



FUNDRAISERS AS CHANGEMAKERS

Leading Our Organizations to Equity

NONPROFIT LEADERS CONFERENCE

WHERE I COME FROM

YOUTH & TEEN
PROGRAMS

LOCAL, STATE
& NATIONAL

BOARD & EXECUTIVE
LEADERSHIP

WHY THIS WORKSHOP



Philanthropy is **changing** & so are our communities



HOW we do our work matters - it makes us who we are



As leaders, we have **power** and **responsibility**



INVITATION



I INVITE YOU TO...

- » be open to new possibilities & opportunities to develop new ideas
- » take what has been given to us, and turn it into what is needed for the future
- » explore new ideas and build on what is presented today
- » consider what you're afraid of and embrace your power

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us.”

Marianne Williamson

TODAY WE WILL...

- 01** Evaluate two popular approaches to philanthropy
- 02** Look at ways to combine these philosophies by approaching fundraising as a program
- 03** Identify specific change-management strategies & move to a culture of abundance
- 04** Acknowledge and own personal power & responsibility for change



DONOR-CENTERED





DONOR-CENTERED FUNDRAISING

An *integrated* and *collaborative* approach to raising money that *inspires donors* to remain loyal longer, to make more generous gifts, and to shift their giving from modest to generous sooner.

The concept is *easy to understand*; it focuses on the things that make fundraising more *profitable*; and it *comes from donors* themselves.



ROLE OF FUNDRAISER

waiter in a fancy restaurant

01

THANK DONORS

personal calls | letters | flowers

02

RESTRICT GIFTS

specific programs or projects

03

REPORT BACK

annual reports | personal follow-up

DONOR-CENTERED FUNDRAISING

PRO

- 01 EVIDENCE-BASED
- 02 WHAT PEOPLE EXPECT
- 03 IT WORKS!

CON

- 01 FOCUS ON PROFIT - NOT MISSION
 - 02 DONORS AREN'T THE EXPERTS
 - 03 BASED IN ONLY ONE PERSPECTIVE
-

COMMUNITY-CENTRIC



COMMUNITY-CENTRIC FUNDRAISING

A fundraising model that is grounded in **equity** and social justice. We prioritize the entire **community** over individual organizations, foster a sense of **belonging** and interdependence, present our work not as individual transactions but **holistically**, and encourage **mutual support** between nonprofits.

1

Fundraising must be grounded in race, equity, and social justice.

2

Individual organizational missions are not as important as the collective community.

3

Nonprofits are generous with and mutually supportive of one another.

4

All who engage in strengthening the community are equally valued.

5

Time is valued equally as money.

6

We treat donors as partners, and this means we are transparent, and have difficult conversations.

7

We foster a sense of belonging, not othering.

8

We promote the understanding that everyone personally benefits from engaging in the work of social justice.

9

We see the work of social justice as holistic and transformative, not transactional.

10

We recognize that healing and liberation requires a commitment to economic justice.



ROLE OF FUNDRAISER

activist | social justice warrior

COMMUNITY-CENTRIC FUNDRAISING

PRO

- 01 BOLD VISION BASED
IN VALUES
- 02 COLLABORATIVE
- 03 BROAD RECOGNITION OF
PHILANTHROPY

CON

- 01 OVERWHELMING AMOUNT OF
CONTENT
 - 02 ALL THEORY - NO DATA
 - 03 CHANGE IS HARD & SCARY
-

A NEW APPROACH

01

BOLD VISION BASED
IN VALUES

02

BROAD RECOGNITION OF
PHILANTHROPY

03

WHAT PEOPLE EXPECT

04

COLLABORATIVE

05

EVIDENCE-BASED

06

IT WORKS!



PEOPLE-CENTERED FUNDRAISING

In the Y, we're about **PEOPLE**. Fundraising in the Y is no different. Fundraising doesn't simply fund our mission...it moves our **mission** forward by fostering caring **relationships**, offering opportunities for people to **achieve** their goals, and deepening our understanding of - and connection to - our **community**.

FUNDRAISING IS A YMCA PROGRAM

Fundraising is a platform for people to achieve goals & learn in community. These goals exist alongside monetary goals and create opportunities for increased giving and commitment to our work.

ALL PEOPLE DESERVE A YMCA EXPERIENCE

All fundraising interactions, communications, events, and strategies are opportunities to create positive Y experiences. Best practices in fundraising are used as a tool to deepen relationships and build belonging.

WE ARE CONFIDENT IN OUR VALUES

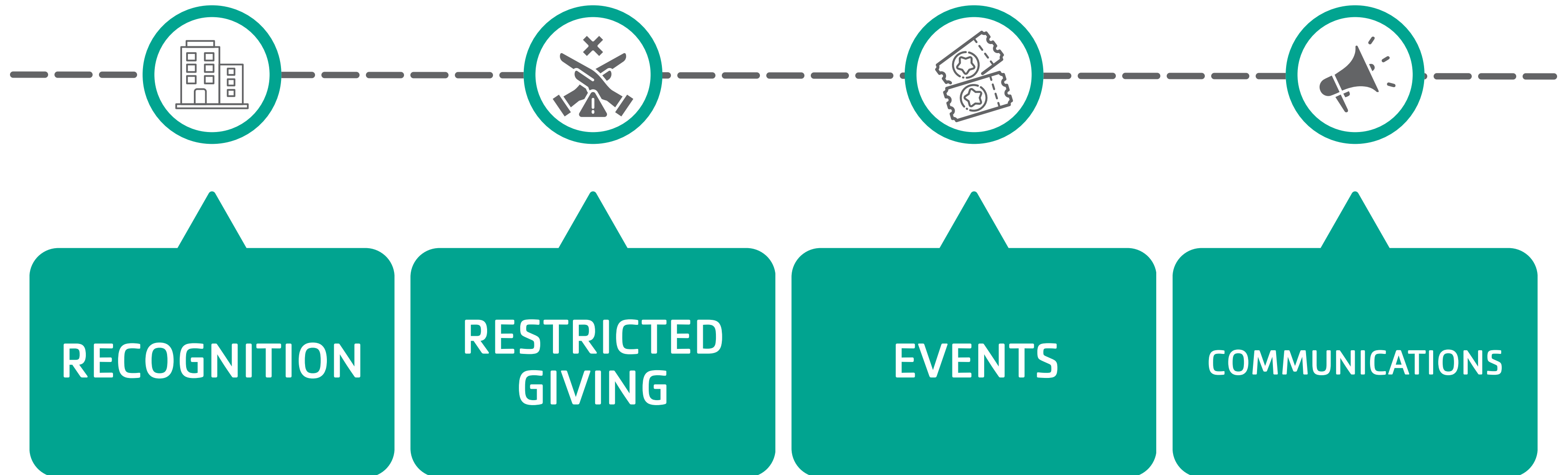
Investing in the Y is an invitation to be part of something and to make an impact in a specific way. By sharing our values and vision clearly, individuals can make informed decisions about their investments.



ROLE OF FUNDRAISER
leader | professional | connector | teacher

IN THE REAL WORLD

In practice, a people-centered approach requires fundraisers to start with clear organizational **values**, think with both **strategy & intention**, and move **away from fear** and toward a mindset of **abundance**.



CHANGE IS HARD

01 GO SLOW

**02 BRING PEOPLE
ALONG**

**03 KNOW THERE IS
ENOUGH**

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Marianne Williamson



STAY IN TOUCH!

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