

Fundraising = Common Sense

About the Speaker



Jim Eskin's leadership roles span more than 30 years in fundraising, public affairs and communications in the San Antonio area. Fundraising benchmarks include establishing records for gifts from individuals at The University of Texas at San Antonio (UTSA), Our Lady of the Lake University (OLLU) and Alamo Colleges Foundation.

In 2009, he began current responsibilities as Executive Director of the Alamo Colleges Foundation, the philanthropic arm of the community college system with an enrollment of more than 60,000 credit students per semester, more than all the other colleges and universities in Bexar County combined. Since then, foundation assets and scholarship dollars awarded have more than tripled. He has authored more than 100 guest columns that have appeared in daily newspapers and business journals across the country.

He enjoys training non-profit boards on fundraising best practices and overcoming the fear of asking for gifts. He also publishes *Stratagems*, a monthly e-newsletter exploring timely issues and trends in philanthropy, advocacy, and image. He can be reached at jeskin@aol.com and cell: 210.415.3748.

Fundraising = Common Sense

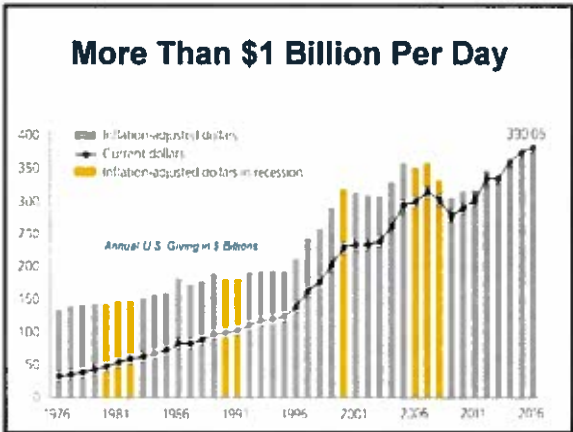
Simple is Better

Presented to:
**Texas Association of
Community College Foundations**



February 22, 2018

PRESENTED BY JIM EBNIK, EXECUTIVE DIRECTOR,
ALABAMA COLLEGES FOUNDATION



We Need More of the Pie!

Community colleges get
only 2%



of higher education's
\$41 billion
in private gift income.

Today's Agenda



The Philanthropic Landscape



Common Sense Lessons



Learning Exercises

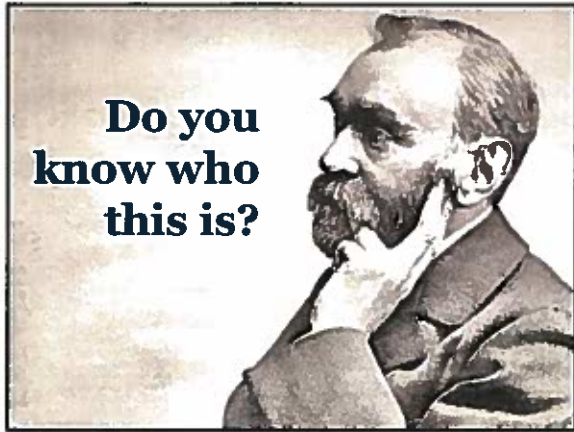
A Starting Point

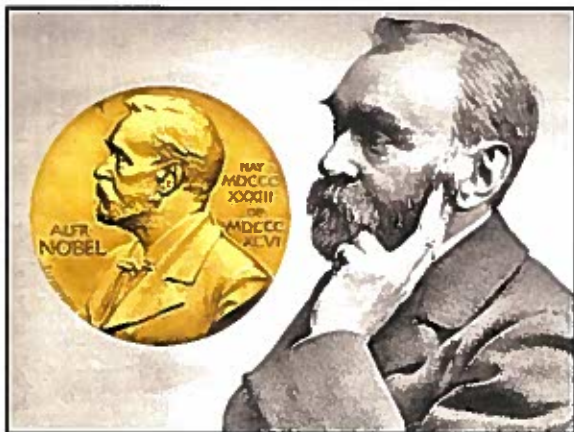
1. Others ask for and get gifts all the time.
2. Community college is a compelling cause worth supporting.
3. Too many administrators, board members and volunteers are terrified of fundraising.
4. Let's harness the teaching power of common sense!

More Money = More Mission

Philanthropy is the giving of time and money to help make life better for other people.







Philanthropy: A Two-Way Transaction



When you ask someone for money, you are not taking something away . . .

You are giving them
the opportunity
to feel good.

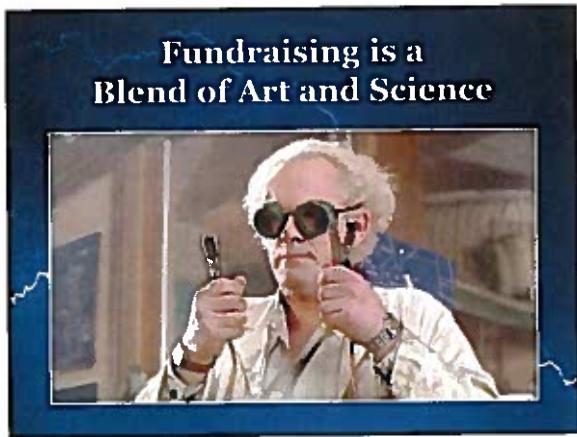


LAURA FREDERICKS













Prospect Identification

Consider personal & professional networks

- Identify prospect names.
(Would they return your phone call?)
- State what you "think" they could give.
- What do you know about their priorities?
- How would you make the first contact?
- Who else would it be helpful to involve?





COMMON SENSE LESSON NO. 2

You Have to Ask

Face-to-Face Power

- When asked face-to-face, **70% will give at a rate of 50%** the amount requested.
- When asked during a phone call, **25% will give at a rate of 25%** the amount requested.
- When asked by mail about **2% will give gifts of \$10 to \$25.**




Source: Foundation Center



COMMON SENSE LESSON NO. 3

More Contact = More Money

Law of Prospect Engagement



Intentional time spent with Prospect

Gift Dollars

More Contact = More Money




COMMON SENSE LESSON NO. 4

Listen Your Way to the Gift

Solving the Mystery

- Who do we ask?
- How much do we ask for?
- When do we ask?
- Who does the asking?
- How do we get their interest?
- What do we ask for?
- How do we close?

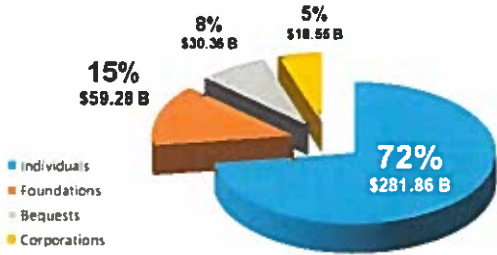




COMMON SENSE LESSON NO. 5

Gifts from Individuals Rule


The Philanthropic Pie



Category	Percentage	Amount (B)
Individuals	72%	\$281.86
Foundations	15%	\$59.28
Bequests	8%	\$30.36
Corporations	5%	\$18.56

A successful strategy emphasizes giving from individuals.

Source: Giving USA 2017, The Annual Report on Philanthropy for the Year 2016



COMMON SENSE LESSON NO. 6
Give a Number

It Boils Down to This

Look squarely into the person's eyes and say:

We need your help. Would you consider making a gift of \$_____ for _____?

Then remain absolutely silent, and wait for a response.





COMMON SENSE LESSON NO. 7
Thank 7x

Stewardship

- Thank quickly
- Report on results
- Recognize privately and publicly
- The first step toward renewing and increasing future gifts





COMMON SENSE LESSON NO. 8

Tell a Good Story

Tell How Gifts Change Lives

Passion

Courage

Conviction





COMMON SENSE LESSON NO. 9
Fundraising is Fun!

Let Them See What You Do

- Give tours
- Invite to give guest lectures
- Introduce to Chair, CEO, key staff, other board members
- Hold small luncheons
- Ask for advice





COMMON SENSE LESSON NO. 10
The Giving Starts Here

It Won't Happen Without You

- Lead by example, in giving *and* getting
- Make your own best gift
- Achieve 100% board participation
- Identify prospective donors
- Even better, cultivate prospects
- Friendraising = Fundraising
- Be eyes, ears, and *especially* voice in the community

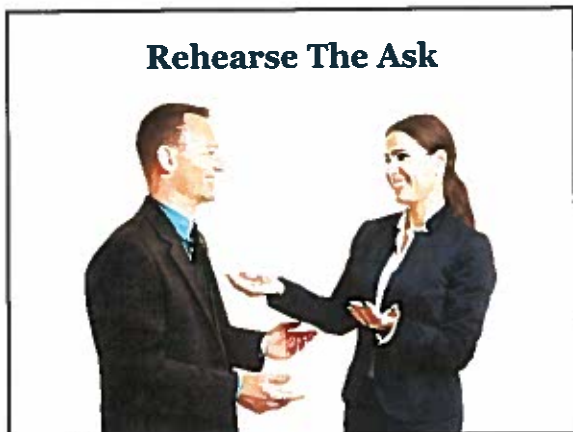


90% Precedes the Ask



4 Parts of the Gift Cycle






Ask Scenario No. 1

Maggie

PERSONAL PROFILE
Widowed 8 years

GIVING HISTORY
\$2,500/year the last 10 years
for annual scholarships

ASK STRATEGY
\$20,000 for endowed
scholarship



Ask Scenario No. 2

Bob

PERSONAL PROFILE
Married, has successful business,
is very engaged in civic life

GIVING HISTORY
None

ASK STRATEGY
\$10,000 for
unrestricted fund



Ask Scenario No. 3

Sally

PERSONAL PROFILE
Alum, single, successful CPA


GIVING HISTORY
Purchased tables for special events, but no outright gifts

ASK STRATEGY
\$5,000 for annual scholarship




Solicitation Best Practices

- Practice the ask.
- Teams are okay, but no more than 2X.
- Get to the point, make the ask during first 15 minutes.
- If a "yes" thank effusively.
- If a "maybe" set a date to get back together.
- If a "no" still says thanks, keep door open for later.
- In all instances, send a follow-up note or e-mail.



Just Imagine . . .

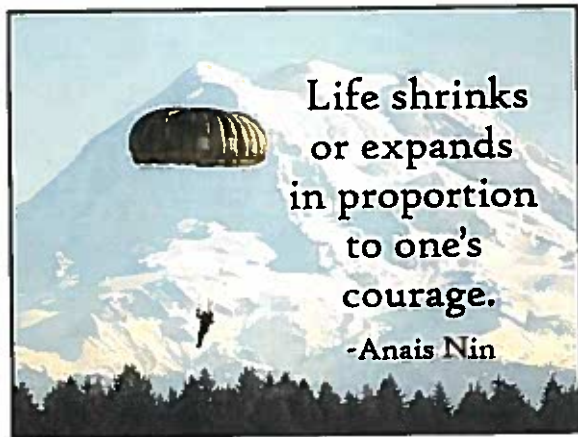
If you were in an elevator with **Bill Gates**



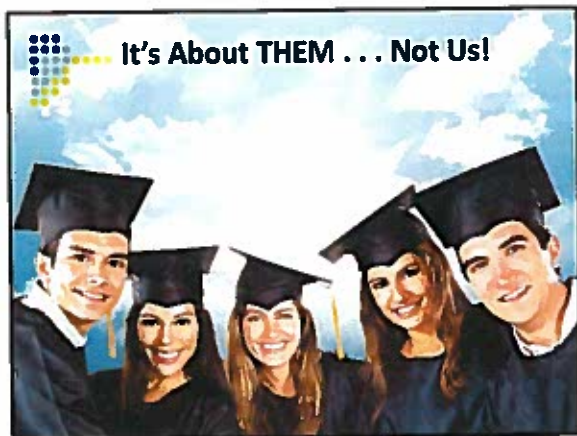
how would you pitch to him?



Celebrate Victories



**Life shrinks
or expands
in proportion
to one's
courage.
-Anais Nin**



It's About THEM . . . Not Us!

Eskin's Guarantee

Your chances of getting the gift
go way up when you ask!

DJOKA



FOR MORE INFORMATION CONTACT

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If you need
common sense
please ask for
assistance!