

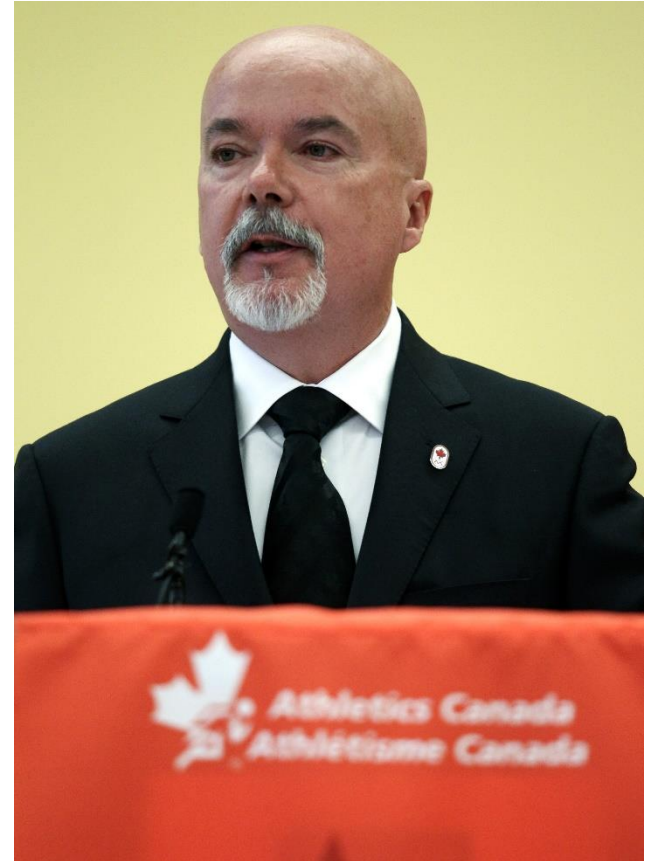
WELCOME



Gene Edworthy

Chair

Marketing and Revenue Generation
Committee





FOUNDATION
FONDATION

PHILANTHROPY IN SPORT

AGENDA

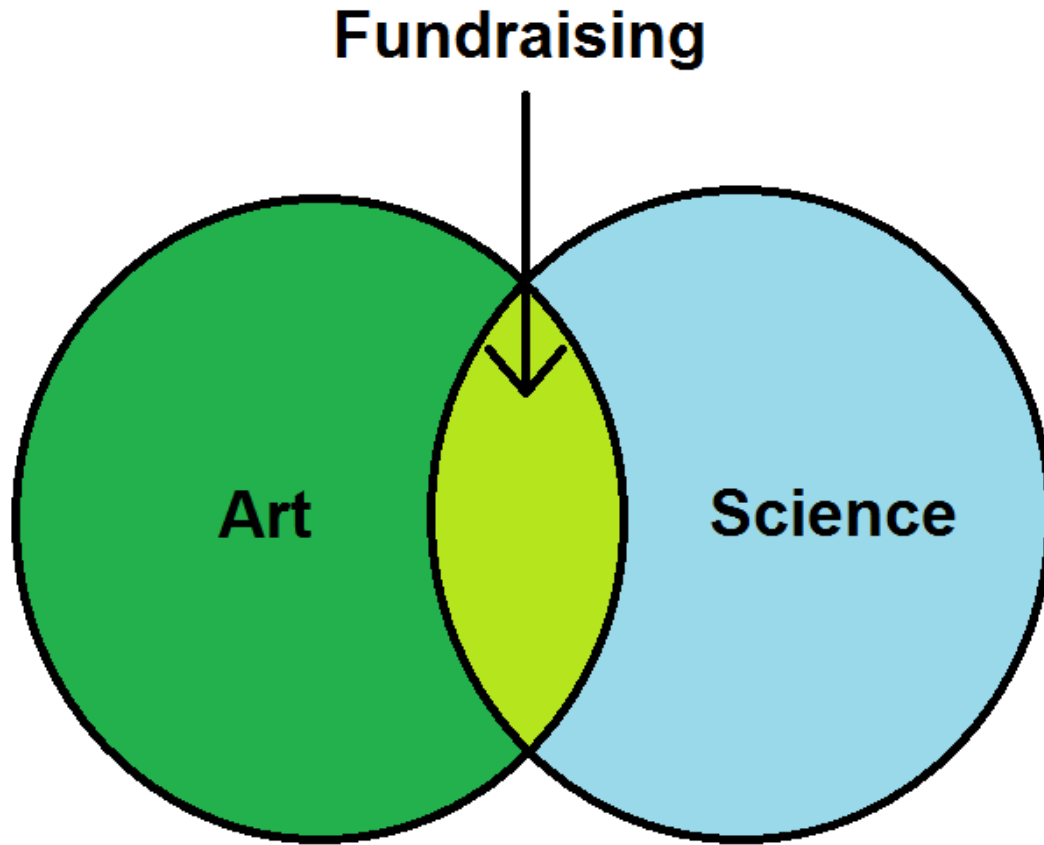
1. INTRODUCTION
2. PHILANTHROPY 101
3. DEVELOPMENT CYCLE
4. DONOR PYRAMID
5. TOP 10 TAKEAWAYS



INTRODUCTION



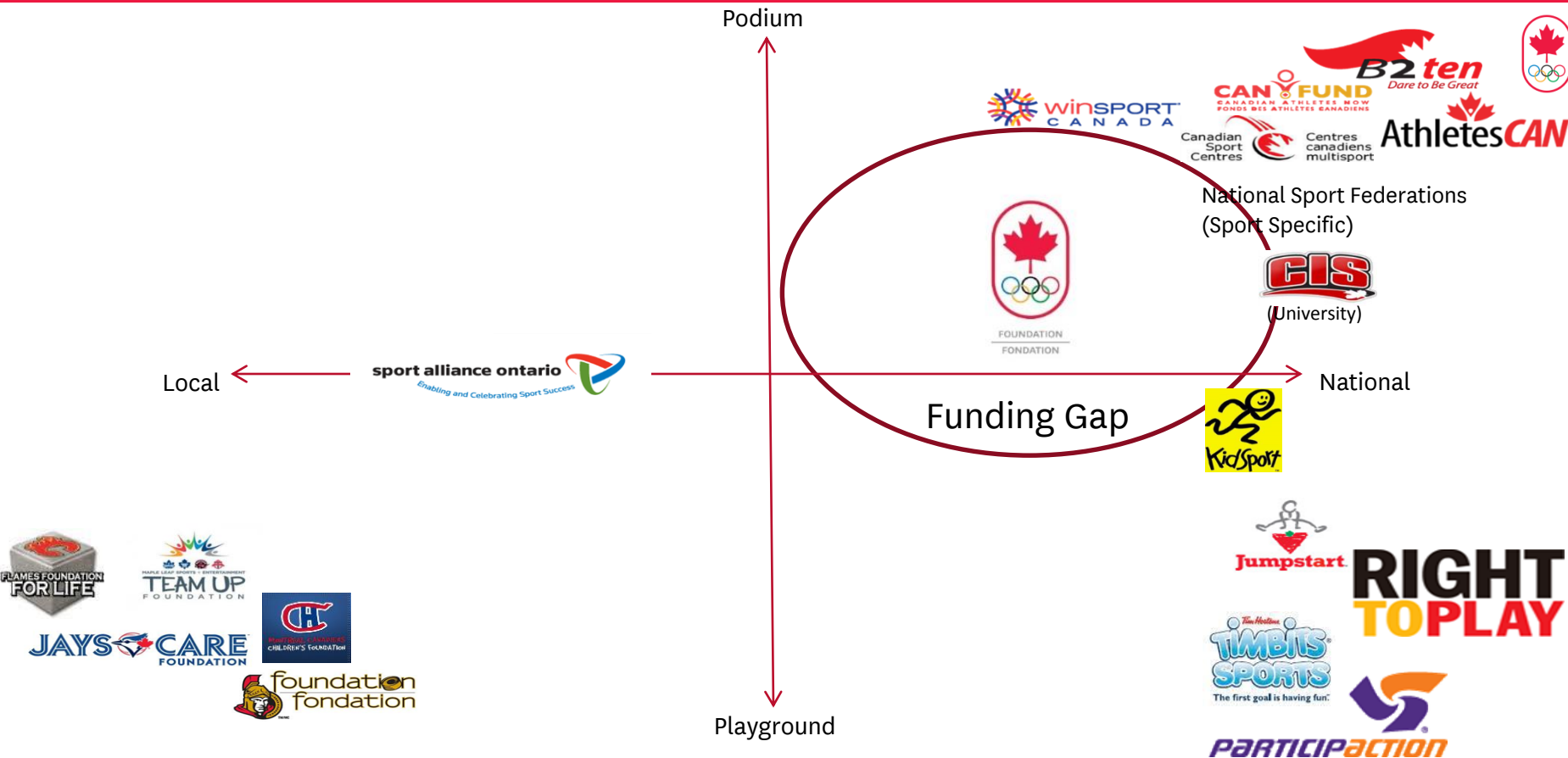
Fundraising is about
passion & shared vision about
Fundraising is about
communication & relationships
Fundraising is about
resources & stewardship
opportunity & serendipity
being proactive & reactive
Fundraising is about planning
patience, persistence & resilience
Fundraising is about money
ethics & trust
Fundraising is about
evaluation
Fundraising is about



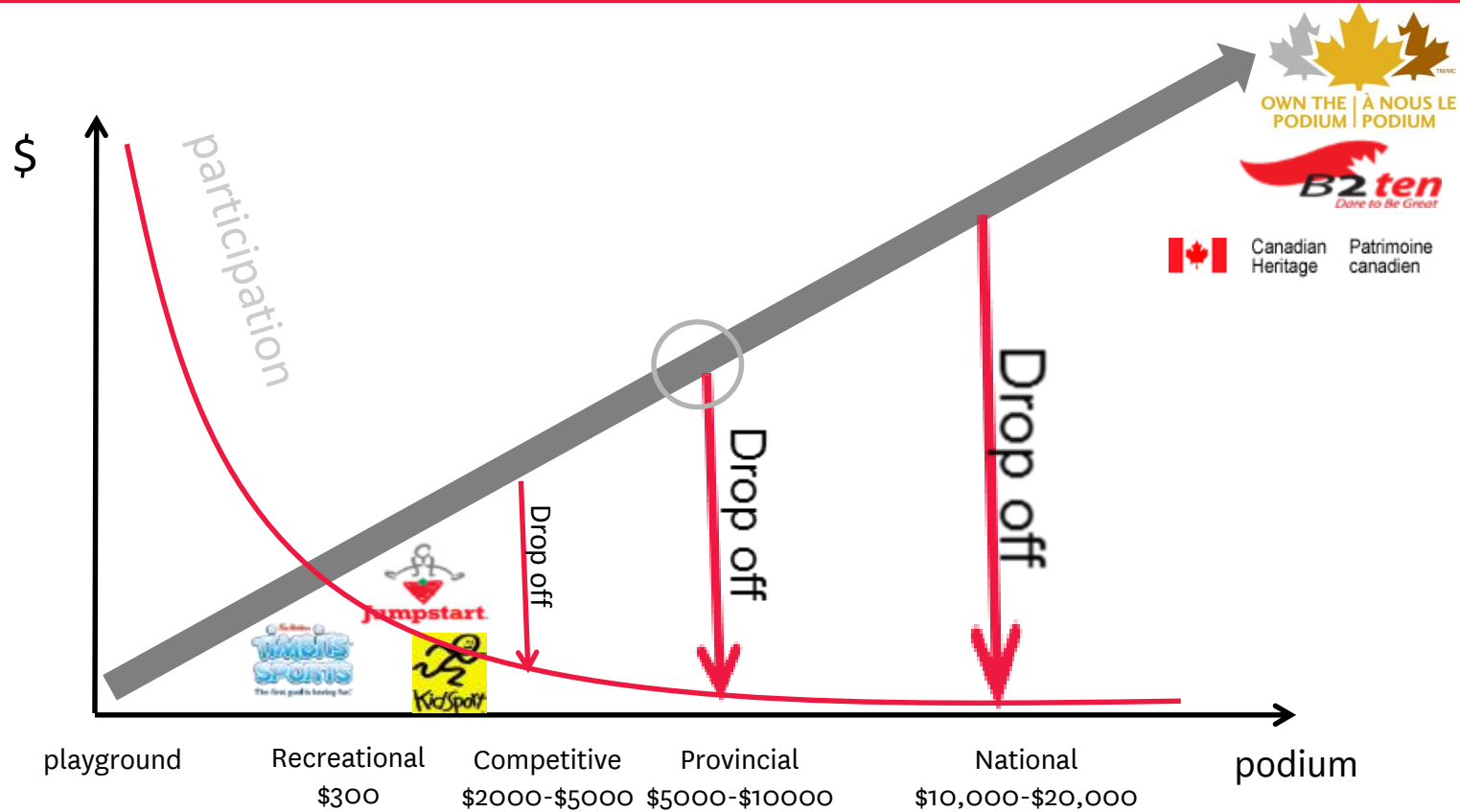
“Fundraising is an extreme sport.”

Marc A. Pitman, Fundraising Coach and Leadership Expert

IDENTIFY THE GAP



CASE FOR NEED





*Cycling***CANADA***Cyclisme*

PHILANTHROPY 101

IDENTIFICATION: Finding prospective donors

CULTIVATION: The act of bringing the prospect closer to your organization

SOLICITATION – The obvious and important step of asking for a gift.

STEWARDSHIP – Sending a thank you note, recognition events, words of thanks, explaining how



IDENTIFICATION

FINDING PROSPECTIVE DONORS WHO HAVE:

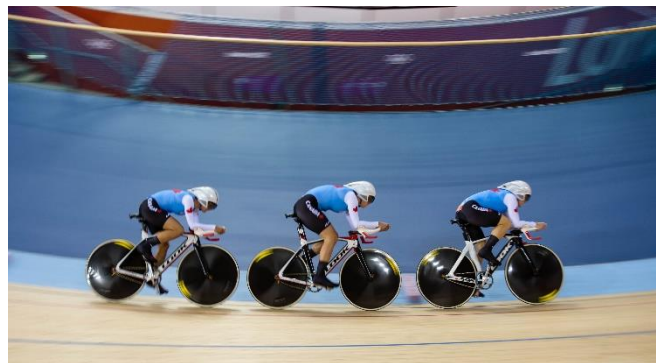
1. Capacity to make a gift
2. Affinity to your organization
3. Propensity to give

WHERE TO FIND PROSPECTS:

- Your Board
- Your Corporate Partners
- Alumni
- Volunteers
- Event attendees and fans

PROSPECT TO DONOR RATIO: 4:1

SUSPECT TO PROSPECT RATIO: 9:1





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CULTIVATION

The act of bringing the prospect closer to your organization.

The more they know about you, the more they like you, the more they understand you, the more likely they are to give, give again, give more!

STAY IN TOUCH! Often!

- Share competition results (good and bad)
- Invite to events
- Send newsletters or e-news
- Find a reason to pick up the phone and

CALL THEM!





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SOLICITATION

The obvious and important step of asking for a gift.

1. Be prepared.
2. Don't be scared.
3. DO IT!





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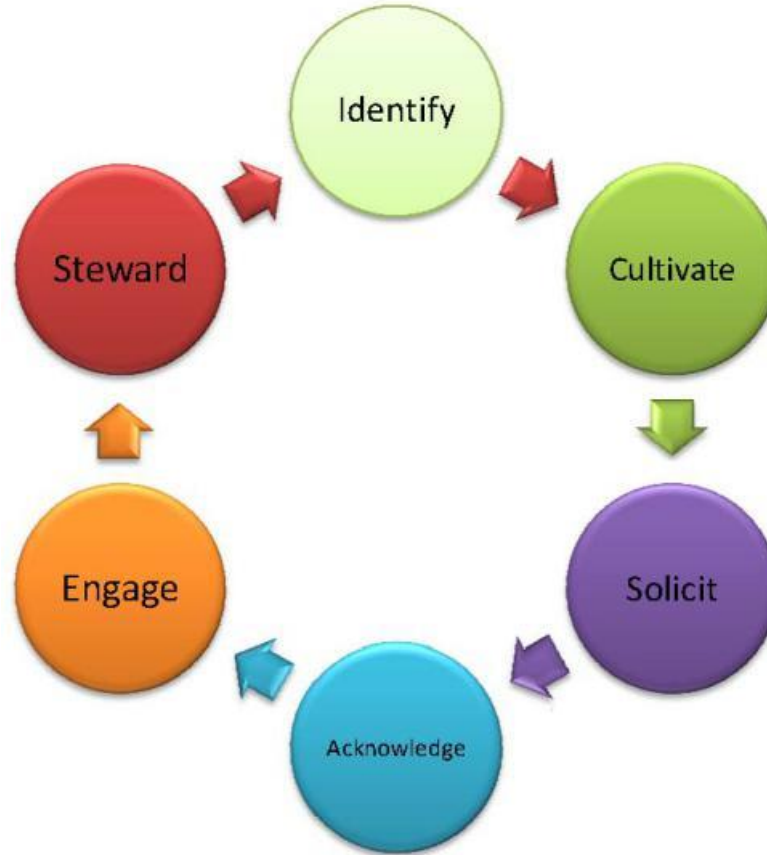
STEWARDSHIP

Similar to cultivation, stewardship is saying thank you in as many meaningful ways as you can....

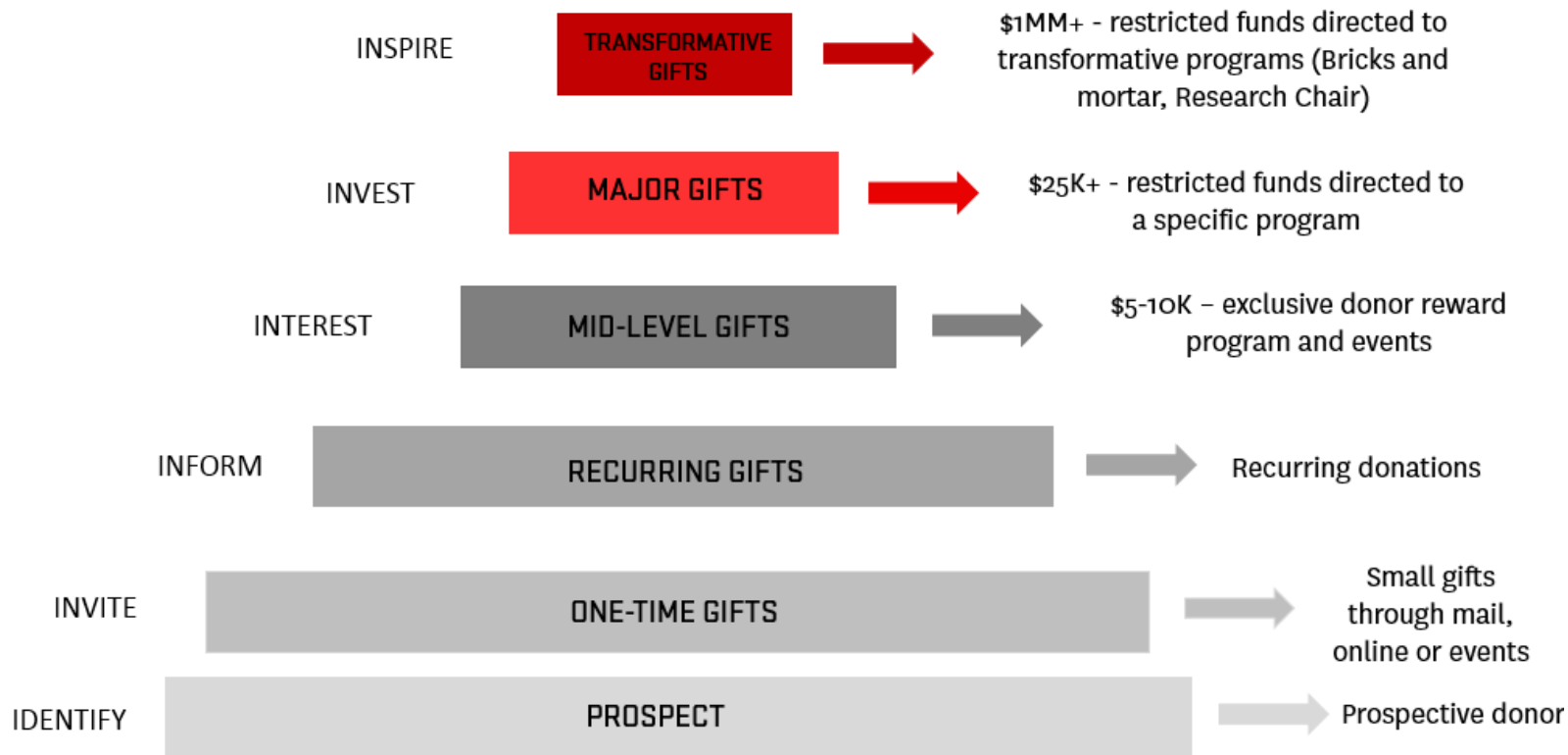
...because well-executed stewardship will result in the next gift.



DEVELOPMENT CYCLE



DONOR PYRAMID



TOP 10 TAKEAWAYS

1. Identify your gaps
2. Build your database
3. Find your builders
4. Identify your stakeholders
5. Make smart investments
6. Leverage your assets
7. Build a strong communications plan
8. Create a robust stewardship plan
9. Showcase impact
10. DON'T BE AFRAID TO ASK!



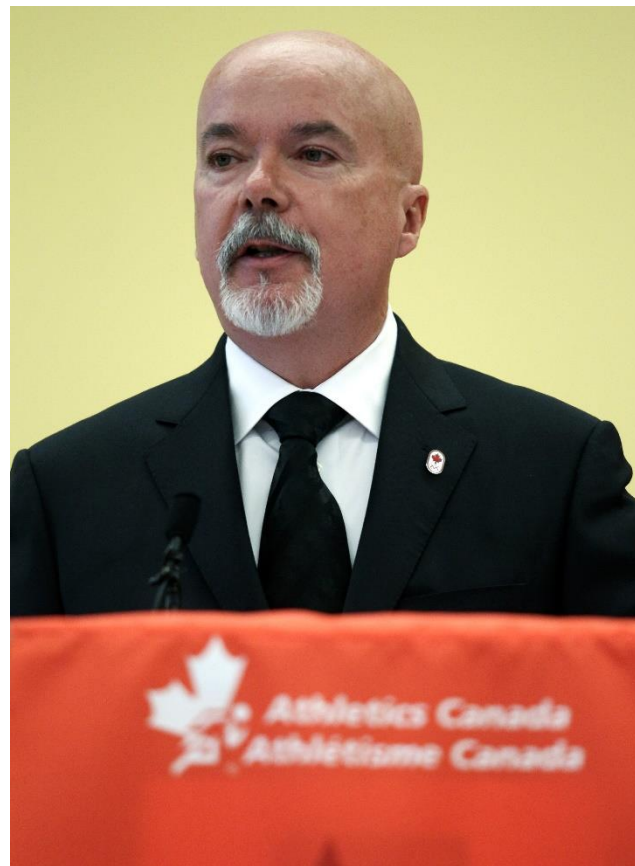
REFLECTIONS



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ON DECK



03/26 2015

Webinar: Digital Content and the NSF
Webinaire : Les FNS et le contenu numérique



03/31 2015

NSF Panel: Bidding and Hosting Lessons Learned
Panel des FNS : Leçons tirées sur les stratégies
d'accueil et de candidature



03/31 2015

Board Member Recruitment Release
Communiqué sur le recrutement de
membres Du conseil d'administration



04/17 2015

New Chair/CEO Orientation at COC Session



05/21 2015

Webinar: Monetizing Domestic Events



