

Maximizing Hospice Fundraising Income with a Small Philanthropy Team





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Primary Challenges of a Small Staff


- ⌚ Never enough time to do everything
- 🗑️ Can feel isolating for the staff
- 📍 Difficulties on where to begin
- ✅ Easy to get bogged down in tedious but necessary tasks that take away from priorities
- ⚠️ Generally operating in reactive mode
- 💰 Major gift fundraising can feel overwhelming, so we gravitate towards smaller gift fundraising

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The 5 Ways to Raise Transformational Funds for Hospice with a Small Staff

- 1 Select a project, campaign, get in campaign mode
- 2 Focus on major gifts
- 3 Block time for Planned/Estate Giving
- 4 Consider a Grateful Family program
- 5 Recruit and train a robust volunteer organization

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Key Elements for a Successful Campaign

- Build a team of volunteers
- Clearly define your project, timeline, and financial goals
- Train and engage your volunteers in the fundraising process
- Establish connections and cultivate your prospects
- Schedule meetings and make asks – be specific
- Celebrate milestones
- Recognition and stewardship



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FOCUS ON MAJOR GIFTS






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Focus on Major Gifts



- 88% of total dollars raised comes from 12% of donors
- 58.87% of nonprofits do not have a major gift strategy
- 53.37% of nonprofits consider multiple major gifts to be vital
- 67.54% of nonprofits do not have a dedicated, full-time major gift fundraiser

Source: Bloomberg Giving Report 2021

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IN A ROOM OF 100 OF YOUR DONORS, 12 OF THEM WILL GIVE YOU 88% OF THE MONEY, AND TWO OF THEM WILL GIVE YOU OVER HALF THE TOTAL.

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Spend most of your time here, divided up into these steps



- Identification
- Cultivation
- Solicitation
- Stewardship
- Repeat




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Identification



- Past donors (major or otherwise)
- Donors that give \$5,000 or more unsolicited
- Donors that give for years consistently
- Families with an experience with hospice
- Donors that give big to other organizations
- Donors with capacity identified by volunteers/board
- Ages 55+, retired with fixed income, typical donor profile

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Cultivation



- ◆ Use a close connection of theirs to get in the door (volunteers are key)
- ◆ Get to know them first – what are their goals? What's important to them?
- ◆ Talk about the specifics of what you'd like to accomplish
- ◆ Invite them to meet organization leadership
- ◆ Give them a tour, hold a private event, meet them where they are

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Solicitation



- ◆ Be specific about the amount/goal
- ◆ Make sure the right people (on both sides) are in the room
- ◆ Present the gift as an offer not a request
- ◆ Have the volunteer connector present if possible

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Stewardship



- ◆ Give regular updates
- ◆ Call/reach out just to thank
- ◆ Hold donor-only events (cheaper, easier to plan, more special)
- ◆ Create networking with other donors

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Repeat

- A new donor is 5 to 7 times more expensive to acquire than a repeat donor
- Keep up with stewardship so the donor looks forward to connecting each time
- Focus donor retention, block out time

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BLOCK TIME FOR PLANNED/ESTATE GIVING

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Planned/Estate Giving

- ◆ Not always on the forefront of our minds
- ◆ The opportunities are already in your donor pipeline
- ◆ If you don't take the time, will you be ready when asked about a planned gift?
- ◆ And...






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Planned Giving

- ◆ Average Cash Gift - \$737
- ◆ Average Planned Gift - \$60,000+
- ◆ 15% of people (almost half a million US Citizens every year) plan to leave something in their estate to a charity
- ◆ The US Baby Boomer population is the richest group in human history
- ◆ \$68 Trillion (that's 68 million million) will be passed on by 2030 alone

Source: [www.ifa.org](#) | [The Philanthropic Foundation](#) | [The Philanthropic Foundation](#) | [Charity Navigator](#) | [Gifts](#) | [Wealth Transfer](#) | [Gift](#) | [Fundraising](#) | [Gift](#) | [Non-Profit News](#) | [Nonprofits](#) | [Wealth Transfer](#) | [The Philanthropic Foundation](#) | [Marketing](#) | [Fundraising](#) | [Philanthropy](#) | [Charity](#) | [Non-Profit](#) | [Gift](#)

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Preparing Yourself



Schedule time to assess where you are in the process



You don't need to be an expert – but take time to learn



Become comfortable with the conversation



Promote your planned giving program, thank your donors publicly and often




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Marketing Planned Gifts

Website

Collateral

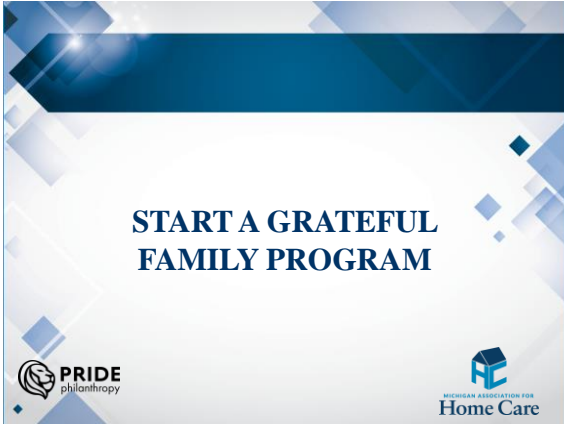
Direct Mail

Events

Recognition



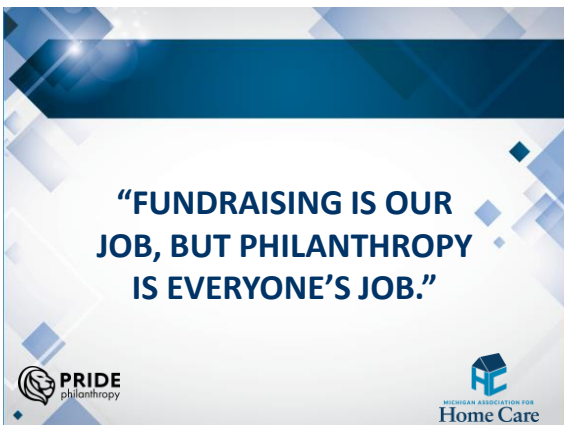

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Steps to Implement

- Get approval from leadership to launch
- Work with bereavement to set expectations
- Train clinical team to pick up audio cues
- Create system for capturing compliments/capturing contact info
- Collect stories
- Screen relationships for capacity
- Begin cultivation

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VOLUNTEER ORGANIZATION FOR PHILANTHROPY

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Building a Robust Fundraising Volunteer Team

- ◆ Entire volunteer organization dedicated only to philanthropy
- ◆ 30-50 volunteers divided into 4-7 committees/teams
- ◆ 3-5 hours of time asked from volunteers each month (plus a gift to the organization that is meaningful to them)
- ◆ Creates connections with almost everyone in the community by one degree of separation
- ◆ Builds a massive prospect list
- ◆ Captures all demographics, ages, giving types
- ◆ Start top down with an overall chair, team chairs, use network to recruit over 3-6 months
- ◆ Remains in place in perpetuity, but people rotate on and off

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Key Takeaways

- 1 Work on getting into campaign mode asap
- 2 Focus most of your time on major gifts
- 3 Block time for planned gifts (the largest by far)
- 4 Start a Grateful Family program
- 5 Build your volunteer organization



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