

# Ready. Or. Not.

Be prepared to meet donor needs now and in the future

Paul F. Morris, WVDO January 21, 2016

**Philanthropy is  
NOT a  
Spectator Sport**

# Today

- What does donor-ready really mean, and why is it important to becoming donor-centric
- Donor-ready planning to maintain sanity/build for success
- How to get leadership involved in being donor-ready

**Definition**  
*Being donor  
ready*

Your organization understands its purpose, is ready to solicit and steward contributions made by individuals or institutional donors, and donors to your cause and your organization feel invested and valued.

## Action v. Inaction

- In 2014 more than \$358 BILLION was given charitably (more than 2007) a 7.1% increase over 2013
- Individuals represent the largest block
- Becoming a “subscription” economy
- Increased competition

## Elements for being donor ready

- A clear mission/vision/purpose
- The infrastructure to support the work
- People committed to the cause, and ready to work
- A clearly articulated case
- A thoughtful, manageable plan

## Vision Purpose

- What are you seeking to achieve?
- How are you going to do so?
- You can explain your value and impact

# Vision Purpose



## *The Mission of the American Tinnitus Association*

ATA is the nation's foremost and trusted organization committed to finding cures for tinnitus and hyperacusis. Our commitment demands focus, determination, strategy and resources. ATA promotes synergy between dedicated medical professionals and researchers who work with and within the tinnitus community. The battle for a cure is real, and will be won through advances in technology and medicine, areas where we have often been a conduit to new discoveries. We fulfill our mission by:

Funding targeted research projects; providing education, hope and support for the tinnitus community;

Advocating for effective public policies focused on advancing science towards cures for tinnitus and hyperacusis; and

Collaborating with others to promote awareness, encourage prevention and to ultimately silence tinnitus.



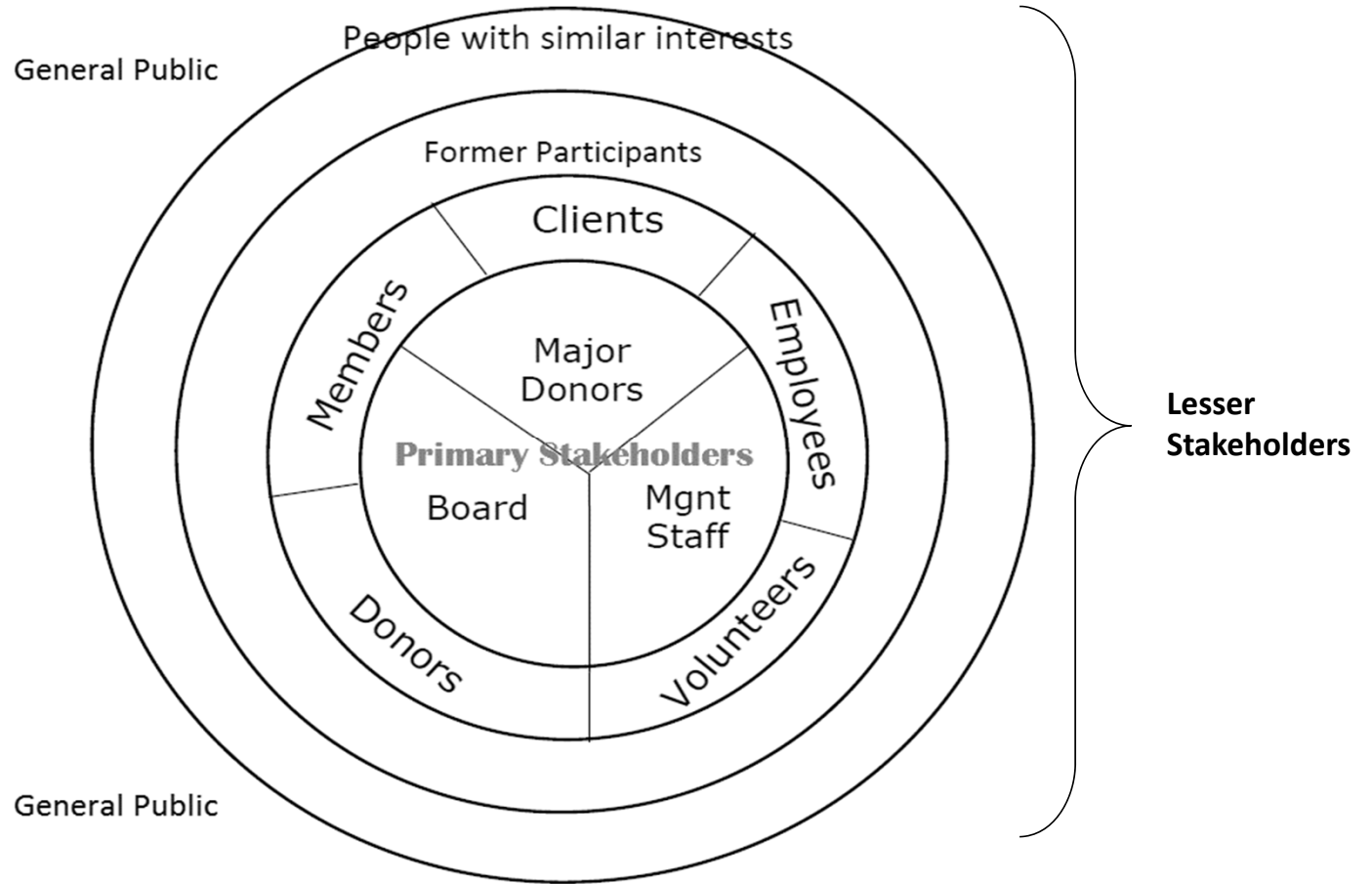
## Infrastructure

- Database and data
- Clear processes/policies
- Standards of operation
- A plan
- The people to support the effort

# People

- Recognizing the shared purpose
- Supporters
- Volunteers
- Staff

Where people can come from



# Case

- Need
- Plan
- Benefit
- Framing the need, value, and impact

## A plan

- What you do: do donors want and need?
- Do you understand your donors?
- How will you reach your donors?
- Initiatives that will engage donors

# Allocating Attention

\$10M +  
 \$5M-\$9.9M  
 \$1M-\$4.9M  
 \$500K-\$999K  
 \$250K-\$499K  
 \$100K-\$249K  
 \$50K-\$99K  
 \$25K-\$ 49K  
 \$10K-\$24K  
 \$5K-\$9K  
 \$2.5K-\$4K  
 \$1K-\$2.4K  
 \$500-\$999  
 \$250-\$499  
 \$100-\$249  
 Under \$100  
 Not  
 Philanthropic

<p>High capacity / Low interest</p> <p><u>Longer term cultivation</u></p> <p><u>Back-scratch giving</u></p> <p>Disqualified</p>	<p>High capacity / High interest</p> <p>Priority prospects</p> <p>Faster cultivation</p> <p>High level volunteers</p>		
<p><u>General direct mail</u></p> <p>No or occasional, low giving</p> <p>Disqualified</p> <p>Low capacity / Low interest</p>	<p>Personalized direct mail &amp; <u>phonathon</u></p> <p>Annual giving renewals &amp; upgrades</p> <p>Volunteer recruitment</p> <p>Low capacity / High interest</p>		
<p>No to little Connection</p>	<p>SYBUNTs / Occasional \$</p>	<p>Fairly Regular \$ / Occasional Volunteer</p>	<p>Regular \$ / Very Involved</p>

## Opportunities to be donor- ready

- Acknowledgement calls
- “interviewing” (but not)
- Talking points
- Small events
- Prospect building
- Soliciting

## Overcoming challenges to being Donor Ready

- Lack of infrastructure
- Time
- Volunteers, or lack thereof



## Why is this important?

- Charitable Giving is 2.1% of GDP
- A majority, 72% comes from individuals
- Supporters are looking for good, long-term, partnerships (the average lifecycle of a donor could be 10 or more years)



**Questions?  
Answers.**

**Be in touch**

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