

Philanthropy Matters

We Share Your Passion! February 2018



Dear Colleagues, I thought you would be interested in seeing these suggestions regarding telling our fundraising stories. It's not always about us, but it's about our donors and our beneficiaries, sometimes easier said than done.

So, on a recent webinar on storytelling some of these tips were identified by Karen Martin. Hopefully these are helpful to you.



Telling Your Story

1. Start with a story
2. Donors don't care about what we do, but why we do it.
3. If we want people to make a decision we have to make them feel – anger, exclusivity, fear, flattery, greed, guilt, salvation or pair them together
4. Make our donor the hero
5. It's OK to break the writing rules
6. Write like you talk
7. Use short sentences – 6, 9 or sometimes 12 words
8. Show don't tell (how a particular staff member did something that demonstrates how good he/she is)
9. Use well chosen details not a bunch
10. Grab attention in the beginning
11. Use strong verbs and nouns, fewer adjectives and adverbs, just pick a word
12. Every good story has drama – what happens next?

— *karenthewriter.com*

Five Numbers You and Your Board Need to Know in 2018

\$30 Trillion – in the next 20 years more than \$30 trillion inherited as the large and wealthy Baby Boomers population ages. By some estimates, this generation owns half of all the wealth in the United States. This may be the single biggest opportunity for philanthropy in the history of the world.

75% – Planned giving can help the whole development team hit their goals. According to research by Dr. Russell James, donors who make bequests increase their giving in the subsequent five years by **75%**.



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2.74 – A study on IRS data found that bequests are by far the largest type of gifts, averaging 2.74 times the total lifetime giving of a donor.

56 to 1 – Planned giving is widely considered to have the highest ROI of any type of fundraising. As study by AskRight found the average ROI on bequests to be 56.83:1, more than 15 times higher than the ROI on direct mail.

1 – One. This is You! You know how important planned giving is to the mission of your organization. We hope these numbers help you educate the rest of your organization.

— National Association of Charitable Gift Planners

DVA Capital Campaign Scorecard

Asheville JCC (North Carolina) has surpassed its stretch goal of \$8 million by raising \$8.1 million. (*Tomorrow's JCC*). Lael Gray, Executive Director

Saint Paul JCC (Minnesota) has raised over \$15 million of an initial \$10 million goal. (*Our Future. Here.*). Michael Waldman, CEO

Bender JCC of Greater Washington (Rockville, MD) has now raised \$16.8 million of an initial goal of \$10 million. (*We're Here for Life*) Michael Feinstein, CEO

Temple B'rith Kodesh (Rochester, NY) has now raised \$2.350 million in current and planned gifts. (*The Campaign to Ensure Our Future*). Michael Yudelson, Executive Director, Lou Spiro, former President.

IJ & Jeanné Wagner JCC (Salt Lake City, UT) is off to a great start. Has now surpassed \$3.1 million in funds in just eight months towards their goal of \$5 million. (*Our J. Our Future. Capital Campaign*). Andrea Alcabes, Executive Director

Northern Virginia JCC (Fairfax, see photos below) has now surpassed \$6.5 from an initial goal of \$4 million. (*Our J. Our Community. Our Future.*). Jeff Dannick, Executive Director



Entrance



Smith-Kogod Cultural Arts Center

Your comments and suggestions are always welcome. Let us know.



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