

Donor-Driven Fundraising for Christian Schools!

AWARENESS

INTEREST

DECISION

ACTION

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Donor-Driven Fundraising for Christian Schools!

What is a Donor-Driven Philosophy

The following introduces a proven and innovative approach for Christian Schools to raise major philanthropic gifts based on the realities of a Post-COVID environment. Over the past 60 years donors, churches, and businesses have changed the way they support Christian Schools. So why is it that so many Schools continue to rely on fundraising methods from the 1950s?

Donor-Driven Fundraising re-orders, re-tools and re-imagines fundraising that is empirically sound and donor-driven. This approach is based on earning the right to ask donors and prospects to become lifelong investors in your school's mission, based on their personal values, their philanthropic goals, their faith, or their family traditions. This is a significant shift that changes their donation from a transaction to an investment in the mission and values of your institution.

We specialize in assisting Christian Schools in advancing their mission during one of the most dynamic times in our nation's history. Christian Schools currently face daunting challenges and unparalleled opportunities, so they must embrace change or risk extinction... we show you how to thrive and prosper in this unprecedented era.



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Schools who implement Donor-Driven Fundraising:

START... fundraising campaigns that raise new dollars from new donors

RETOOL... campaigns that are already in place for more successful outcomes

LAUNCH... new campaigns that are completed on time and over goal

REVITALIZE... stalled campaigns that have marginal success or are failing

How is Donor-Driven Fundraising different?

PHILOSOPHY... based on donors and alumni being your primary “stakeholders”

METHODOLOGY... initiatives that focus on raising new dollars and donors

DELIVERY... the campaign is implemented in a way that defies traditional approaches

TECHNOLOGY... uses 21st century communication and wealth data-mining approaches

SCALABILITY... methods and activities can be sized to meet the scope of your needs

COST... uses external fundraising counsel at a fraction of the cost of traditional methods

DESIGNERS... developed by experts with proven track records with Christian Schools



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Who is Donor-Driven Fundraising designed for?

Donor-Driven Fundraising is based on earning the right to ask for a gift. It works with all types, sizes, and ages of institutions because the focus is on the donor... their needs, expectations, requirements, and most important... their personal values, their philanthropic goals, their faith or their family traditions.

How is Donor-Driven Fundraising measured?

How does one measure the success of being donor-driven? It does not matter if you are launching a Capital Campaign, Annual Fund or Endowment Campaign, you should still define, in advance, what quantifiable outcomes will be used to determine if your fundraising efforts have been achieved. Users of a Donor-Driven approach measure success by...

- 1. Coming in OVER CAMPAIGN GOAL**
- 2. Completing the campaign ON SCHEDULE**
- 3. Executing the campaign UNDER BUDGET**
- 4. Resulting in HAPPY BOARD MEMBERS**
- 5. Promoting INSTITUTIONAL PRIDE**
- 6. Building LIFELONG DONOR RELATIONSHIPS**



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What are the elements of Donor-Driven Fundraising?

The unusual success of Donor-Driven Fundraising is made possible because it IS different. It's so different that it can change the entire culture of your institution. Here are the elements that distinguish Donor-Driven Fundraising from traditional approaches. Tradition would say that your primary "constituents" are your students. How would your philosophy of fundraising change, if the purpose of your fundraising efforts was based on a statement like this:

"To provide our donors, champions, and philanthropists the (financially sustainable) School they desire to promote the value of Christian education by providing a distinctive education that develops students intellectually, morally, culturally, and socially!"

This purpose statement makes the DONOR a primary focus, too... not just your students. Therefore, everything within your culture changes when you base your purpose on meeting the philanthropic needs of your donors, as well. What is the outcome? Significantly more dollars can be raised to advance your mission by developing a Culture of Philanthropy that is donor-driven.

These differences consider generational trends, economic changes, different communication models, societal shifts, the Internet, empirical evidence, the long-term impact of the pandemic, and the over use of typical fundraising methods that Schools have relied on for decades. This has required a reordering of the process that considers the needs of the donor as a primary focus, in addition to the needs of the institution, staff, faculty, and students.

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- **REORDERING...** Donor-Driven Fundraising means applying many of fundraising's basic principles used over the past 60 years differently. Many of the activities may look the same but are implemented in a different way that moves beyond transactional giving and techniques. Donor-Driven means cultivating donors who become lifelong investors in your School!
- **METHODOLOGY...** being Donor-Driven introduces new methods now available in the digital age such as online feasibility surveys, alumni wealth research, and securing lists of high net-worth individuals. Donor-Driven Fundraising introduces new donors to your Case for Support in a creative manner and allows them to "self-qualify" their interest that avoids arm-twisting. Many Schools lag behind others in implementing these game-changing resources that make the raising of money more effective and efficient than ever.
- **DELIVERY...** Donor-Driven Fundraising as a service is DELIVERED to a school by seasoned higher education consultants in a way that defies professional tradition. For decades fundraising consulting firms often relocated a consultant to the school's location to run the campaign on a day-to-day basis. Only the largest institutions could afford this service. Now, in an Internet-based economy, even the largest institutions do not hire residential counsel. Instead, Donor-Driven Fundraising is based on an **"Empowered Training"** model where the school is taught each step in the fundraising process so they control their financial destiny. They acquire all the systems, tools, and processes needed to run their own campaign without becoming dependent on an outside consultant. The consultant is there every step of the way until the school feels fully confident and competent to fundraise on its own. This approach demystifies the process of fundraising and is completed in the most time and cost efficient manner, based on a completely different delivery system...

Not RESIDENTIAL COUNSEL but based on... EMPOWERED TRAINING!

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The comprehensive Donor-Driven Fundraising model makes available to Schools for the first time, the same methods and services that previously only multi-million dollar schools could afford. All the secrets that consultants would charge thousands of dollars a month for are now explained, developed and made available as an affordable service accessible to all schools, instead of a high-priced niche service. Donor-Driven Fundraising has been designed in a way that allows a school to internalize this process through training and applying proven fundraising methods that become the property of the School in perpetuity.

- **TECHNOLOGY...** Donor-Driven Fundraising uses 21st century SYSTEMS not only in its delivery of the fundraising methods but uses online technology in the fundraising process, as well. First, this approach considers the use of Constituent Relationship Management software, Internet, email, video, text, and social media as part of donor communications. Second, donor research and wealth data that never existed are now used in the cultivation and solicitation process.
- **SCALABILITY...** Donor-Driven Fundraising can be SCALED to fit your needs. It doesn't matter whether you have no staff or a development team, Donor-Driven Fundraising can work for anyone. It has been used by the small, start-up development office, as well as integrated seamlessly into large, well-established development departments that need to increase their campaign goal. The principles and methods used to achieve fundraising success are implemented on a schedule that considers the existing capacity of the Schools financial and human resources. Campaigns can be launched quickly with an accelerated pace to achieve results in a matter of weeks or a longer time horizon can be applied that allows for slower, steady progress towards campaign goals over a period of several months or even years.

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- **COST...** because Donor-Driven Fundraising is based on an Empowered Training model, the COST is dramatically reduced. This is because “residential management” fees have been eliminated. Existing digital communication allow for the model to be fully implemented while greatly reducing overhead and expenses. Any school can nally secure the same services, at a fraction of the cost.



- **DESIGNERS...** Donor-Driven Fundraising is lead by seasoned consultants who have the experience of working in high education. Our consultants have learned Donor-Driven Fundraising, rst-hand by doing it in Schools.

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CONCLUSIONS: The following are the steps in a **Donor-Driven Fundraising Campaign**:

- **Capacity Building through Organizational Development**
- **Creating a Clear, Compelling Case for Support**
- **Engaging Existing & New Donor Prospects**
- **Hosting Creative (Virtual) Awareness Events**
- **Coaching on How to Cultivate Donor Prospects**
- **Donor Solicitation by Making the Ask**
- **Campaign Leadership & Financial Success**

Donor-Driven Fundraising IS unique. It provides every institution with the knowledge, skills, and abilities to identify and engage new donors. If you are a veteran at fundraising you'll supercharge your existing program by implementing methods of donor cultivation proven to increase gifts from existing and new donors. If you are just starting fundraising, you will have the privilege of achieving your great dream because you are implementing a sound plan that works and really raises money. Donor-Driven fundraising ensures you reach both your fundraising goals and achieve greater institutional and professional success.