

From "28 Major Gift Rules of Thumb" Stevenson Inc.



St. Mary's Medical Center Huntington, West Virginia

Center for Education

Entering its third year, we're happy to report on the progress of this new facility.

The Center is a shining star in the tri-state region and in the world of health care education. This state-of-the-art facility is providing quality education to the area's finest health care professionals and students in the fields of nursing, medical imaging and respiratory care.



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GRANT WRITING NUGGETS

1. **Key Documents:** Keep a file of the following: 501(c)(3) letter, annual operating budget, Board of Trustees listing with affiliations, recent 990, and annual report. These documents are common grant attachments, keeping them at your desk will prevent you from tracking them down when under deadline. Keep electronic files for online submissions.
2. **Call the Foundation:** Contact your prospective foundation representative/program officer. Introduce them to your organization and the projects for which you are seeking funding. Ask if your project meets their criteria. This helps to build relationships and receive the guidance needed in order to submit a proposal most aligned with their funding objectives.
3. **Dig Deeper:** Go beyond basic research and find out the precise interests of a prospective foundation. For example, if a foundation supports education, find out what this means. Suppose you are seeking funding for early childhood education, upon further research you discover the foundation is interested in programs that focus on math and science education, this eliminates this foundation as a prospect, and saves you a lot of unnecessary work.
4. **Know your Programs and Services:** Interview your program staff or department directors to fully understand the details of their programs. This will give you the best information to write your proposal. Once completed, have the program staff review, to ensure you have captured the project appropriately.
5. **Find a Grammar Editor:** Seek out someone to review your proposal for grammar purposes only. Part of the grant package is a well-polished document; let someone with fresh eyes edit your proposal, concentrating on grammar only.

Prepared by Lisa Kaufman, Prior to joining DVA, Lisa managed the grant writing programs for regional foundations based in Chicago, Illinois and Santa Fe, New Mexico.

Eight Open Ended Questions

Often we are asked "How do we begin to engage donors about their interests and those of the organization?" Try some of these questions:

1. How do you feel about...?
2. How would you describe the problem of _____ in our community?
3. What do you think we should be doing about...?
4. Why do you think _____ has become such a big problem here?
5. If you had \$1,000,000 to spend on _____ in our city, what would you do with it?
6. In your opinion, what are the most important things we do?
7. What are the advantages and disadvantages of...?
8. Exactly what do you mean when you say...?

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IN CASE YOU MISSED IT...

Charitable Gift Annuity Rates went down, effective January 1, 2012. The board of directors of The American Council on Gift Annuities (ACGA) held its semi-annual meeting on November 7, 2011 and reviewed the current assumptions that underlie the rate schedules. The board approved a new schedule of suggested maximum gift annuity rates. **Ages older than 60 one-life rates declined by 0.5% to 0.8%.**

Single Life Rates	Age	New Rate	Old Rate
	60	4.4	4.8
	65	4.7	5.3
	70	5.7	5.8
	75	5.8	6.5

**The Jewish
Community
Center of Greater
Buffalo
Buffalo, NY**

*Grand opening and
donor celebration for
the
\$5.7million renovation
of the
Benderson Family
Building.*



The Next Generation
Capital Campaign



Donor Reception
Benderson Family Building
January 14, 2012

Recognizing gifts and pledges from 2007 to present.

L'Dor V'Dor