



Strategies for Success

Smart fundraising ideas from Hartsook

Maximize the Giving Potential of Your Donors



Individuals who invest in the mission of your organization with a gift want to make an impact, but are you giving them the best opportunity to maximize that impact?

Many donors don't fully understand all the options available that may help them stretch their giving. Here are a few things to keep in mind when cultivating your prospects and building a strong relationship:

Multi-year Gifts

By securing a gift over multiple years, this option allows a donor to proactively budget a larger gift. It gives donors a plan for how and when they want to pay the gift, rather than reactively paying an annual pledge they may have made without much consideration.

Asset Giving

Gifts don't have to be a pledge-and-pay process. Donors with other financial assets such as appreciated stocks, mutual funds, real estate or other options many times can make a much larger gift by donating those assets rather than writing a check. In most cases, donors appreciate this type of opportunity, because they can make a larger impact on the organization, but they don't feel it directly hit their pocketbook.

Planned Giving

Include planned giving as part of an integrated proposal that includes an immediate cash or asset pledge and a commitment for the long term. While this won't impact the organization immediately, it typically creates the biggest impact in the long run. Being included in a donor's estate plan is the greatest opportunity for the donor to leave a legacy. Don't be afraid to ask your donors if they have considered including your organization in their estate plans. If you are not included in their legacy plans, it does not mean they don't want to support you—many times they have just never been asked.

When a donor wants to make an impact, there are many creative opportunities that will help them stretch their giving. At the same time, it will give them the excitement and satisfaction to know they are making a difference in the lives of others.

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