Securing the Support of Individual Donors

Alan Cantor, Principal, Alan Cantor Consulting LLC, Concord, NH

Mary Beth Bunge, Development Director, Alternatives Impact/Federal Credit Union, Ithaca, NY

October 16, 2013
Why Individual Donors Matter

★ It's where the money is!
★ Reliable
★ Diversification
★ Easy Reporting Requirements
★ Bequests!

Raising Money from Individuals is a Process
Four Parts of Development

- Identification
- Cultivation
- Solicitation
- Stewardship

Start with Yourself

- Why are you involved in the organization – and why do YOU care?
- Why is this organization important to the community?
- What is the organization doing NOW that is especially exciting to YOU?
Fundraising Truisms That are Actually True

- People Give to People
- Start with Your Board
- 80-20 Rule... Or is it the 90-10 Rule?
- Grassroots Fundraising – don’t let it dominate
- “Top Down, Inside Out”
- To ASK, one must GIVE

Trends to Keep in Mind

- White Americans → Minority Status
- Women Gaining Economic Power
- Youth and Their Hunger for Impact
- Baby Boomers
- Lesbian and Gay Donors
- The Rise of the Secular Donor

Source: The Chronicle of Philanthropy, August 15, 2013 SPECIAL EDITION: Tomorrow’s Donors
Questions and Answers

- **Alan Cantor**
  Alan Cantor Consulting LLC
  al@alancantorconsulting.com
  (603) 715-1791
  www.alancantorconsulting.com
  @Al_Cantor

- **Mary Beth Bunge**
  Alternatives Federal Credit Union
  mbbunge@alternatives.org
  (607) 273-4611