

Trends in Fundraising

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Fundraising Facts

- There are 1,064,191 non-profit 501(c)(3) organizations nationwide who are seeking funding to support their mission.
- In 2008 Americans donated a total of 307.65 billion to all non-profit charitable causes.
(Source: Giving USA)

Charitable Donations

\$307.65 Billion Dollars

Individuals Gifts	\$229.28	75%
Bequests	\$22.66	7%
Foundations	\$41.21	13%
Corporations	\$14.50	5%

Trends in Fundraising

- Integration between direct mail & internet
 - Acquisition to build large mail files primarily of donors who gave smaller gifts.
 - Subsequent mailings utilizing campaign data to generate additional contributions.
 - Market conditions changed: 9/11, anthrax, less acquisition, smaller mail files, internet (sophisticated)
 - Mailings with giving options (mail or internet)

Trends in Fundraising

- Mission based direct mail vs. premium
 - donors upgrade because of their commitment to the organizational mission
 - Donors who will stay on the file for a longer period of time.
 - Stronger pool of donors for major gifts

Trends in Fundraising

- Copy
 - Still focused on the personal story, impact organization is making or lives
 - Multi-purpose copy, for mail and internet (online appeals or to support integration efforts)

Trends in fundraising

- Production
 - Creative packages to maximize on cost and increase the giving level.
 - Translating packages to an online environment for (to support direct mail integration)

Trends in Fundraising

- Internet donors
 - Younger donors – online appeals, e-newsletter, tend to give significantly more than mail donors
 - personal fundraising, - Heroes program
 - Stewardship/transparency – facebook, e-communities,

Contact Information

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