

THE IMPORTANT WORK THAT HAPPENS OUTSIDE OF
FUNDRAISING EVENTS

SESSION OBJECTIVES

QUESTION:

How can nonprofits move from an event-centric fundraising model to a relationship-centric fundraising model?

OBJECTIVE:

The session will empower nonprofits to consider how they can transform their event-centric fundraising model into one committed to creating meaningful relationships with all stakeholders.



OUR ROLE

"Our role as fundraisers isn't making a one-time ask for money, it's inspiring people to give, to continue giving, and to pass that inspiration along to their connections. **Relationship building is your most powerful tool for maximizing resource development.**"

Georgia Center for Nonprofits



BUILDING by
YOU

88%

Fundraising expenses in 2020
decreased by 88%.

37%

Fundraising revenue in 2020
increased by 37%.

26%

Fundraising revenue in 2021 increased by 26%.



WHAT WE LEARNED

- It was not about the events being hosted by the organization, but the work being done that inspires supporters to give.
- Being able to demonstrate the impact of one's gift is highly dependent on relationship building, which is best accomplished through personalized interactions.



SHOW

Outside of an event, how can you show supporters the work you are doing and the importance of your organization's mission to the community.

TELL

How can you tell supporters what you are accomplishing together and thank them for their partnership.




Journey to Homeownership



Share



Watch on  YouTube



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WHAT IS YOUR PLAN?

