

Consulting Within Reach

Building the organization behind your mission

Building Capacity for Individual Fundraising



Crisis

危

Danger

机

Opportunity

+

Crisis

危

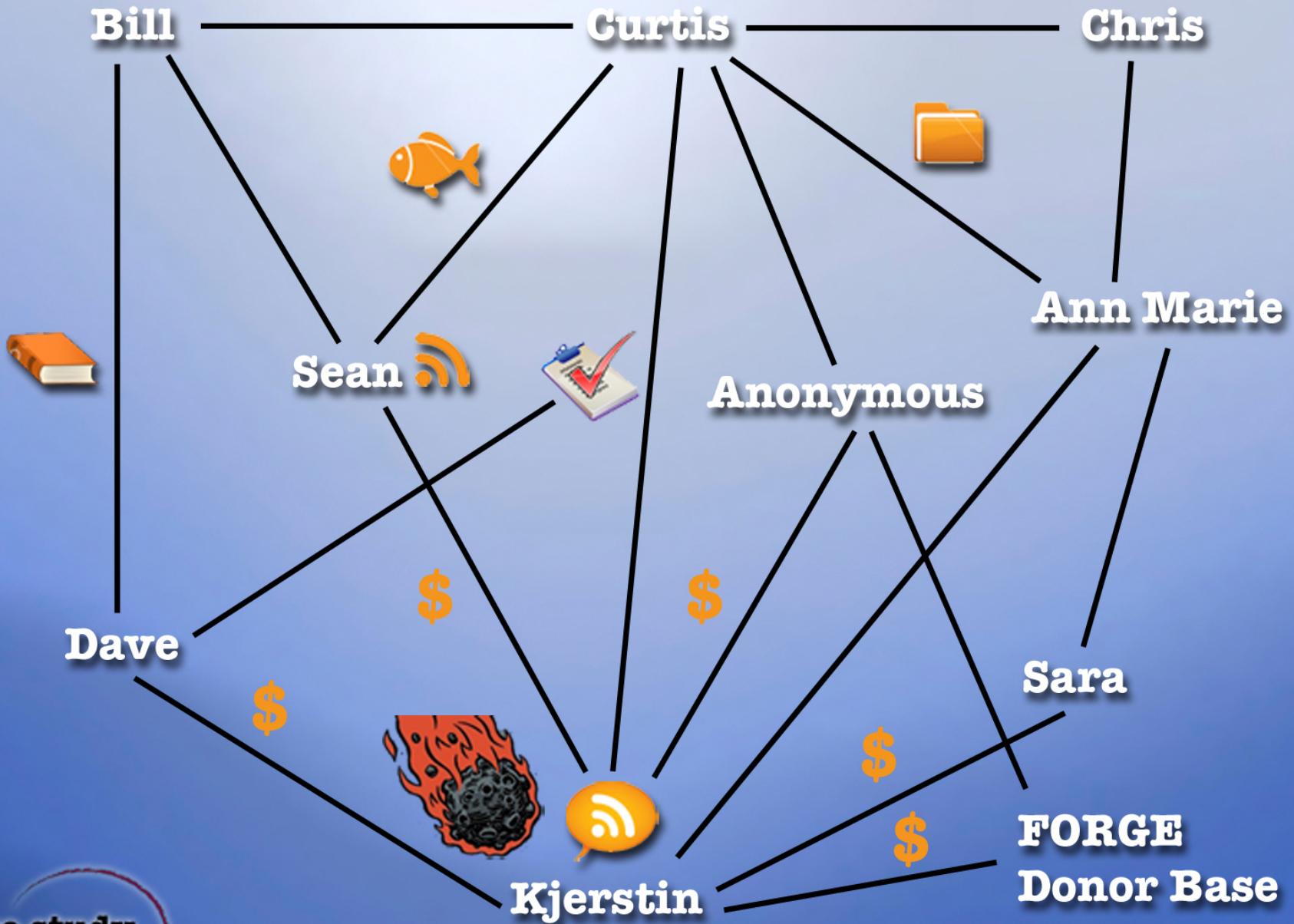
Danger

+

机

~~**Opportunity**~~

Annihilation



Case study
in crisis response

1. Wait to be called by table to get food.
2. Pair off in twos
3. Be ready to mix up pairings.



**The nature
of the crisis**



Dennis Hollingsworth



Kimberly Davies

5 of the 10 largest corporate givers

- Bank of America
- Citibank
- JP Morgan Chase
- Wachovia
- Wells Fargo



Washington Mutual

- \$44 M Annual giving
- 25% in Washington State
- 50% in California



Kimberly Davies

February 2009

Corporate Philanthropy Agenda Survey

Grant Making

61% already cut or are considering cuts

Focus Areas

53% are reexamining

17% have eliminated or considering
elimination



Carol Larson



Reduced grants $\approx 10\%$ (\$310 M to \$275 M)

Increased its payout rate by over 40%


Fat to lean year ratios

Foundation Center Study, 4/20/09

Nearly **two-thirds** of all foundations expect to reduce grant making in 2009.



The Heeren Family


**The nature
of the crisis**

Total percentage of giving due to individuals

US Average

80%

50%

30%

15%

Total percentage of giving due to individuals

US Average

80%

Total percentage of giving due to individuals

US Average

80%

Average in this room

80%

50%

30%

15%

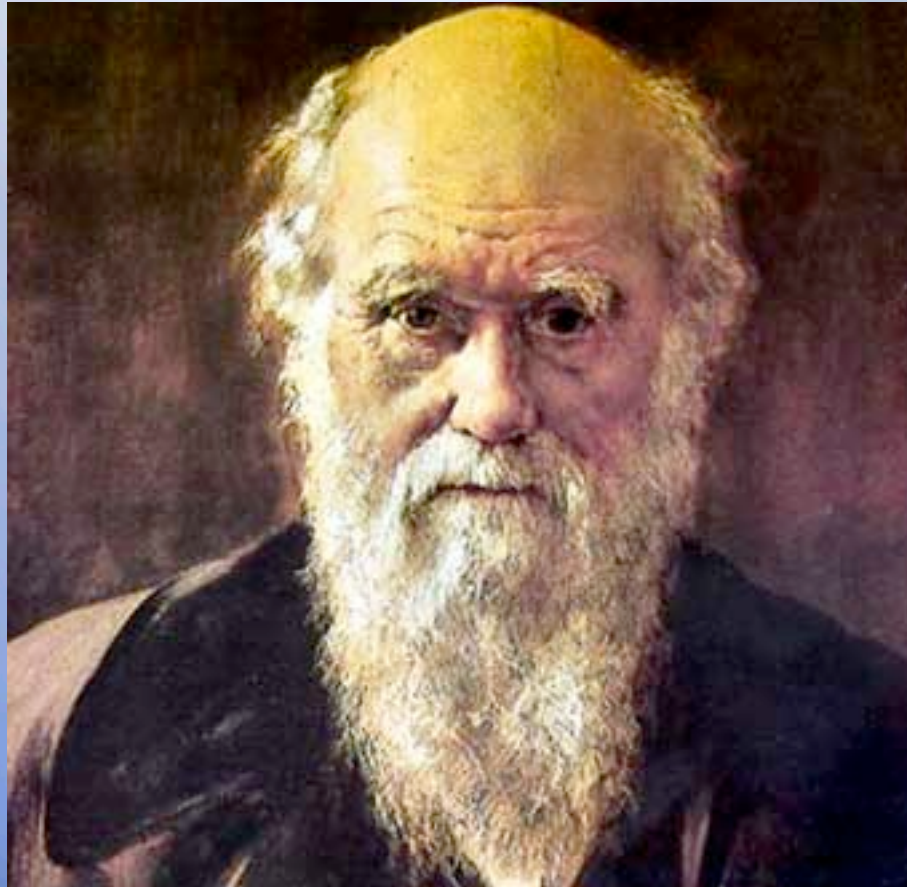
Total percentage of giving due to individuals

US Average

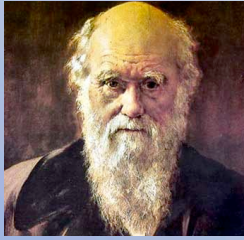
80%

Average in this room

15%

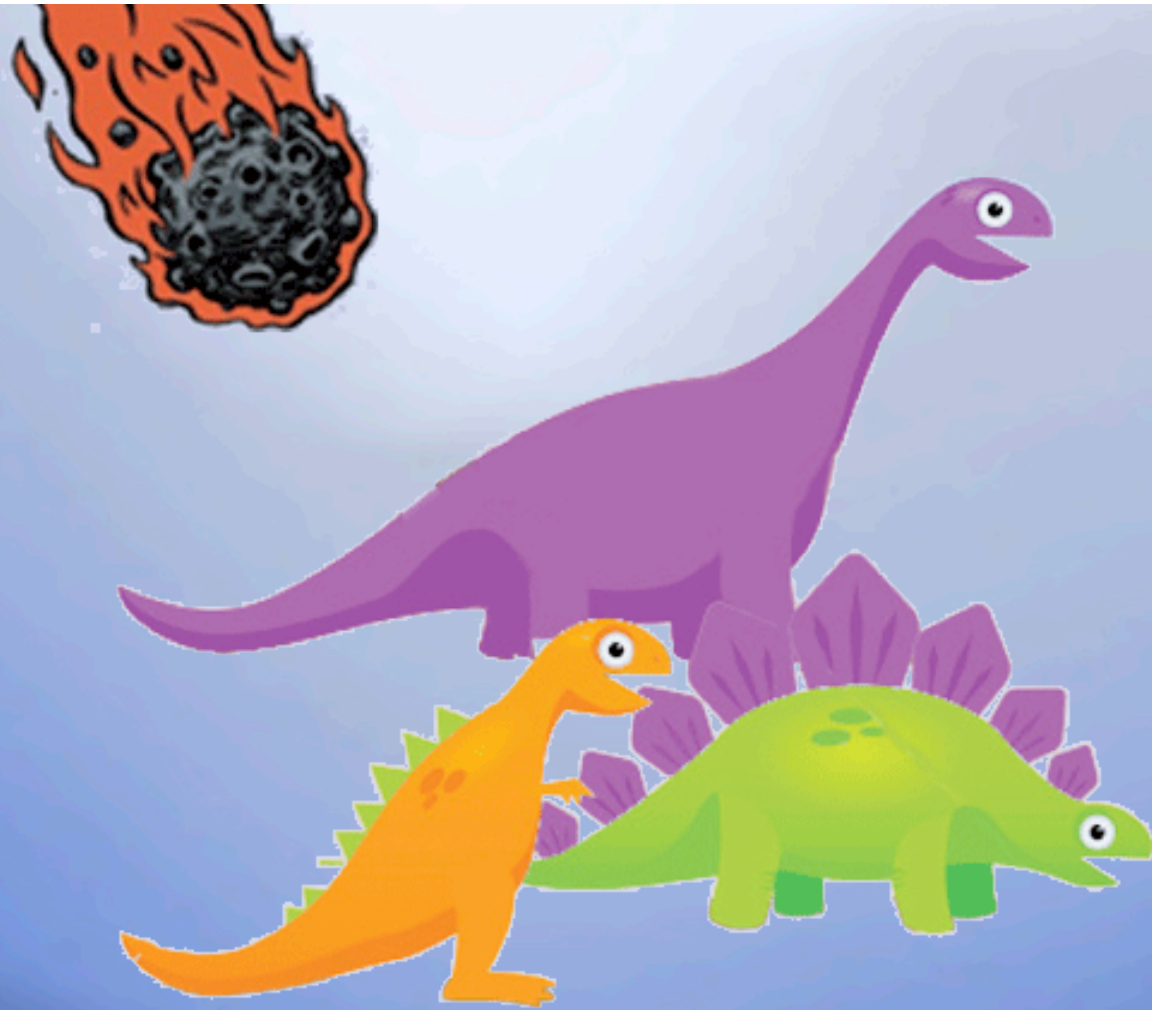



**The nature
of the crisis**

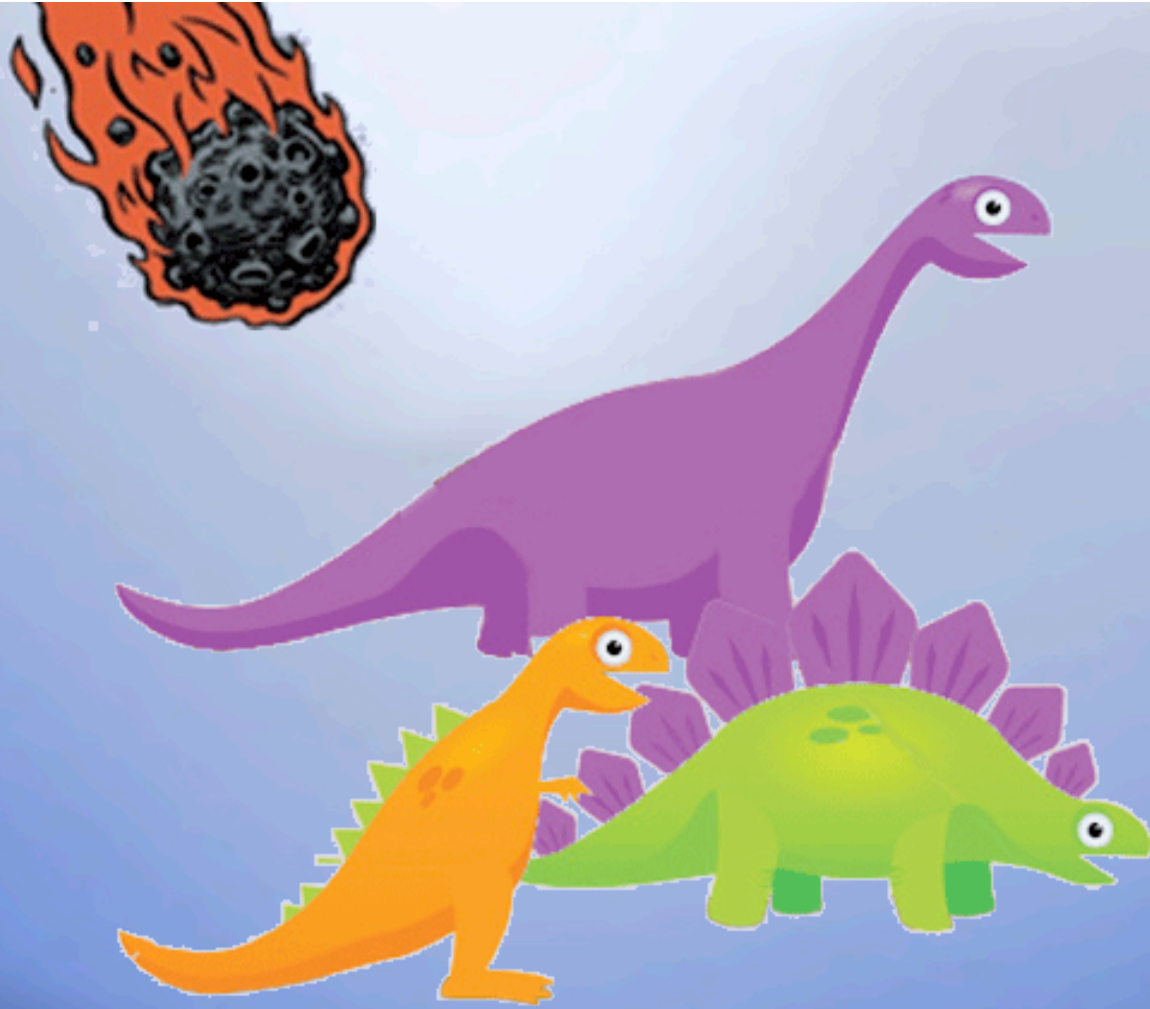


Darwin Does Fundraising

Selected Trait	State Corporate Foundation	Individual
Appeal	<i>Innovation and Social Impact</i>	<i>Brand Experience</i>
Content	<i>Hard Data</i>	<i>Emotional Stories</i>
Communication	<i>Grant Writing</i>	<i>Marketing</i>
Tracking	<i>Annual</i>	<i>Continual</i>
Key Contacts	<i>Program Officers</i>	<i>Social “Connectors”</i>




**The nature
of the crisis**



How will you adapt?

**The nature
of the crisis**





**Capacity
building**



Capacity
building

Whitney Smith, *Girls For A Change*

Toni Heineman, *A Home Within*

Michele Sharkey, *49ers Academy*

I have my own practice.

*Now I'm also part of
a movement.*



We are *A Home Within*,
therapists together addressing the foster care crisis.

To find out how to join, visit: www.ahomewithin.org


Capacity
building

Only a therapist
can fight this one.



**The
opportunity**

Market Capitalization

1999

2008

R/D spending



\$106 B

\$13 B



13%



\$12 B

\$111 B



42%

Marketing Expenditures During Crisis

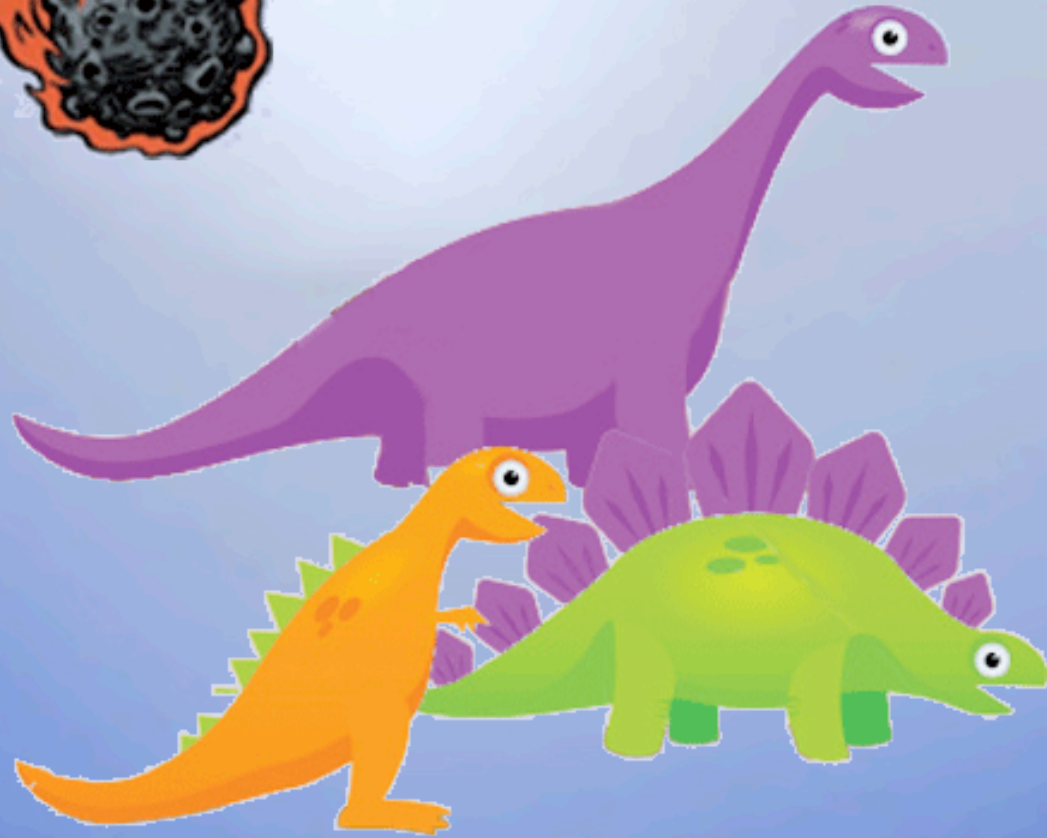
Great Depression

1981 - 1982

1990 - 1991



Invest to thrive



**The
opportunity**



**The
opportunity**

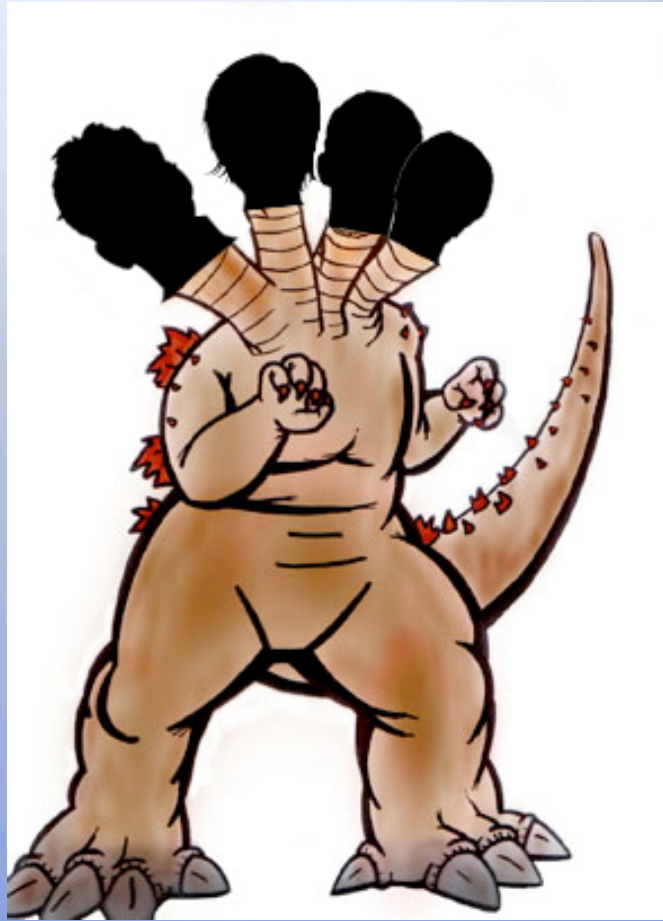
1. Ending the mythic staff pursuit
2. A new model of branding
3. Reaching the younger donor



Faun



Mermaid



Marketing / Communications /
Grant Writer / Development in .75 FTE

Examples of joint capacity building

Sobrato Center

The Health Trust

Pew Charitable Trusts

2. Brand Awareness

CWR Totally Unscientific Survey

Average person could recognize:

4 out of 35

Andrew Bricca

Thomas Lee

John Bryant

Jennifer Simmons

Yogi Chan

Kevin Nuss

Sherry Hugand

Beth Elliott

Gabriela Kimsey

Dara Chan

Gary Wenberg

Steve Smith

Catherine Ho

Jeff MacDonald

Aman Kashyap

Carl Jacobson

Susan Cappo

Jose Martinez

Catherine Ho



**Envisioning
a shared future**

GEICO
geico.com

John Bryant
Dara Chan
Yogi Chugh
Catherine Ho
Andrew Bricca
Kevin Nuss

STATE FARM



INSURANCE

Carl Jacobson
Susan Cappo
Thomas Lee
Sherry Hugand
Aman Kashyap



Allstate

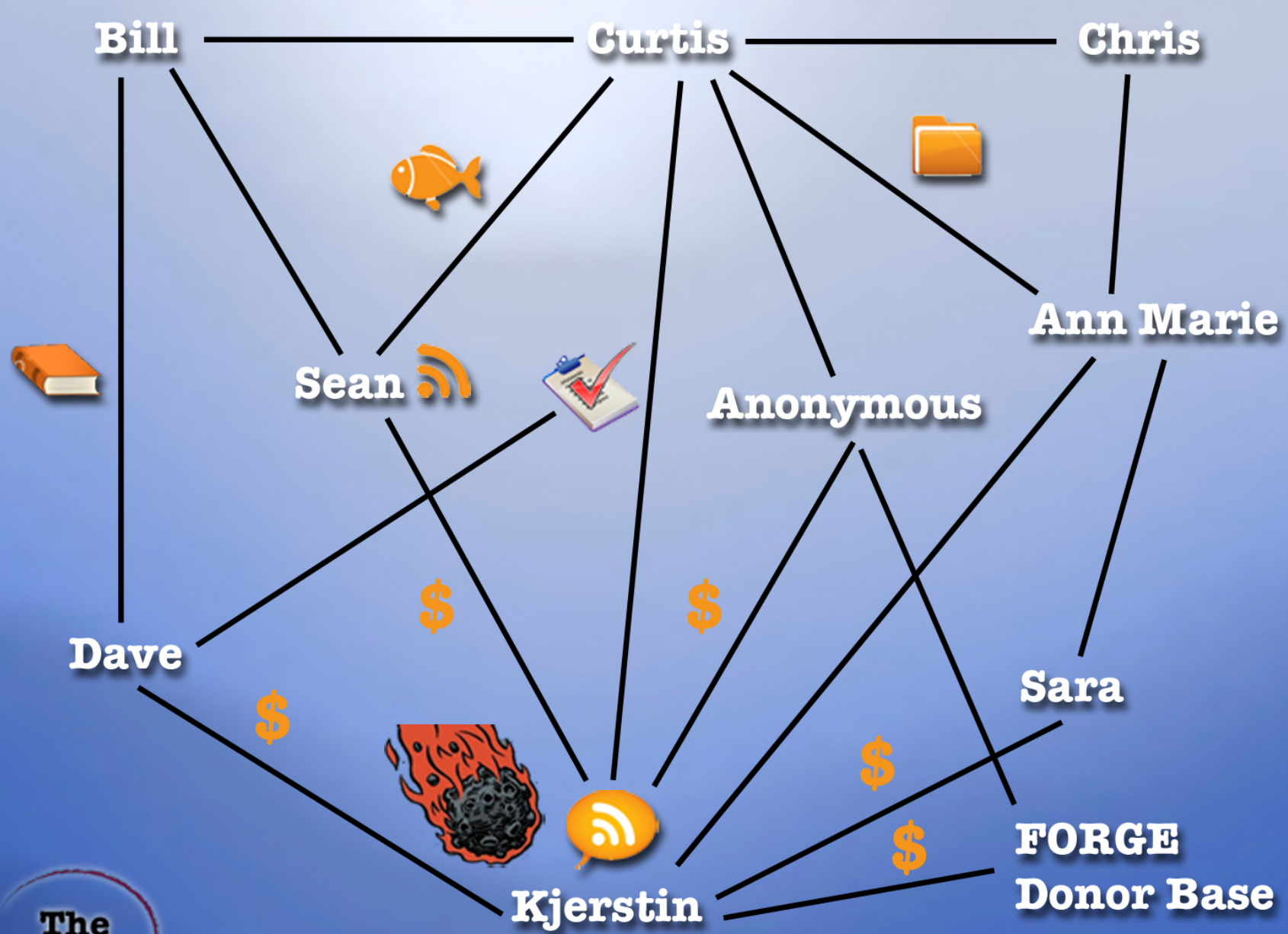
You're in good hands.

Jennifer Simmons
Gabriela Kimsey
Steve Smith
Gary Wenberg
Jeff MacDonald
Beth Elliott
Jose Martinez

Envisioning
a shared future

3. Reaching the younger donor





The
opportunity

Capacity Collaborative

Reinventing the ways nonprofits grow

Charter Members

Consulting Within Reach

Peery Foundation

Philanthropic Ventures Foundation

Tactical Philanthropy

A Home Within

CASA

Girls For A Change

49ers Academy

Summer Search

... AND YOU?



Consulting Within Reach
Building the organization behind your mission

Building Capacity for Individual Fundraising

