

Northwest Power Building through Revenue
Generation

Mobilize Mass Base through Rev Gen Part 1: c4 Small Dollar & Mid/ Major Donors

Progressive
Multiplier

June 23, 2023



FIGHT TODAY
FOR A BETTER
TOMORROW

Meet the PM Team.



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Hiring

Grants & Program Operations Manager



Hiring

Assoc. Dir. of Movement Group Engagement



We help organizations build
a progressive movement of, by and for everyday people.

We do this by organizing and leveraging funding to
create onramps for progressive organizations to
**start, strengthen or scale
individual giving and earned revenue programs.**

Through both an online community of practice and
our grantmaking and support program, we build the
progressive sector's revenue generation knowledge
and skills so that it can
amplify a people-powered movement.





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FAMILY
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WHAT WE PROVIDE

Our Partnership

- Provided 4 **Revenue Generation Project Grants** that include Strategic Assistance
- Provided 2 **Staffing Strategic Assistance Grants** that includes rev gen strategic planning and developing a sustainable staffing model with training
- Develop a **Revenue Generation Resource Library** that includes 15 tools
- Develop 6 2-hour **Training Sessions**
- Provide 5-hour **Capstone Sessions** for 8 funder partner groups

RESPONDING TO WHAT WE HEARD FROM YOU

Upcoming Sessions

- Jun 23:** Mobilize Mass Base through Rev Gen Part 1: c4 Small Dollar & Mid/Major Donors Rev Gen Campaigns
- Jul 28:** Mobilize Mass Base through Rev Gen Part 2: Using Merch & E-Commerce to advance your mission and generate funds
- Aug 25:** Monetize Your Existing Program & Other Earned Income Strategies
- Sept 29:** Surges & Cliffs: Navigating the Changing Landscape



What is Independent Revenue Generation?

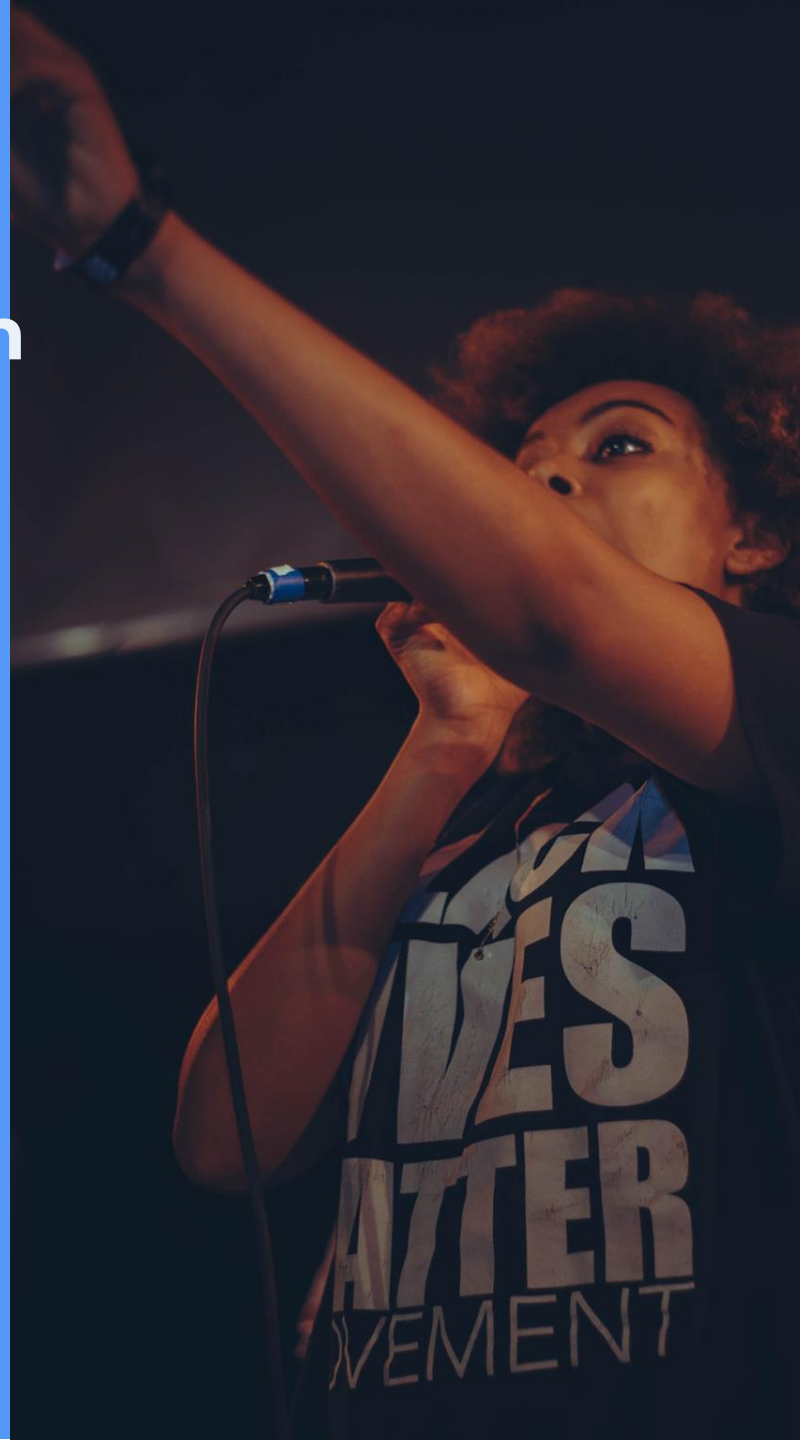
How to Organize through Dollars

Small Dollar Campaigns

Mid Donor Campaigns

Major Donor Campaigns

A roadmap to success



Before we dive in...

Do you run segmented donor campaigns? Have they been successful?



What **is** Independent Revenue Generation?



Defining IRG

Least Independent: Institutional Philanthropy:

Traditional grants that are in two buckets



Programmatic Grants: Restricted dollars that are to support a subset of your organization's work organized into a program.

General Operating Support: Unrestricted dollars that are able to be spent throughout your organization. Very difficult to find for 501c4 organizations

How difficult has it been for you to find c4 grants?

Defining IRG (cont.)

Partially Independent Revenue: Corporate Alliances

Corporate giving or corporate foundation grants given to help support corporations align around values, provide opportunities for staff, and develop relationships.

Benefits:

- Scale and reach you can't get on your own
- Unrestricted revenue, only take restricted if it makes financial sense for you.
- Time, talent and treasure from staff



Defining IRG (cont.)

Truly Independent Revenue: Everything else! We define Independent Revenue as any income for your organization that comes from places other than institutional sources



Flexibility: Through IRG, you can develop unrestricted funding that you can use to support new programs, grow and scale current programs, or address emerging needs

Connection and Affinity: IRG can help you develop deeper and stronger relationships with your organization, build power with donors, and connect them deeply to your work and your vision.

How have you incorporated IRG in your work?

How to Organize Through Dollars



Money is the Root of All Power

The tension between money and the movement is real: Many movements have been destroyed by money and greed and a fair bit of skepticism is very valid.

The only way to win is through power: We need resources to win. That's evident. A poorly resourced movement is a failed movement.

Through developing new streams of income your organization can build new forms of power: A donation is a vote of confidence. Whose votes are you soliciting: big philanthropy or your community?

Money is the Root of All Power (cont.)



Small Dollar solicitations are a request of solidarity: Getting support from your community bolsters your people power. You can utilize it to introduce people into growing beyond donors and turning them into members/deep base supporters.

Don't remove the agency of potential donors: Refrain from infantilizing your constituents. Even if its a dollar, it's an investment. By removing their agency to support, you limit their levels of interaction with your organization and reinforce problematic stereotypes.

Small Dollar Campaigns



Building a Base

- **Define Small Dollar Donors:** Although for every group, the dollar amount varies, there are many similar characteristics of a small dollar donor:
 - **Wide base:** These donors are often the ones that have the most amorphous characteristics defining them, but is also the largest category of donors.
 - **Regular Contributor:** Provides grassroots support. Often will make regular recurring donations, rather than large one-time donations
 - **Emotional Connection:** Are often driven deeply by the work. Many times they can be your target constituency
 - **Long-Term Potential:** Have the largest room for growth both in gift size and involvement with your organization



Building a Base (cont.)

- **Steps to create a strong small donor campaign:**
 - **Using digital platforms**
 - Promote through social media
 - Market your program through emails and text
 - Utilize your bases reach through crowdfunding
 - **Storytelling and impact**
 - Creating compelling stories creates affinity for your organization
 - Impact-driven messages help donors understand what their gift means to your work
- **Tools for donor acquisition and retention**
 - Effective online donation platform
 - Data and analytics to identify potential small donors
 - Personalized communication strategies



Mid-Tier Donor Campaigns



Narrowing the Pyramid

- **Define Mid Tier Donors:** Mid Tier donors have very unique characteristics as the ones below:
 - **Donation Amount:** These donors have larger donation amounts than small donors but less than major. The amount depends on the organization.
 - **Regular Contributor:** Donors show consistent giving patterns for years.
 - **Philanthropic Mindset:** Donors often have a philanthropic mindset. View their gifts as world changing and have more capacity to give through stable high incomes or accumulated wealth
 - **Structural Engagement:** Will often show interest in advisory boards, attending events, advocacy, and other volunteer opportunities



Narrowing the Pyramid (cont.)

- **Designing an effective mid donor campaign:**
 - Multi-channel approach through direct mail, phone calls, and events
 - Retain donors through targeted stewardship and cultivation
 - Encourage higher giving through providing exclusive benefits or recognition for mid-level donors
- **Strategies for donor upgrade and long-term engagement:**
 - Implement a tiered giving program
 - Develop personalized relationships through targeted communications
 - Create deep relationships with mid-level donors through volunteer opportunities



Major Donor Campaigns



The Summit

- **Define Major Donors:** Major donors have very unique characteristics as the ones below:
 - **Donation Amount:** These donors have the financial means to make substantial contributions that can affect your bottom line.
 - **Scarcity:** These donors often are the hardest and longest to solicit and are the fewest in your donor base
 - **Long Term Commitment:** Donors show consistent large scale giving patterns for a number of years straight. Multi-year pledges is a vehicle for soliciting these gifts.
 - **Influence and Networks:** Donors have strong networks to rely on, influence outside of the organization, and can attract new donors, sponsors, and partners.
 - **Structural Engagement:** These donors require to create impact and often need recognition for their contributions and request to be brought into the organization. They may serve on the board or strategic planning processes.



The Summit (cont.)

- **Planning a comprehensive major donor campaign**
 - Intensive prospect research and identification is crucial
 - Develop deep relationships through one-on-one interactions
 - Design and execute high-impact cultivation events
- **Approaching major donors for solicitations**
 - Craft a compelling narrative and impact-based case for support
 - Engaging board members and key stakeholders to develop collaborative networks
 - Acknowledge major donors and recognize their contributions through a robust stewardship program



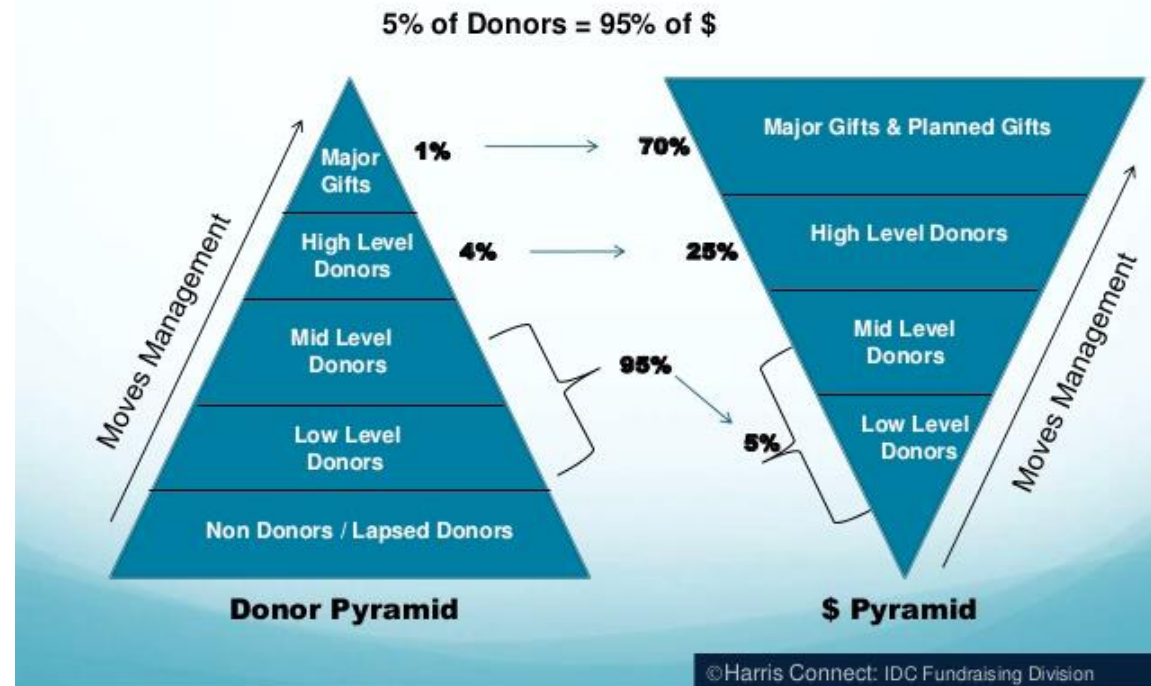
A Roadmap for Success



Understanding the Donor Pyramid

Overview of the donor pyramid concept

Donor and \$ Pyramids



Understanding the Donor Pyramid (cont.)

- **Importance of diversifying donor segments**
 - **Financial Stability:** Diversifying donor segments creates a better financial foundation so that if one segment declines, you can lean on other segments to offset
 - **Reduced Dependency:** Removes dependency on a specific donor segment (ex major donors or big grants)
 - **Adaptation to Changing Giving Trends:** Allows for protection from the fickleness of big philanthropy
 - **Enhanced Community Support and Donor Engagement:** Embracing donors from diverse backgrounds and income levels helps you build a broader base of support



Organizing through Dollars

- **Benefits of building an organizing base for nonprofit success**
 - Increased Support and Resources
 - Amplified Advocacy and Awareness
 - Stronger Community Connections
 - Grassroots Power and Influence
 - Adaptability and Resilience:



Organizing through Dollars (cont.)

- **Integrating Fundraising and Community Organizing**
 - Align fundraising goals with the organization's mission and values
 - Identify shared values to connect with potential supporters
 - Engage supporters through storytelling and impact-driven messaging
 - Utilize organizing tactics to mobilize supporters for fundraising efforts



Organizing through Dollars (cont.)

Grassroots Fundraising

- Solicit and cultivate individual donors and grassroots supporters
- Implement peer-to-peer fundraising campaigns
- Utilize community based events such as house parties for fundraising

B. Relationship Building

- Establish personal connections with donors and supporters
- Implement robust stewardship and recognition strategies
- Nurture long-term relationships through regular communication



Organizing through Dollars (cont.)

Leveraging Technology and Online Platforms

- Develop an effective online donation platform
- Social media is a great tool for fundraising and organizing
- Harness the power of storytelling through digital channels
- Find, build, and foster online communities

Collaborative Partnerships and Alliances

- Build alliances with other nonprofits, community organizations, and businesses
- Explore co-fundraising possibilities and joint events
- Leverage shared networks for expanded reach and impact



Organizing through Dollars (cont.)

Measuring Success and Adapting Strategies

- Identify key performance indicators (KPIs) for organizing base growth
- Track fundraising progress and engagement levels through your segmented strategy
- Evaluate your effectiveness and make data-driven adjustments



WHAT ARE YOU THINKING?

Thoughts?

Questions?

Comments?



**We look forward to
seeing you at the
next session!**

Questions?

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