



EIGHT STEPS TO INCREASE FUNDRAISING

*TEAM Rotary Training
Saturday, August 18, 2018*

For the first time ever, charitable giving exceeded the \$400 billion mark in 2017, spurred by growth from all four sources of giving.

\$410.02 billion

Where did the generosity come from?*

Giving by Individuals
\$286.65 billion

increased 5.2 percent (3.0 percent when inflation-adjusted) over 2016

↑ 5.2% **70%**

Giving by Foundations
\$66.90 billion

increased 6.0 percent (3.8 percent when inflation-adjusted) over 2016

↑ 6.0% **16%**

Giving by Bequest
\$35.70 billion

increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016

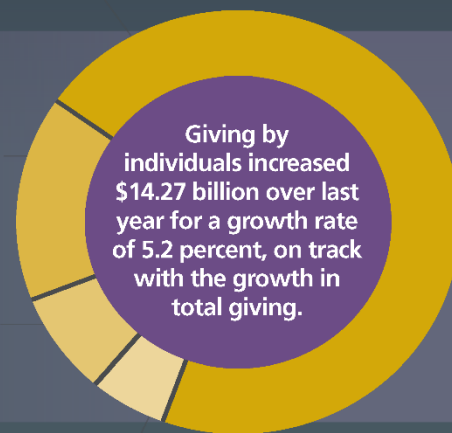
↑ 2.3% **9%**

Giving by Corporations
\$20.77 billion

increased 8.0 percent (5.7 percent when inflation-adjusted) over 2016

↑ 8.0% **5%**

Contributions by source (by percentage of the total)



Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*.

* All figures on this infographic are reported in current dollars unless otherwise noted.



Giving to arts was the second-fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.



Giving to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent.

	31% Religion		\$127.37 billion
	14% Education		\$58.90 billion
	12% Human Services		\$50.06 billion
	11% To Foundations		\$45.89 billion
	9% Health		\$38.27 billion
	7% Public-Society Benefit		\$29.59 billion
	5% Arts, Culture, and Humanities		\$19.51 billion
	6% International Affairs		\$22.97 billion
	3% Environment/Animals		\$11.83 billion
	2% To Individuals		\$7.87 billion

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



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EIGHT STEPS TO INCREASE FUNDRAISING

WHAT ARE WE NOT GOING TO TALK ABOUT?

STEP ONE

*KNOW YOUR
STORY*



A simple take-home – Find three stories

ANSWER THESE QUESTIONS

- WHAT problem are we addressing?
- WHY is it critically important that WE address it?
- WHO benefits when we help?
- HOW are their lives improved?

Answer these questions in the form of real, individual personal stories of those who have been affected.



STEP TWO

*KNOW YOUR
MEMBERS*

A simple take-home – Talk to every member.

QUESTIONS TO ASK EVERY MEMBER

- What is the most important thing Rotary is doing?
- Why is that important to you?
- What are you most passionate about outside of Rotary?
- Why do you care about those other issues?
- How do you support those other passions?
- What is your spouse passionate about? *(If applicable)*

STEP THREE

*GIVE
PERSONALLY*



CHALLENGE

The next time you are planning a “group ask” – pick 5 people to ask individually.

STEP FOUR

***DITCH THE
GROUP ASK***

STEP FIVE

HAVE A PLAN

Be Prepared

- Do your homework
- Never surprise them
- Practice – Rehearse how you'll get to the "ask"
- LISTEN

Be unfailingly positive, politely aggressive and contagiously enthusiastic – Timothy P. Synder

- Focus on phrases like “We invite you...” “Join us in...”
- Avoid negative or apologetic language like “I know you get asked a lot but” or “I don’t suppose you’d want to...”

STEP SIX

STOP APOLOGIZING

STEP SEVEN

ASK...

THEN SHUT UP

POP QUIZ

What is the #1 reason why
people don't give?

POP QUIZ

How many interactions does it take for a first donation?

STEP EIGHT

FOLLOW UP

QUESTIONS - THOUGHTS

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