

**The Chronicle of Philanthropy**  
<http://philanthropy.com/>  
**Webinar: Raise More Money in 2011**  
**Thursday, January 27, 2011 – 2pm**  
**Summary Notes taken by Karen Renae Owens Consulting LLC**

Hosted by: **Holly Hall**, Features Editor, The Chronicle of Philanthropy  
Presenters: **Charles Collier**, Sr. Philanthropic Adviser, Harvard University  
**Edith Falk**, CEO, Campbell & Company  
**Angela Sosdian**, Acting Chief Philanthropy Officer, Nature Conservancy

- Overall, 2010 giving was down (still a result of the economic recession) compared to the most recent 3 year comparison window
  - For example, the largest billion dollar gifts given compared by year:

Year	\$ Gift
2008	\$8.0B
2009	\$2.7B
2010	\$1.3B

- Philanthropist experts expect that the year 2011 will see modest improvements YET there may be an uptick in wealthy donors/gifts from wealthy donors because of the recent change in the tax laws.
- In 2009, Individuals gave \$227B to nonprofits/charities. Individuals accounted for 88% of philanthropic giving in 2009. Each individual gave approximately 2% of his/her disposable income.
- What has been the impact of the economy on giving?
  - Donors are “slower” with their decision making process
  - Donors are concentrating their efforts and \$\$ on fewer charities that align with their interests
  - Donors are reluctant to extend themselves to a multi-year pledge
- Women have an increasing influence on giving as per their household
  - A key strategy in 2011 will be to focus on women/female donors
  - Women like to collaborate with other women
- Gen X and Millennials’ giving is on the rise; and since there are 2Xs as many Gen X & Millennials versus Baby Boomers, nonprofits need to have strategy to deal directly with these generations ON THEIR OWN TERMS.
  - Gen X/Y – tend to give where their “friends” give
  - Gen x/Y – want to interact w/ the organization on multiple levels (website, email, text msg, social media sites, etc.)
  - Gen X/Y – are extremely concerned with metrics that demonstrate an outcome of their \$\$\$ donated
- Corporate Giving has decrease as has every other segment of giving (i.e. individual, institutional, etc.) because the pretax profits have also declined.
  - Corporations are implementing corporate social responsibility (CSR) programs

- Corps are using their CSR programs to concentrate on areas that inextricably support their goals
- Corps are more apt to sign onto a Cause Marketing Campaign (e.g. Ann Taylor & Brooks Brothers with St. Jude Children’s Research Hospital)
- Corps are less likely to “buy a table” to support a local charity unless one of their officers is being recognized.
- Corps are much more engaged in “skill-based” volunteerism
- Foundations are also concentrating their giving into a few high priority areas (that line up with their stated mission/goals)
- The major takeaways are:
  1. The nonprofit’s website must emphasize the results that the donor dollars make possible
  2. Nonprofits should engage their donors on planned giving (estate giving) and educate the donor on their options given the recent tax law change (Estate tax exemption increased from \$1M per person to \$5M pp)
  3. Stewardship in between solicitations are key (phone calls, thank you letters, etc.) – anything that personalizes the “thank you” to the donor
  4. Review the # of annual solicitations to ensure that you are not bombarding the donor with
  5. Also – remember that Gen X/Y are not likely to give via mass mailings or phone calls – instead, they are much more likely to give online or via your website
  6. New nonprofits launching this year should focus on
    - Getting as much media coverage on the good work they are doing in the community
    - Drive as much traffic as they can to their website
    - Use viral marketing
    - Leverage social media
  7. Gift officers typically have a portfolio of 150 donors; as such, they should conduct at least 12 prospect visits per month with a “close target rate” of 40%.
  8. Metrics are key to show the impact of every dollar raised
- Resources for studies on giving:
  - Penelope Burk (over solicitation study)
  - Dunham Consulting (fundraising statistics)
  - Giving USA
  - Philanthromax