



Fund Development Webinar

February 26, 2022



Agenda

1. Introduction
2. Donor's Journey
3. Resources
4. Tips
5. Questions

Introduction



Jan-2021: National Council conducted an environmental scan with input from Vincentians across Canada

- to help develop the national three year strategic plan, 2021 – 2024.

Key observation: donations to SSVP decreased during COVID-19.

Strategic Plan actions include:

- Create Fund Development Committee;
- Identify new funding sources for financial diversification;
- Develop associated techniques and mechanisms to support diversification of funding sources from first contact and securing a first donation, to becoming a regular donor and/or major donor, including legacy giving.

Fund Development Committee objective:

- To identify and develop communications and fund development strategies to be used by the multiple levels within the Society of Saint Vincent de Paul in Canada.

Committee Terms of Reference, [Committee Terms of Reference Guidelines \(ssvp.ca\)](https://www.ssvp.ca/committees/committees-terms-of-reference-guidelines)

Fundraising as Ministry

Fundraising is a way of announcing our vision and inviting other people into our mission.

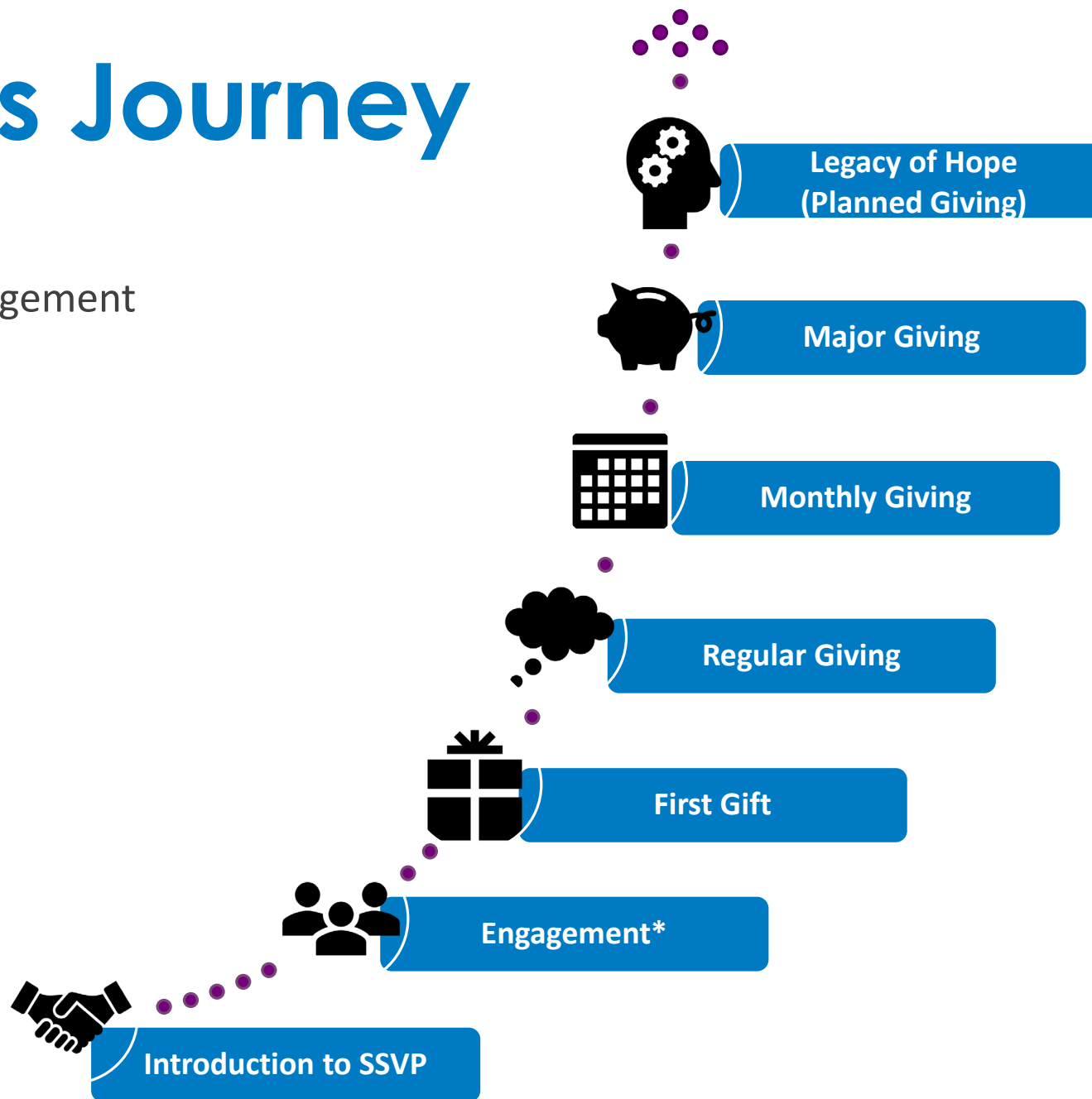
It is also always a call to conversion.

PROCLAMATION	Of what we believe in, our vision and our mission.
ENCOUNTER	Authentic relationship with donors based on who they are, not what they have or give.
CONVERSION	For those who have wealth, to relate to their resources in a new way; For those who ask, in relation to their needs
GIFT	Opportunity to be with us and share in our spirit, participate in our vision and mission.

Donor's Journey



A Lifetime of Engagement



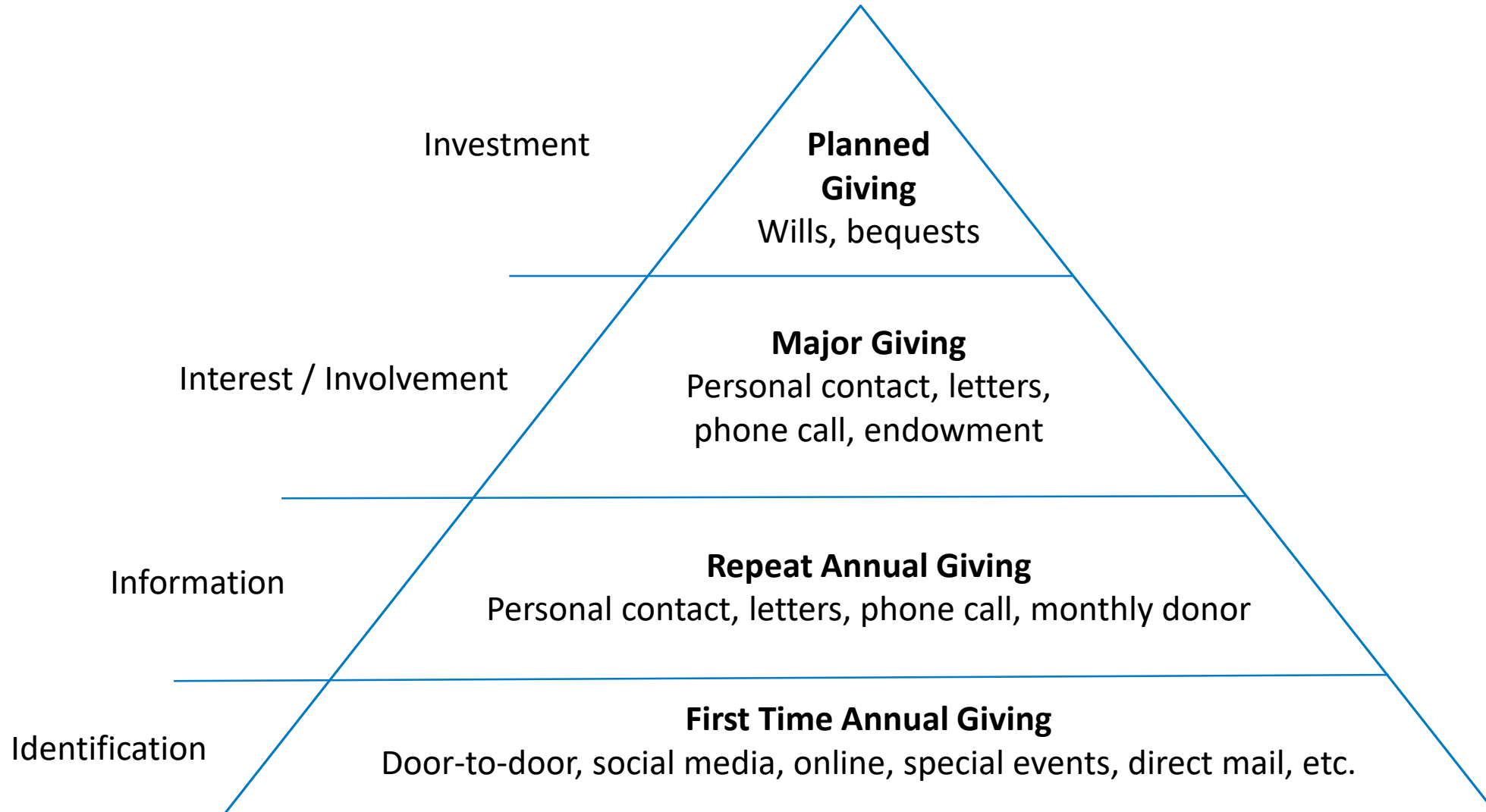
Motivation to Give



What motivates someone to give?

Donor type	→	Key Motivation
Loyal supporter	→	I give because I care about the cause
Ad hoc giver	→	I give because I'm asked
Good citizen	→	I give because it's the right thing to do
Faith-based donor	→	I give because it reflects my values and is a part of my faith/tradition
Engaged champion	→	I give time and get my friends involved
Benefactor	→	I give to lead by example
Thoughtful donor	→	I give to make an impact

Elements of Program



Resources



Our Committee has conducted monthly virtual meetings since June 2021.

We have developed various resources which can be referenced and implemented by Councils / Conferences across Canada, including:

- Fund Development Ideas
- Monthly Donor Program
- Guide to approaching Foundations
- Guide to approaching Major Gift Donors
- Year-end stewardship letter template



Available at

<https://ssvp.ca/members/committees/fund-development/>

Online Giving



Ensure you have a “**Donate**” button on your home page with an option for a one time gift or monthly gift.

Our resource on Monthly Donor Program –

Become a Partner in Hope

<https://ssvp.ca/members/committees/fund-development/>

encourages having monthly donors which ensures a guaranteed stream of revenue.

Your Council/Conference can receive donations through the National Council website portal

[Online gift - Society of Saint Vincent de Paul, National Council of Canada \(imakeanonline.com\)](https://www.imakeanonline.com/)

that will, in turn, re-direct funds to your Council/Conference.

Online vehicles include:

- Benevity - an organization that has employer-employee donor engagement platform
- CanadaHelps - issues instant tax receipt to donor online on behalf of charity
- DonateACar - accepts vehicle donations



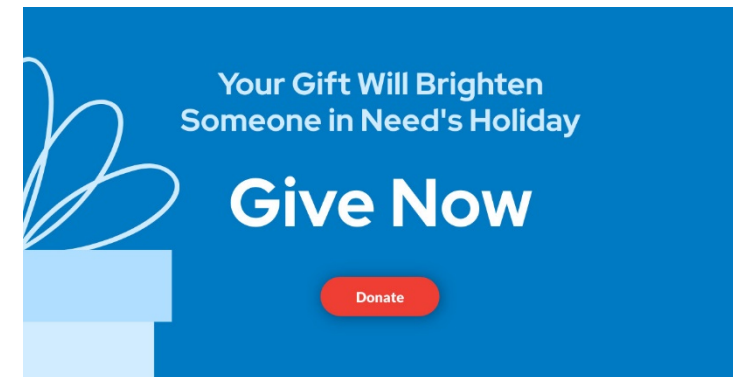
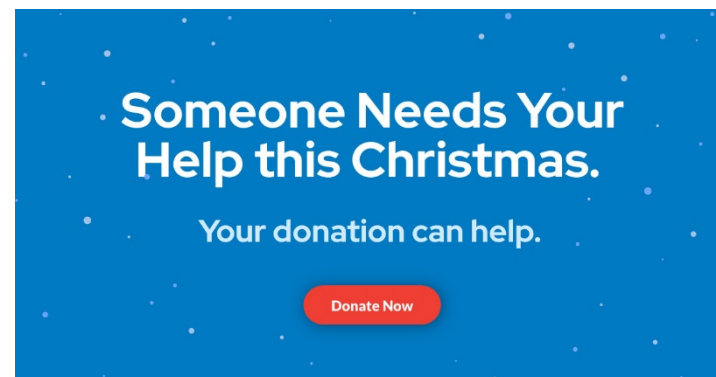
E-mail/Facebook Appeals

E-mail appeals are a great way to raise funds.

Appeals can be posted on your Facebook page or another social media platform.

These appeals can be promoted at different times of the year such as:

- Christmas
- Beginning of school year for school supplies
- Giving Tuesday in November
- Thanksgiving, etc.



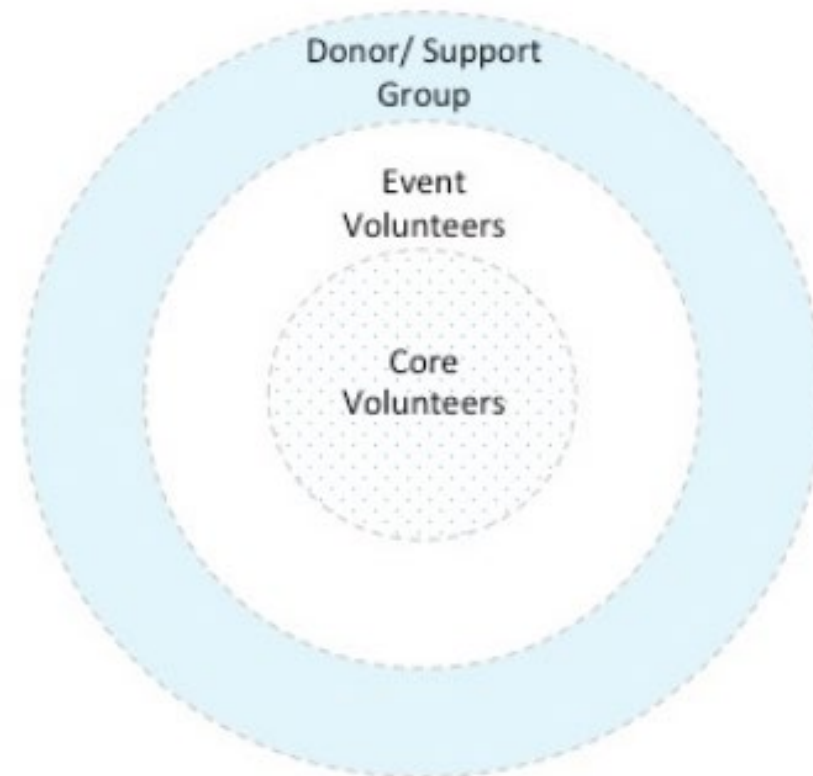
Friendraising – Concentric Circles



Friendraising raises awareness and raises funds.

When an appeal is sent to members (your core volunteers), event volunteers and donors, ask them to share the information with their friends and families.

You will be amazed with the results!





Foundations/ Corporate Organizations

Foundations are a great source of revenue.

National Council has access to an online search tool of Foundations and corporate Foundations.

More information about approaching Foundations can be found at

<https://ssvp.ca/members/committees/fund-development/>

Approaching Corporate Organizations in your community and sharing the good work done by the Society is a great source of revenue.



Major Gift Donors

A Major Gift program is the logical sequence that follows as a result of thoughtful and strategic relationship-building with the donor from the moment they make their first gift, and shows that the donor's commitment to the organization is strong.

More information can be found at

<https://ssvp.ca/members/committees/fund-development/>

There are 4 critical steps to major gift fundraising:

1. Identification
2. Cultivation
3. Solicitation
4. Stewardship



Legacy Giving

The Society of Saint Vincent de Paul joined the **Will Power** campaign to help raise awareness for donors to leave a legacy gift in their Will.



What is Will Power?

- National public education effort
- Intended to inspire more Canadians to leave a gift in their will to charity
- Aim is to have at least 8.5% of all Canadians to designate a charity as part of their will

National Council has more information on this campaign at:

<https://www.willpower.ca/charities/society-of-saint-vincent-de-paul/>



World Day of the Poor

Thanks to Pope Francis, World Day of the Poor started in 2017 and is an annual day in November that raises awareness of people living in poverty and in need. As Pope Francis says, “The poor will always be with us”.

The World Day of the Poor is a great opportunity to recruit members and raise funds. National Council provides resources each year for this day to raise awareness of the work the Society does.

<https://ssvp.ca/members/resources/world-day-of-the-poor-tools-for-members/>



School Support/Partnership



Reach out to your local School Board and schools for support of different programs including:

- Christmas drive
- Thanksgiving drive
- Support of a specific program

Examples of school support:

- Brant Particular Council has partnership with School Board for their **“Bed for Every Child”** program
- St. Louise de Marillac Youth Conference reaches out to local schools for support of their **“On the Street”** program
- All Saints Conference partners with local school for the **“Joyful Socks”** program
- Opération Bonne Mine in Québec

Events



The Fund Development Ideas resource document

<https://ssvp.ca/members/committees/fund-development/>

also lists fundraising events that can be organized, such as:

- Fundraising Gala
- Trivia Night
- Catch/Chase the Ace
- Sleep Walk
- Guignolée in Quebec



Stewardship

It is imperative that donors be thanked after making a donation. The thank you should include:

- How their donation made an impact
- Statistics and program information if the donation was for a specific program

When you properly thank/steward donors, they are more likely to donate again in the future.

Check out for a template year-end stewardship letter which also includes an appeal.

<https://ssvp.ca/members/committees/fund-development/>

Tips



Personal story: talk about your personal experience with SSVP

- What about SSVP's work resonates with you?
- Why is being involved with SSVP important to you?

Relationship building

- A lifetime of engagement/donor's journey
- SSVP builds long-term relationships with supporters (members, donors, partners)
- Ask questions, engage in conversation

Don't be afraid to ask

- #1 reason people do not give is that **"No one asked"**
 - Please, give generously
 - Asking for support can be a positive experience
 - Asking does not mean that the other person must give, and that's ok
- Asking is not for everyone
 - But fundraising can also mean, for example, helping to organize events



Closing

Should you have successful fund development initiatives,
please share them by email to l.dollard@rogers.com

Q & A



Thank you!