



Fund Development Presentation

WWW.SSVP.CA/MEMBERS/COMMITTEES/FUND-DEVELOPMENT/

June 9, 2023

Agenda

1. Introduction
2. Donor's Journey
3. Transformational Fundraising
3. Resources
4. 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:

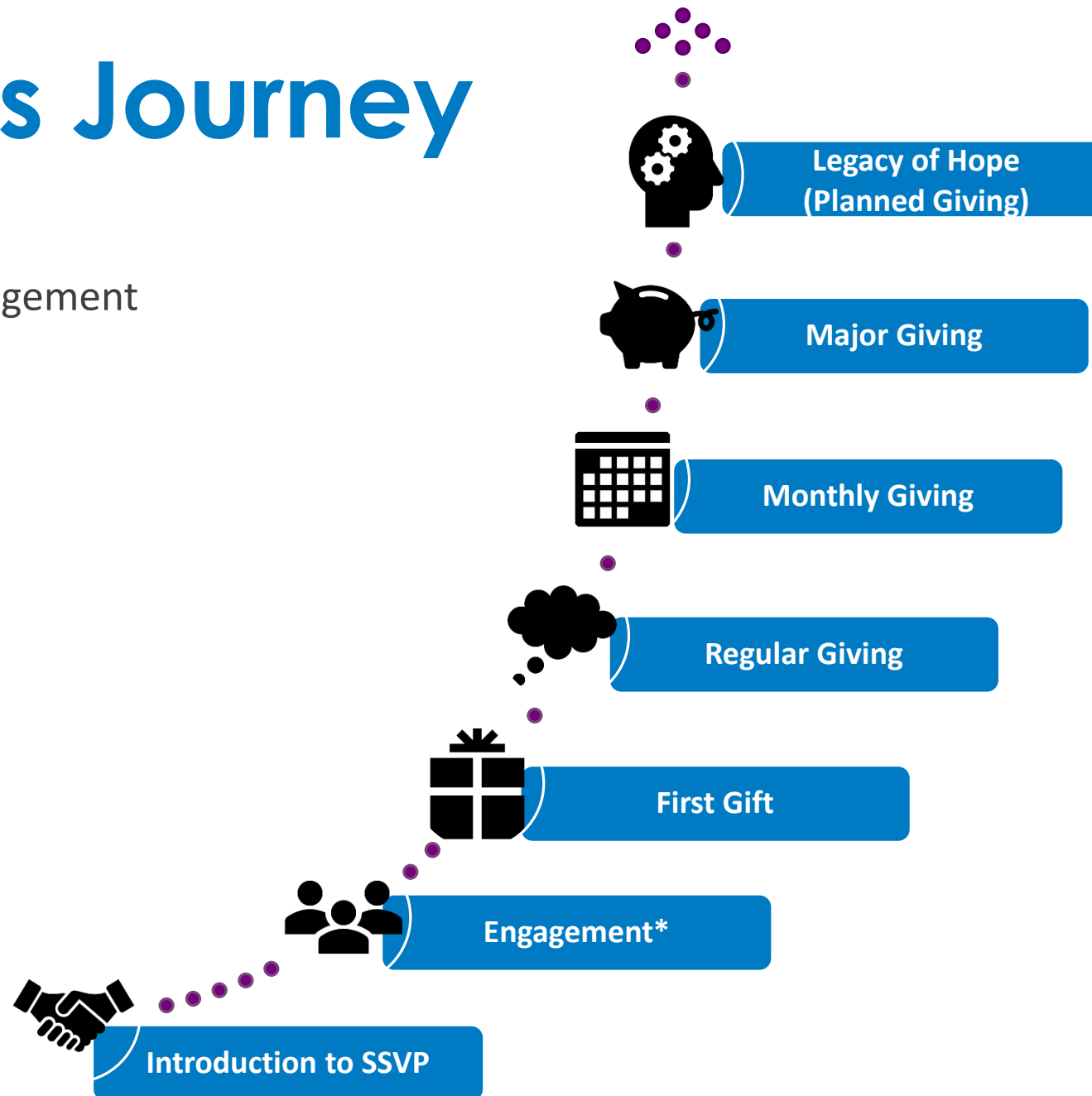
- To identify and develop communications and fund development strategies to be used by the multiple levels within the Society of Saint Vincent de Paul in Canada.

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

Fund development resources, [Fund Development - Society of Saint Vincent de Paul - National Council of Canada \(ssvp.ca\)](https://ssvp.ca/fund-development)

Donor's Journey

A Lifetime of Engagement



What Is The Percentage Of Adult Canadians (19+) Who Make A Deliberate Financial Contribution To One Or More Charities Every Year?



5 %

33 %

58 %

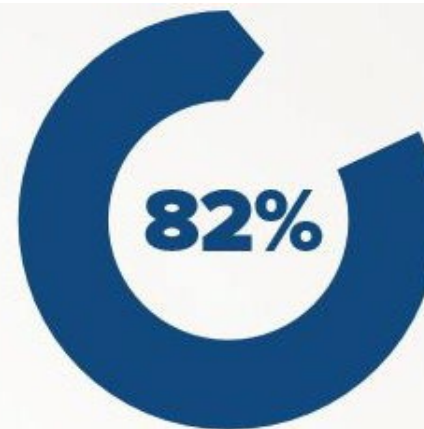
70 %

82 %

100 %



Number of donors
24,051,000



Proportion
of donors (%)



When We Add In Non-financial Donations To Charities (i.e. Food) What Is The Percentage?



10%

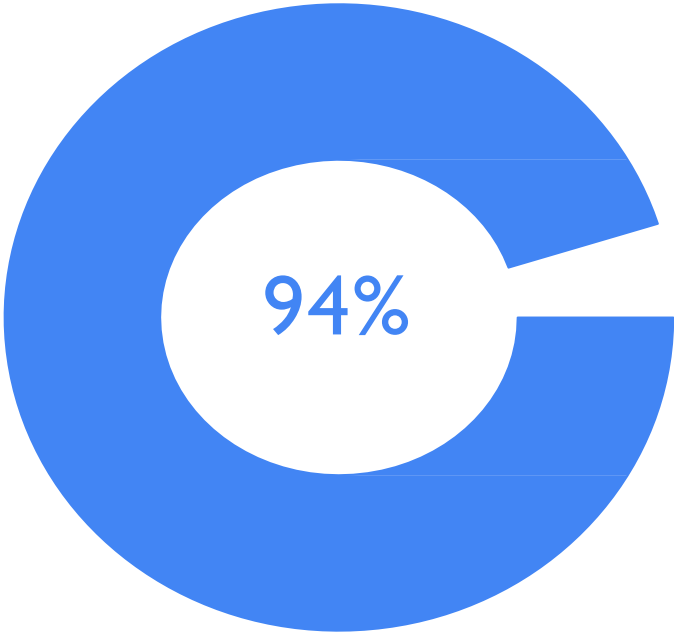
43%

61%

82%

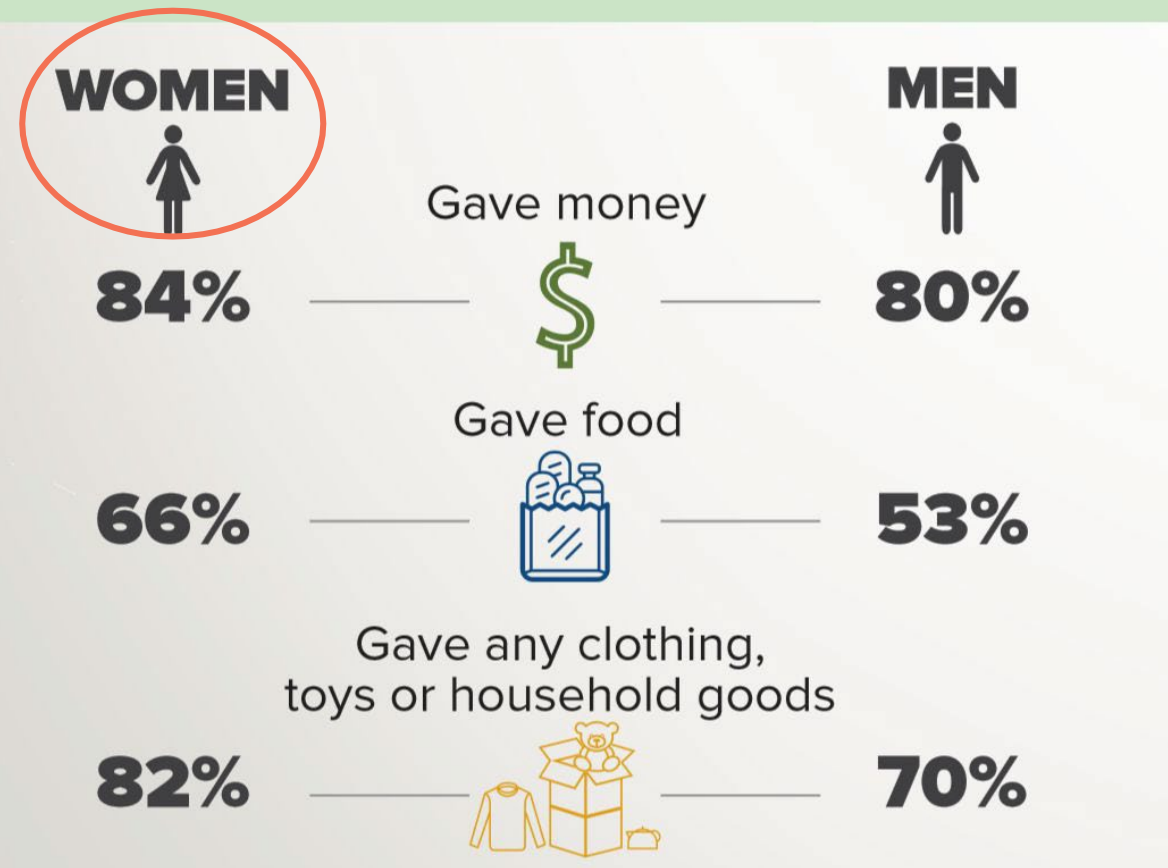
94%

100%



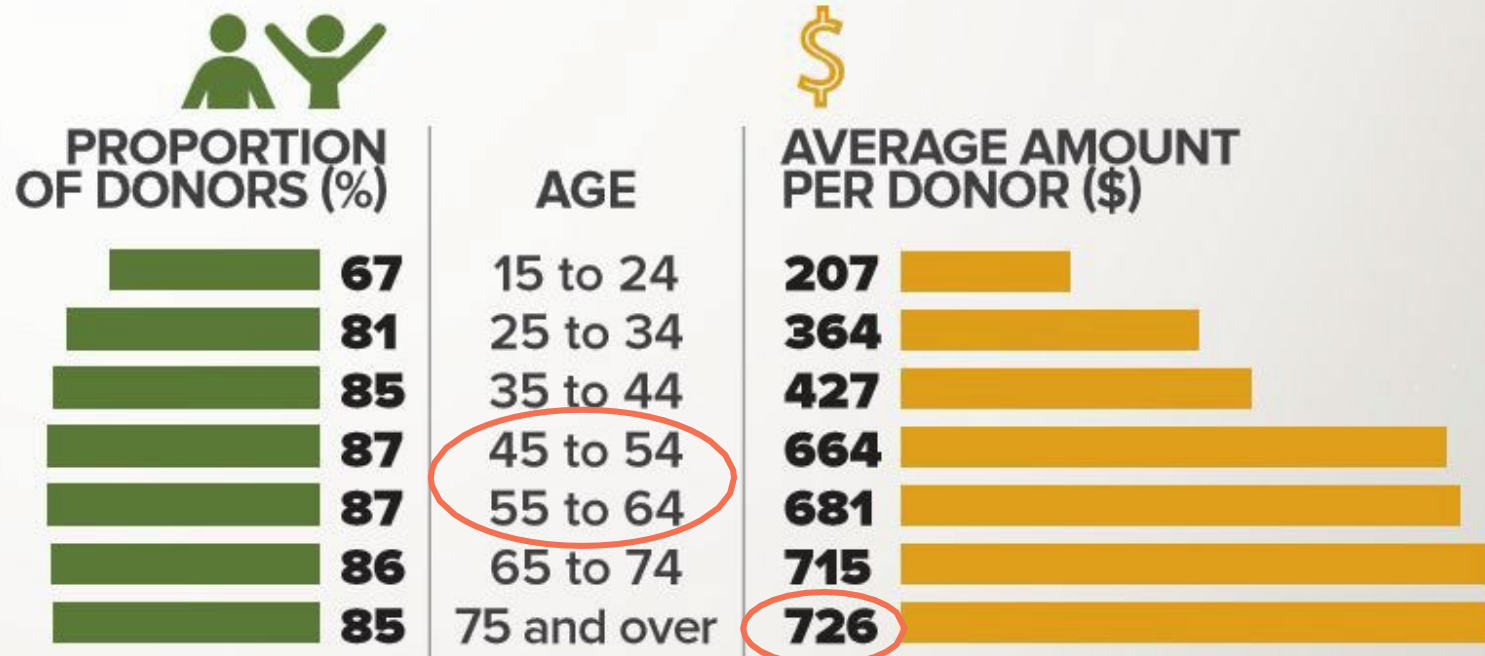
Who Makes More Financial Donations To Charities?

WOMEN ARE MORE LIKELY TO GIVE TO A CHARITABLE OR NON-PROFIT ORGANIZATION



What Age Cohort (10-year Groups) Gives the Most Dollars To Charities?

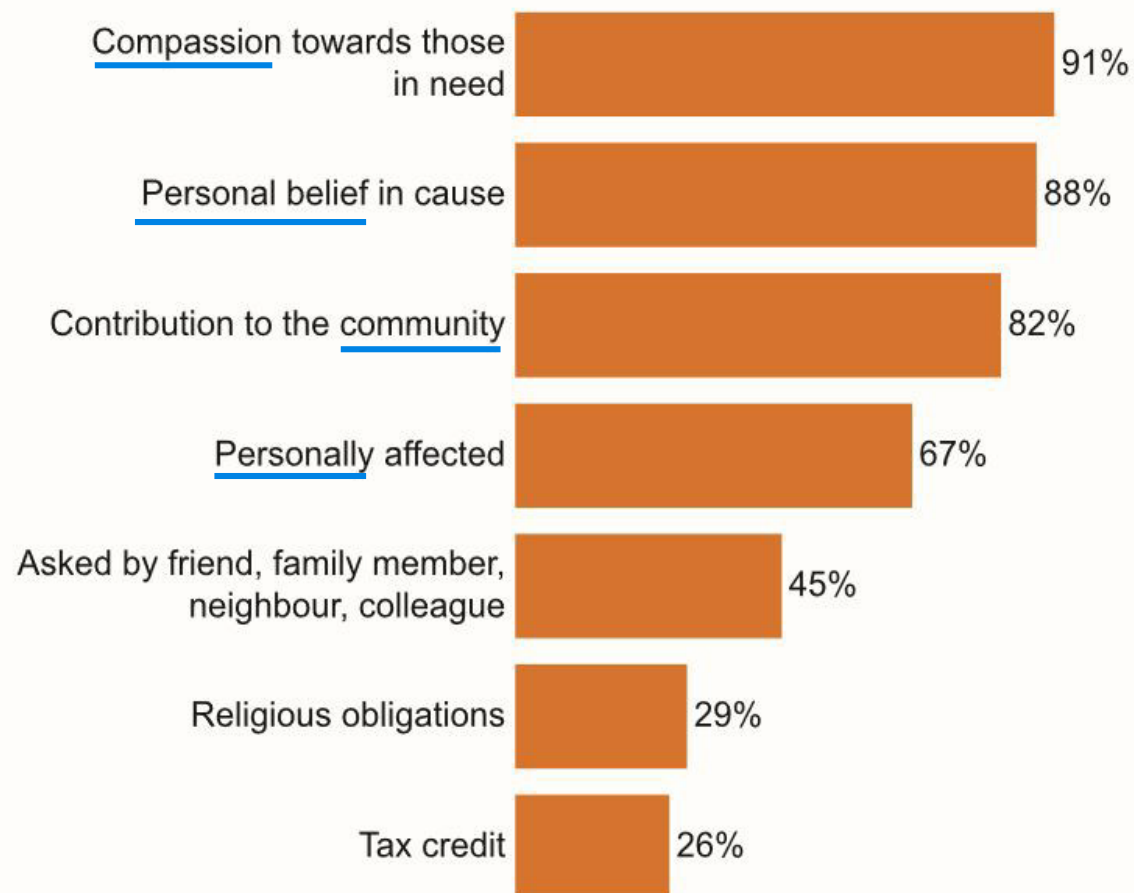
OLDER CANADIANS GIVE MORE ON AVERAGE



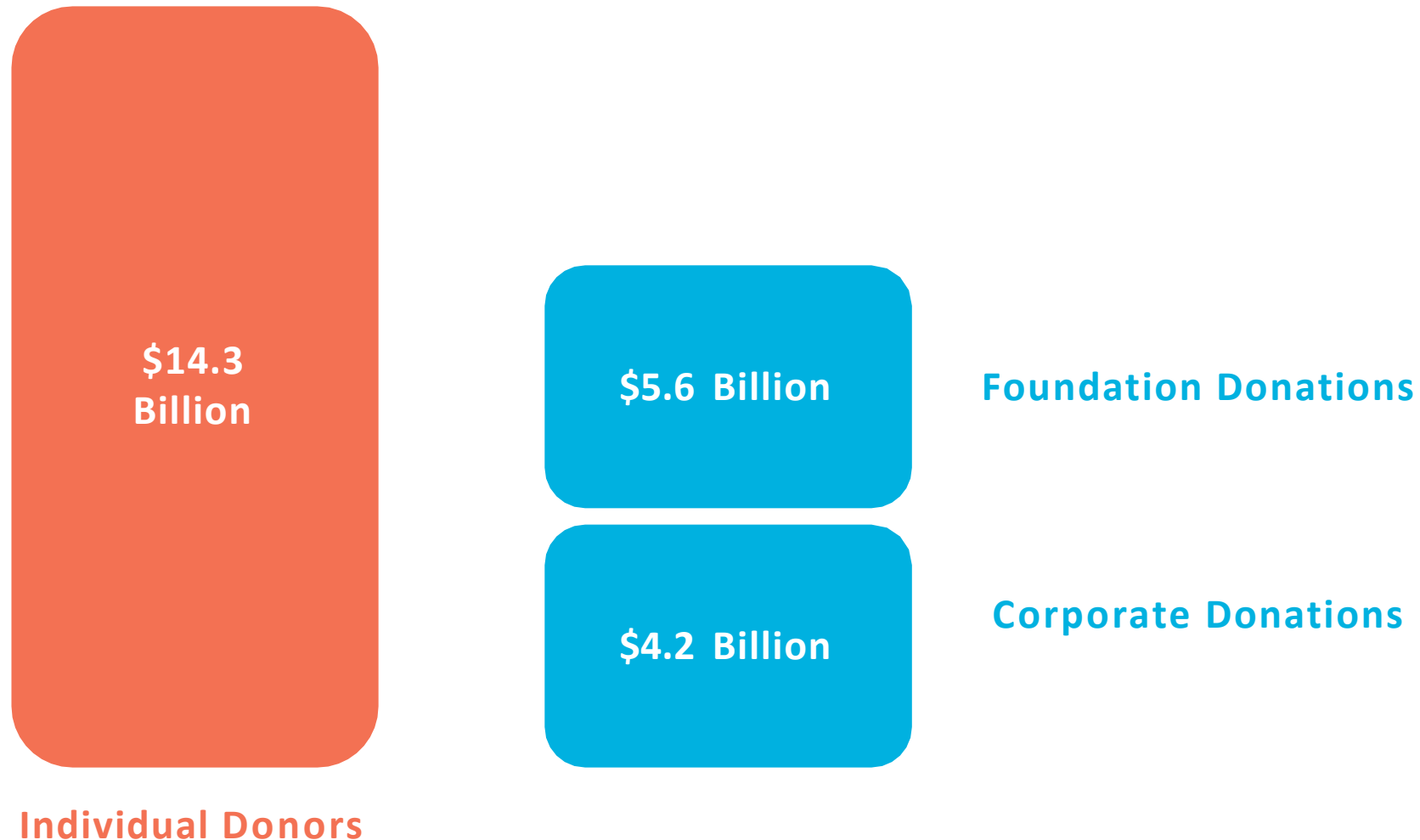
Motivation to Give



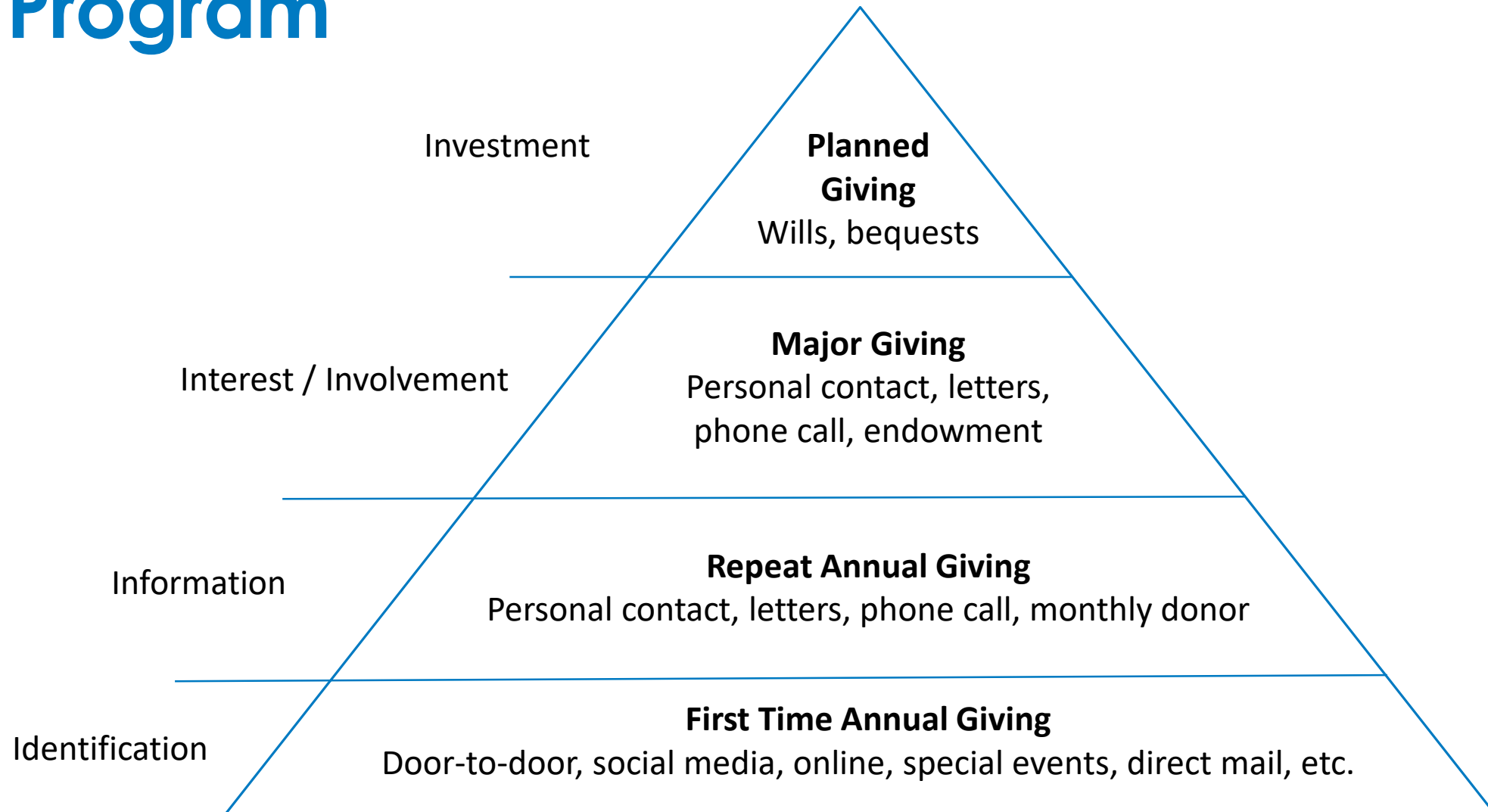
Figure 37: Motivations for giving, donors, 2013.



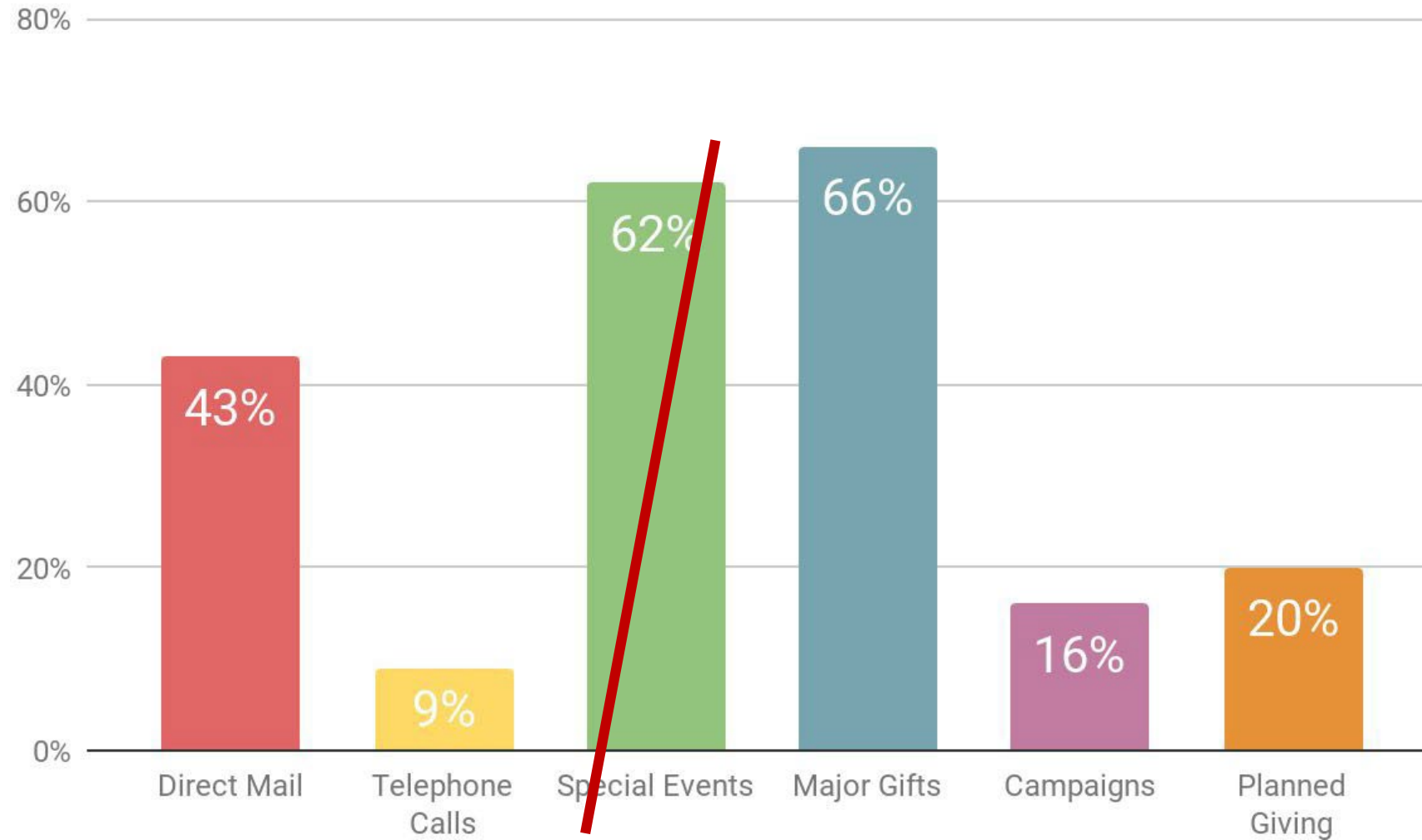
Who donates more? Corporations, Foundations, or Individuals



Elements of the Fund Development Program



Fundraising Methods by Mature Charities



Every Dollar Spent =



* Campaign is a bundle of urgent needs, capital or programmatic

Big Visions = Big Gifts

Transformational Fundraising

Is the fundamental building
block to obtaining BIG GIFTS

7 Key Elements to Transformational Fundraising

Transformational Vision



Storytelling



Fundraising Leadership



Donor Identification



Track Record & Authority



Discovery Visits



Stewardship





Transformational Vision



Big Visions = Big Dreams

A Transformational Vision is the foundation of your fundraising.

It is the most critical element in fundraising and every other element builds upon your transformational vision.

?

What is the problem
we are trying to
solve?

?

Where do we want to go and
what does it look like when
we get there?

?

We see a world where ...

A Transformational Vision is
compelling, inspirational,
impactful, and urgent.

You may have a great vision and all of the best solutions to problems, but you must be able to ***communicate*** this in a way that resonates with donors

Fundraising Leadership



Being Bold, Willing to Learn, Telling a Compelling Story

Individuals who enthusiastically accept fundraising leadership by giving generously of their personal time, talent and treasury.

Most importantly, they deliver on their promise to conduct discovery visits with potential donors.

Could be a full or part time Fund Development Coordinator

Fund Development Coordinator

Consider recruiting a Fund Development Coordinator for your Council

- Volunteer or paid position (increased fundraising should cover cost)
- Your Council could approach your Marketing/Communications/Social Media Director to also take on the role of Fund Development Co-Ordinator

Role:

- The Fund Development Co-Ordinator will be responsible for the development and implementation of fundraising strategies, planning and running fundraising events, and for social media presence in support of the Society of Saint Vincent de Paul's mission and achieve annual fundraising targets.
- has the opportunity to communicate with other FDCs across Canada and share information nationally

Job Description and posting can found at: <https://ssvp.ca/wp-content/uploads/2023/04/Fund-Development-Coordinator-Role-Description-and-posting-Feb-2023.pdf>

Track Record & Authority



Trust, Performance, Execution

Indicators and empirical evidence that the organization, and its leadership, can be judged as relevant, competent and worthy of future investment.

Potential donors gain confidence in your ability to deliver the Vision based on past performance.

Storytelling



Storytelling, Not Selling

A Case for Support is your "story" that clearly articulates your Vision, the impact of achieving your Vision and the need for funds.

Your Case for Support is presented with powerful and deliverable benefits, demonstrates costs that are justifiable, and outlines the benefits of funding the Vision.



Donor Identification & Research



Ability, Belief, Connection

A sufficient supply of potential donors who will hear our story.

We build a master potential donor list starting with the **Ability** to donate, a **Belief** in your cause and someone you can **Connect** with through your network.

Discovery Visits



Determining Value Alignment

Through Permission Based Asking

A customized series of face-to-face encounters, supported by inspirational communication tools, so potential donors can receive a slow and safe orientation to your Vision and your Case.

The outcome over several visits is qualified potential donors who have indicated they are willing to donate to your cause.

Stewardship

Delivering and Sharing the Transformational Vision

Using stories, photos, videos and personal interactions with donors to show them how their donation helped deliver the vision.



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/wp-content/uploads/2022/01/ENG-Guide-to-Monthly-Donor-Program-Jan22.pdf>

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 \(imakeanonline donation.org\)](https://www.imakeanonline donation.org)

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
- PayPal Giving Fund Canada – you can create an account at a Conference or Council level – no fees



PayPal Giving Fund

<https://www.paypal.com/ca/non-profit/paypal-giving-fund>

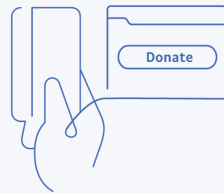
Raising funds to benefit Canadian charities

PayPal Giving Fund Canada helps people support their favourite charities online and raises funds to benefit charities through PayPal and other technology platforms. We receive donations and make grants to our donors' recommended charities. PayPal Giving Fund Canada is a registered charity with the Canada Revenue Agency (CRA# 812867752RR0001).

How it works



Charities **enroll** with PayPal Giving Fund Canada



Supporters donate on PayPal and other online platforms



PayPal Giving Fund Canada receives the donations and provides receipts to donors



PayPal Giving Fund Canada grants the funds to charities without charging for its services*

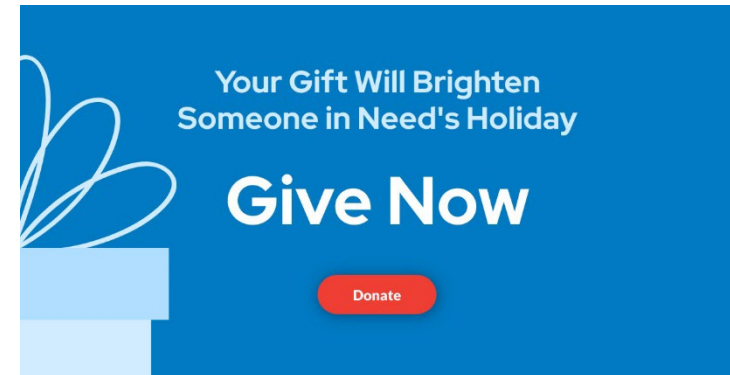
E-mail/Facebook Appeals

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.





Foundations/ Corporate Organizations



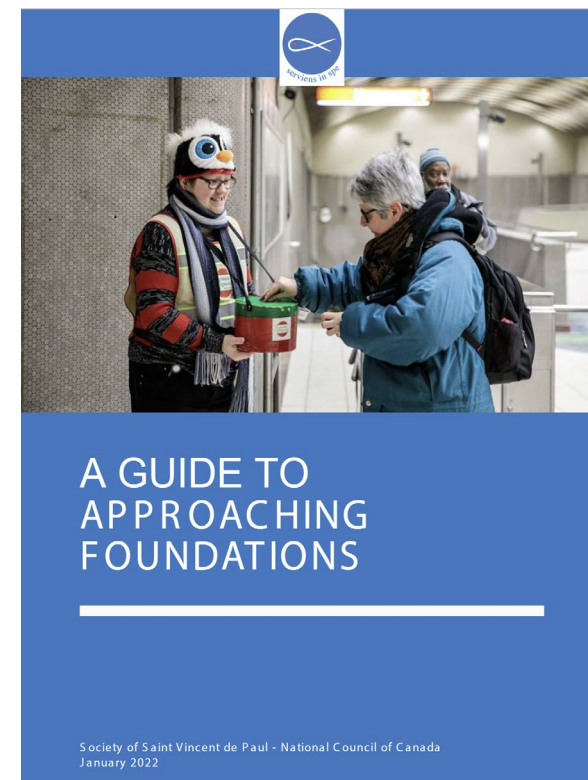
Foundations are a great source of revenue.

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

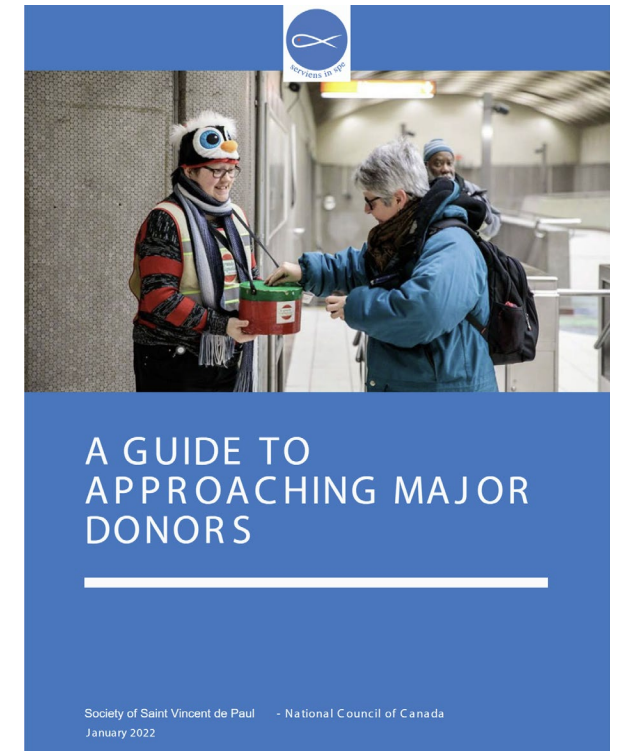
A Major Gift program is the logical sequence that follows as a result of thoughtful and strategic relationship-building with the donor from the moment they make their first gift, and shows that the donor's commitment to the organization is strong.

More information can be found at

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

There are 5 critical steps to major gift fundraising:

1. Develop a transformational vision
2. Identification of potential donors
3. Cultivation of a relationship
4. Solicitation
5. 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/>

Fund Development Ideas



Sample content:

- Online Giving
- World day of the Poor
- Major Gift Donor Program
- Stewardship
- Fundraising Galas
- Corporate Fundraising

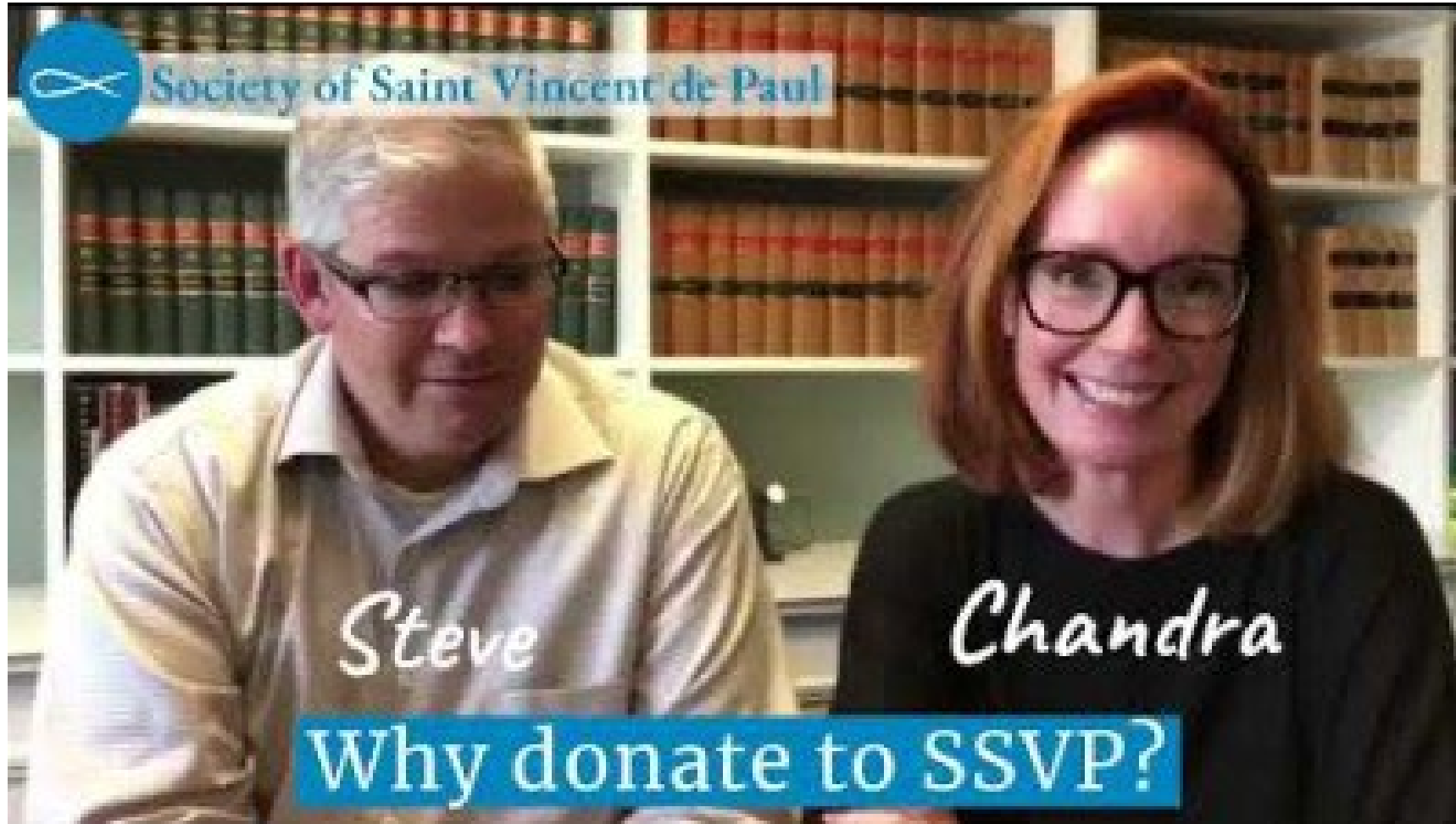
<https://ssvp.ca/members/committees/fund-development/>

Fund Development Videos

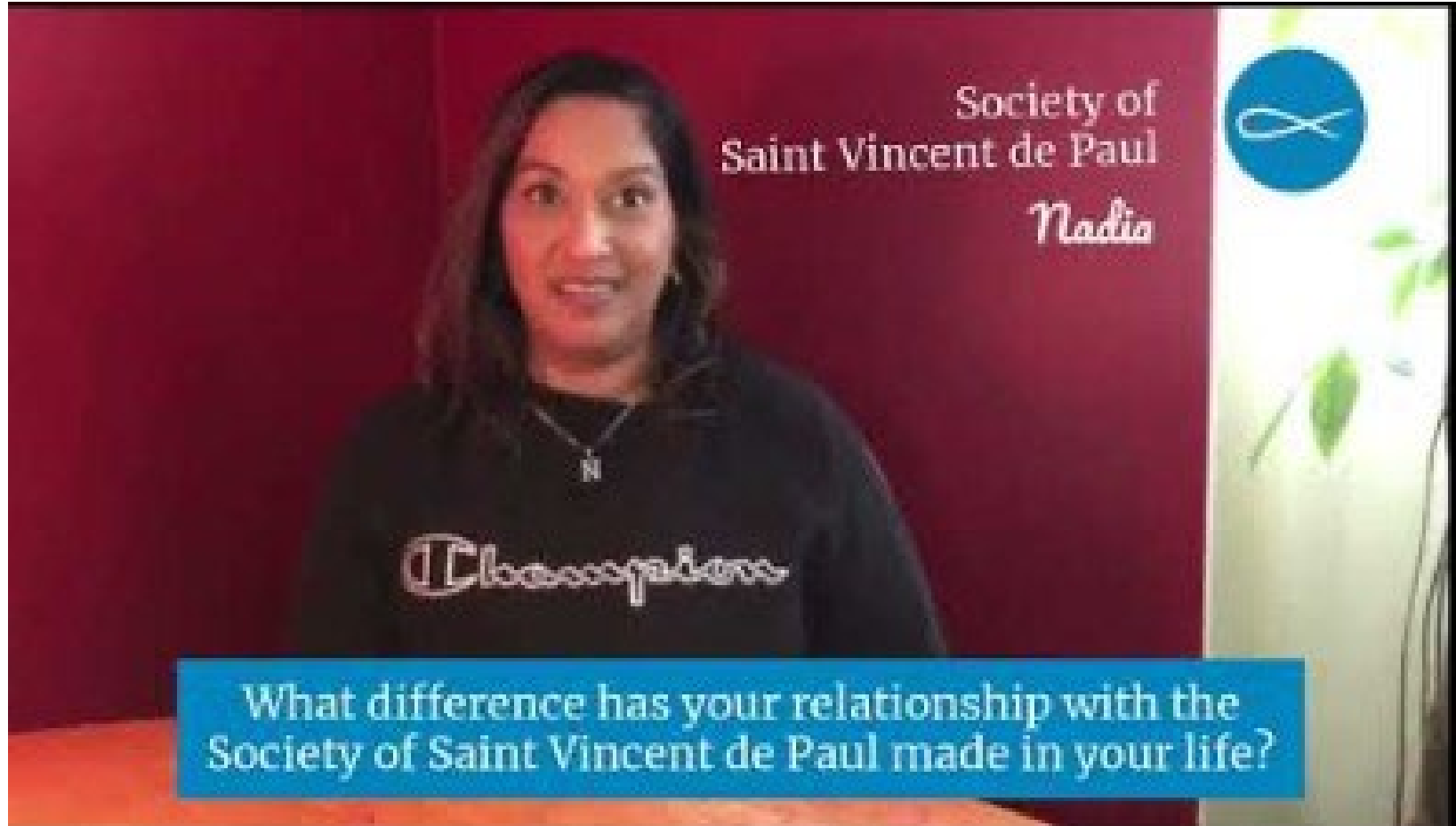
- Why Donate to SSVP?
- Become a Regular SSVP Donor
- Giving to SSVP is Rewarding
- How Did You Find Out About the SSVP?
- How Has the SSVP Helped You?
- What Difference Has Your Relationship With the SSVP Made in Your Life?



Fund Development Videos



Fund Development Videos



Fund Development Toolkit

The Fund Development Ideas resource document

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

Sample content:

- School / Youth Partnerships
- Workplace fundraising
- Friendraising
- Bequests and planned giving
- Church collections



Technology Toolkit



Touchless giving tools:

- TipTap
- Square Reader
- Canada Helps
- PayPal Giving Fund

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

Closing

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



Q & A

Thank you!