

# 2019 Fundraising Plan

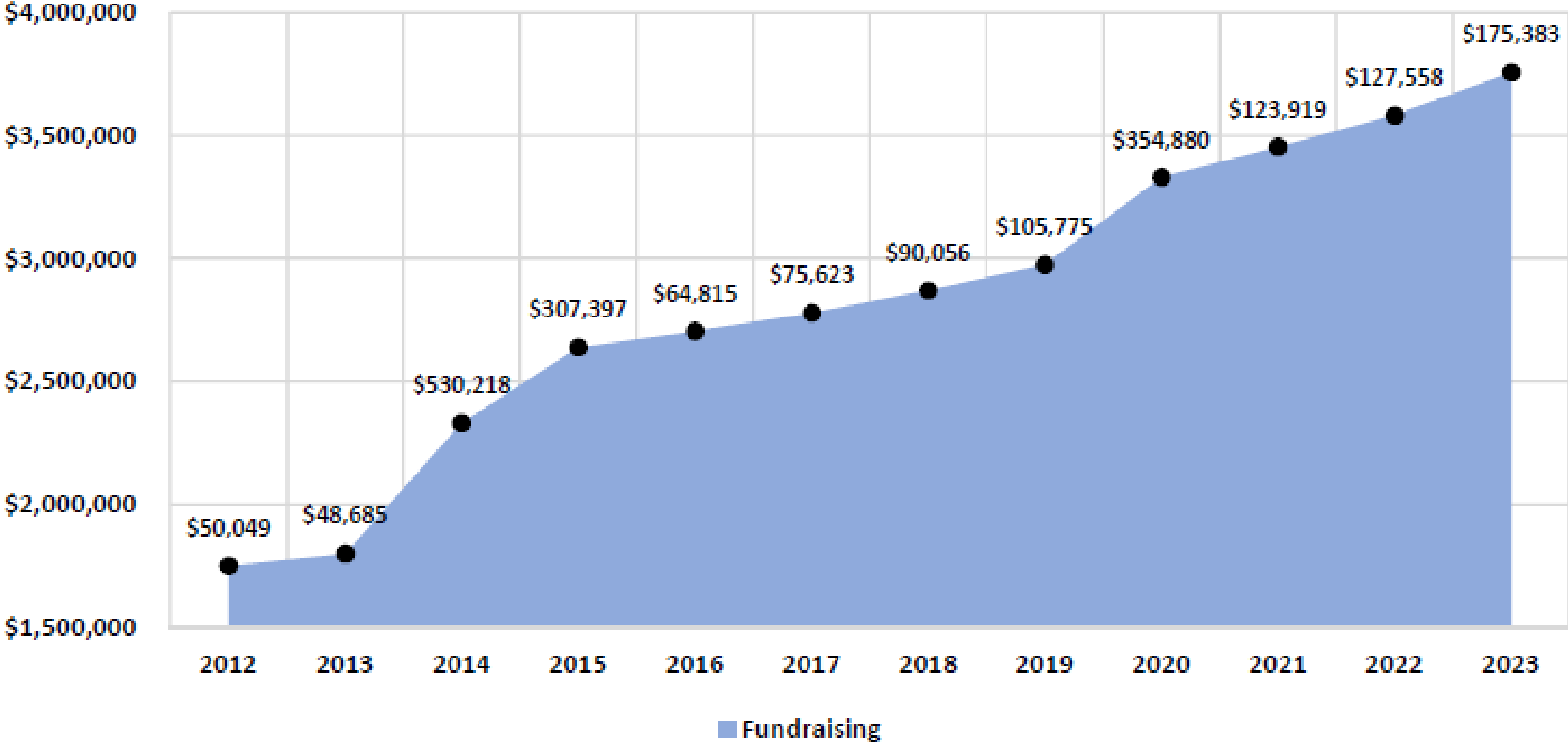
Executive Committee  
February 19, 2019

Meghan Parsons  
VP of Development & Community Engagement

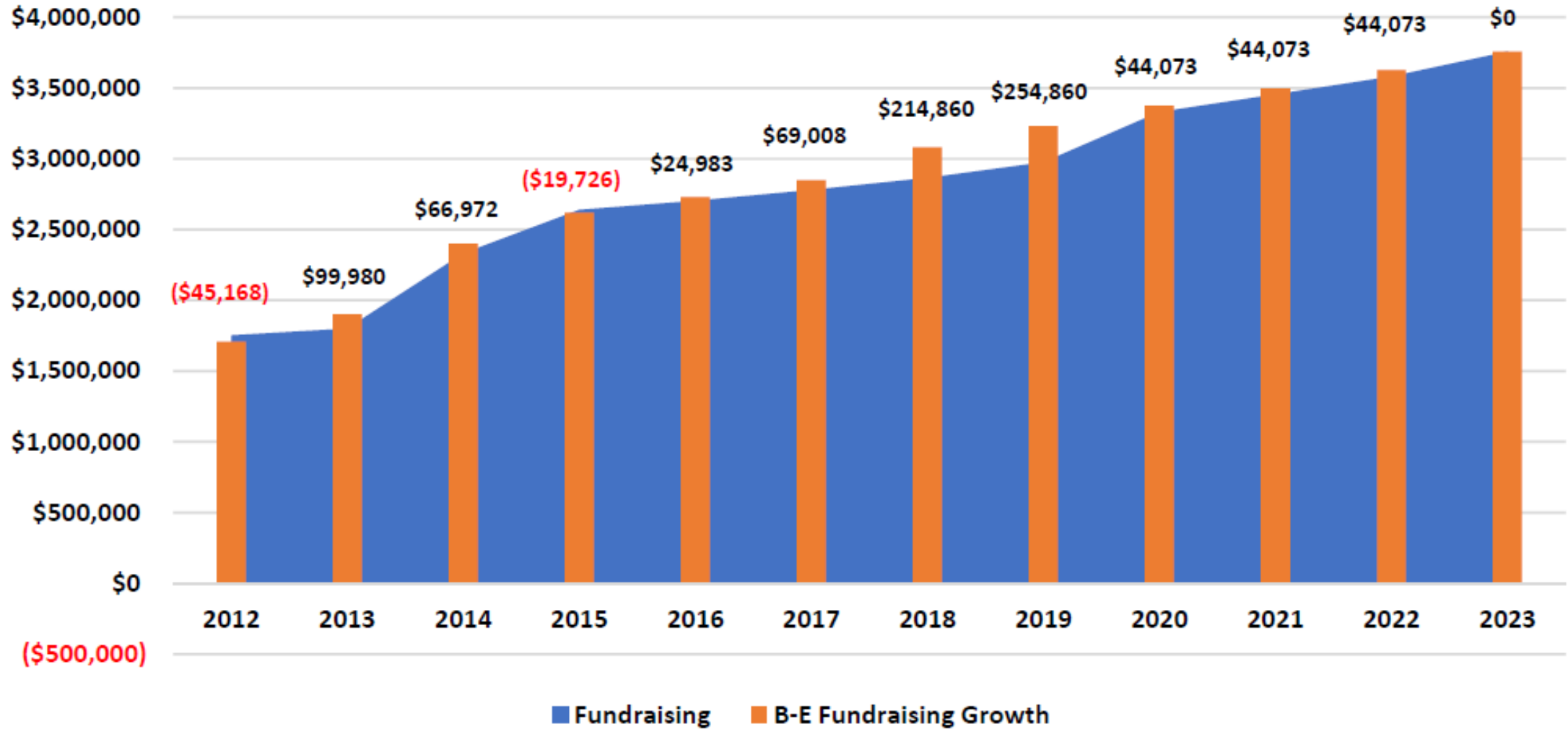
## Case Statement

The Food Bank of the Southern Tier needs to increase fundraising by 12% in 2020 with continued 4-5% increases each year to meet operational needs after Capital Campaign funds run out and core expenses continue to increase.

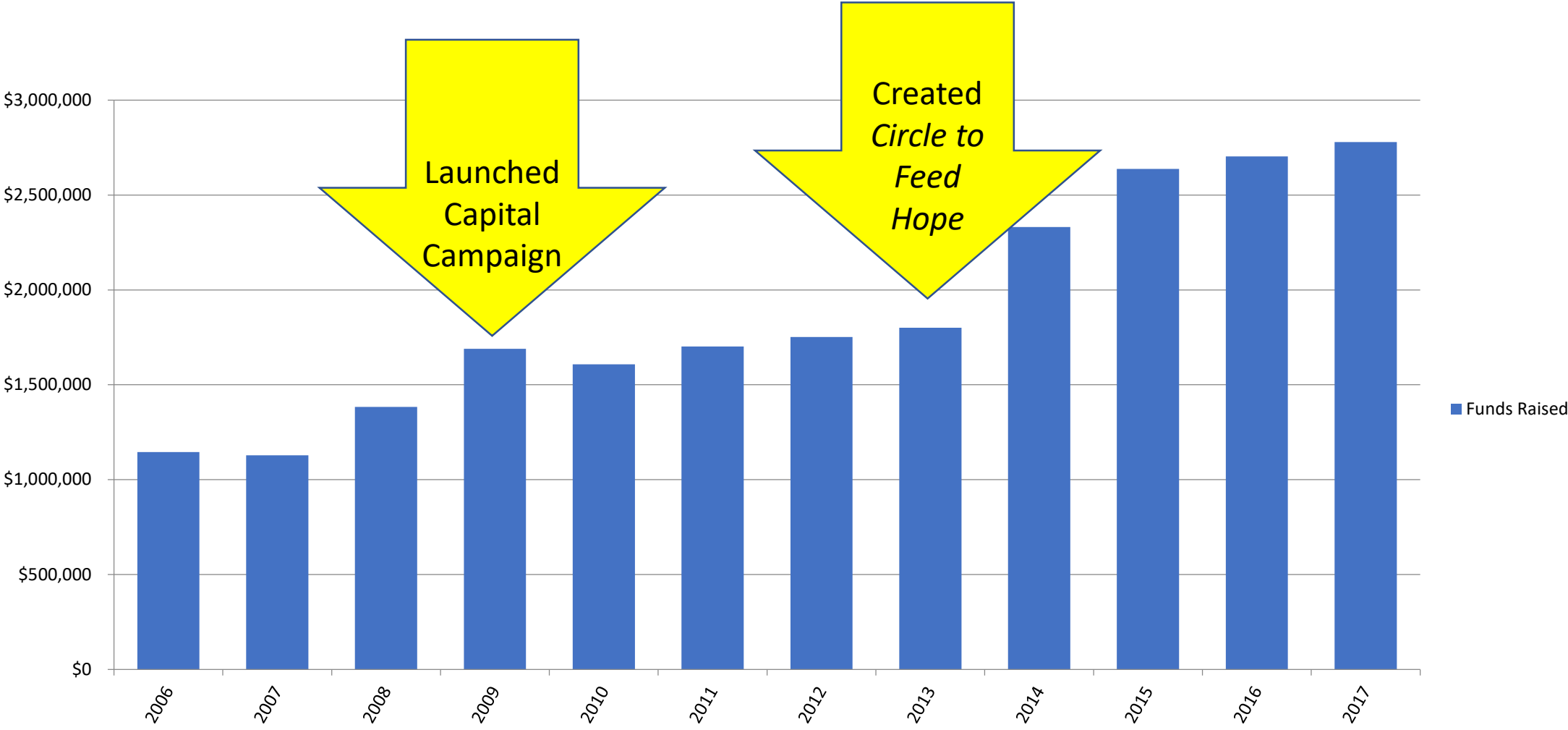
# Fundraising Growth \$



## Fundraising Gap (Actual vs. B-E)



# 12 Years Total Fundraising



So, what's the plan...? **Strengthen & focus.**



Natasha &  
Meghan

**25%**

## Circle to Feed Hope

$$36 \text{ } \img alt="handshake icon" data-bbox="178 445 248 515"/> \times \$1,000 = \$36,000$$

## Wealth Screen

$$25 \text{ } \img alt="handshake icon" data-bbox="168 441 238 518"/> \times \$4,747 = \$118,675$$



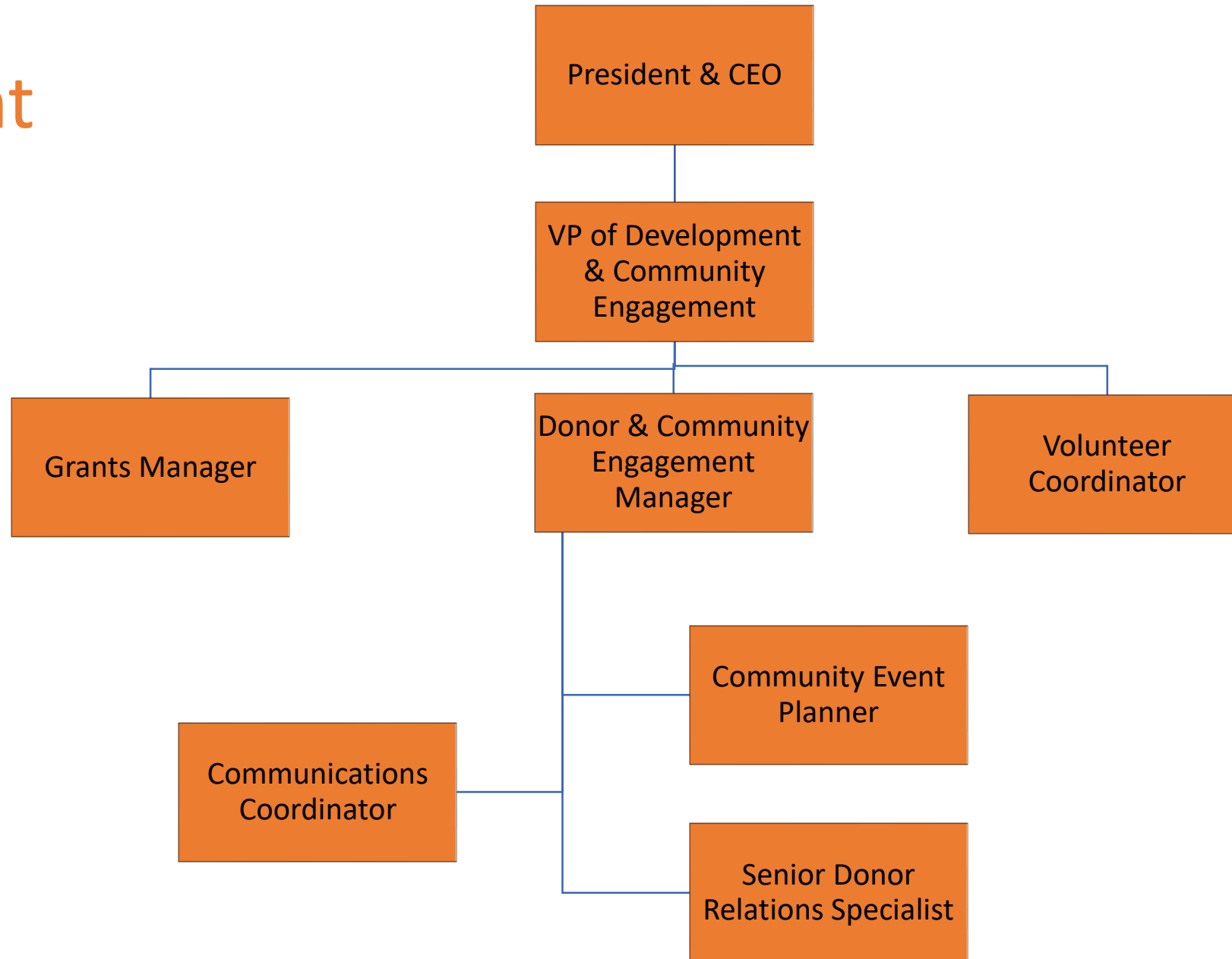
## Consecutive Years

1,414

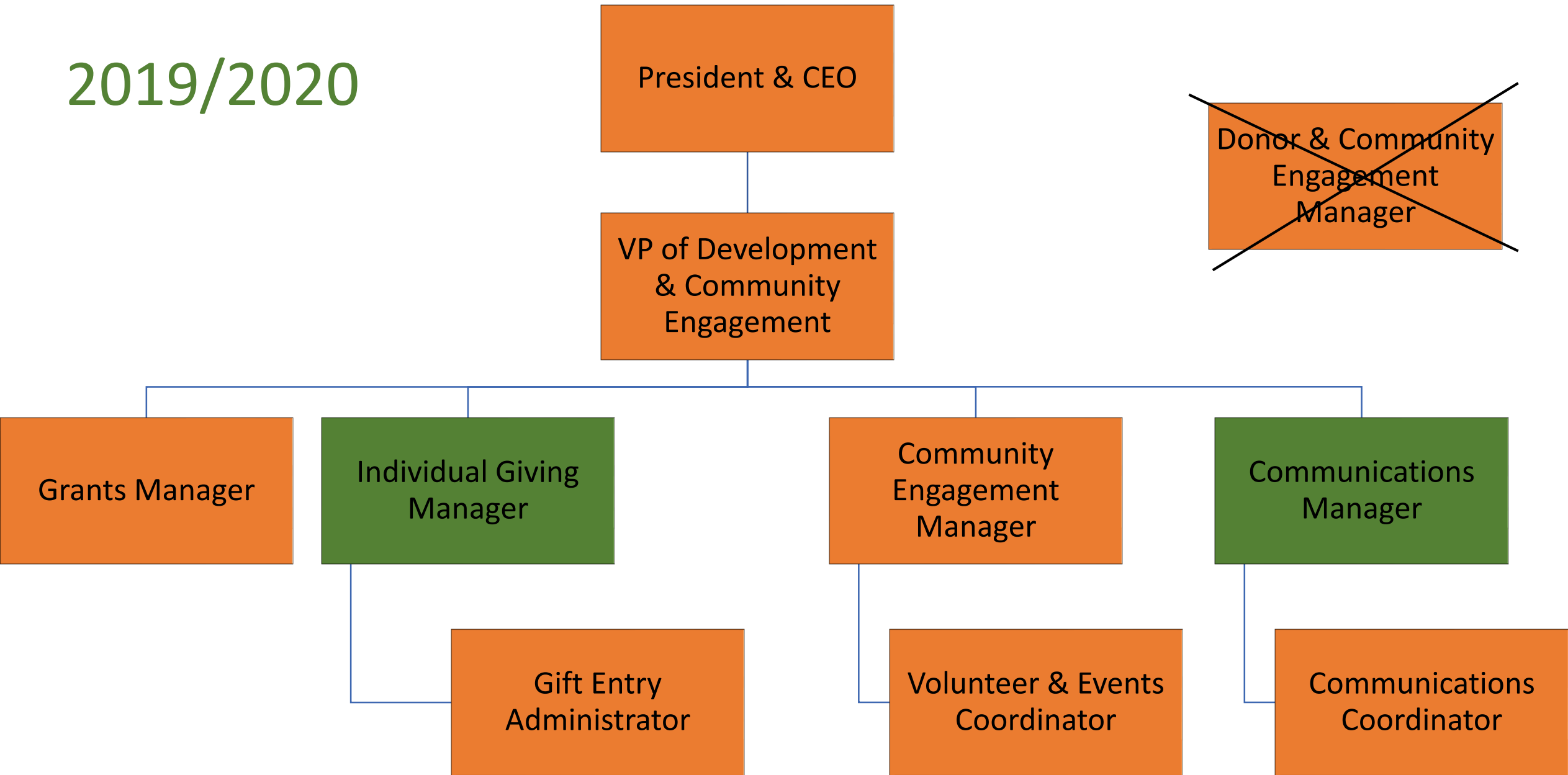
\$955,839

**\$13,662,365**

# Current



2019/2020



# Key Performance Indicators: Meaningful Actions

## Sample Major Gift Tracks

### High Engagement Track

- 6 personal touches (approx. every other month)
- 4 quarterly newsletters
- 1 annual solicitation (as appropriate)

### *Sample track*

July: update

August: newsletter

September: thinking of you

November: newsletter and proposal

December: thinking of you

January: update

February: newsletter

March: meeting

May: newsletter and update

# Key Performance Indicators: Revenue



# Key Performance Indicators:

## Table of Giving

### Tables of Giving

Gift Level	FY16				FY17				FY18			
	Number of Donors	Total Raised	Aggregate Total Raised	Average Amount Donated	Number of Donors	Total Raised	Aggregate Total Raised	Average Amount Donated	Number of Donors	Total Raised	Aggregate Total Raised	Average Amount Donated
\$500,000+	0	-	-	-	0	-	-	-	1	\$823,475	\$823,475	\$823,475
\$250,000+	1	\$350,000	\$350,000	\$350,000	0	-	-	-	2	\$580,420	\$1,183,895	\$280,210
\$100,000+	5	\$845,288	\$995,288	\$129,057	5	\$897,060	\$997,060	\$139,412	5	\$817,144	\$2,001,039	\$183,429
\$50,000+	1	\$80,000	\$1,055,288	\$80,000	3	\$160,000	\$857,060	\$53,333	8	\$507,080	\$2,508,119	\$83,385
\$25,000+	13	\$414,936	\$1,470,222	\$31,918	7	\$209,912	\$1,066,972	\$29,987	9	\$272,525	\$2,780,644	\$30,281
\$10,000+	22	\$317,838	\$1,788,061	\$14,447	14	\$182,236	\$1,249,208	\$13,017	16	\$217,883	\$2,998,527	\$13,618
\$5,000+	24	\$145,508	\$1,933,569	\$6,063	12	\$82,389	\$1,331,597	\$8,888	16	\$95,990	\$3,094,517	\$5,999
\$1,000+	69	\$132,844	\$2,066,413	\$1,925	76	\$125,161	\$1,456,758	\$1,847	99	\$173,012	\$3,267,529	\$1,748
\$500+	56	\$34,065	\$2,100,478	\$608	66	\$40,862	\$1,497,620	\$819	108	\$82,415	\$3,329,944	\$589
Less than \$500	1,137	\$96,563	\$2,197,040	\$85	2,452	\$149,026	\$1,646,646	\$61	1,948	\$156,500	\$3,488,444	\$80
<b>Total</b>	<b>1,328</b>	<b>\$2,197,040</b>	<b>\$2,197,040</b>	<b>\$1,654</b>	<b>2,635</b>	<b>\$1,646,646</b>	<b>\$1,646,646</b>	<b>\$825</b>	<b>2,210</b>	<b>\$3,488,444</b>	<b>\$3,488,444</b>	<b>\$1,578</b>

# Key Performance Indicators: Donor Retention

## Detailed Donor Retention

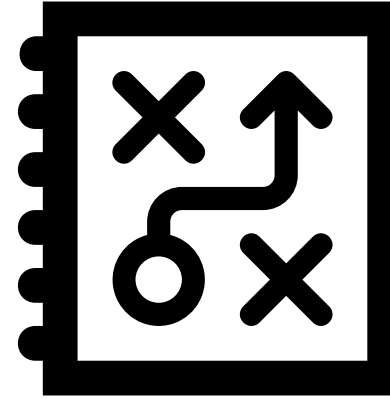
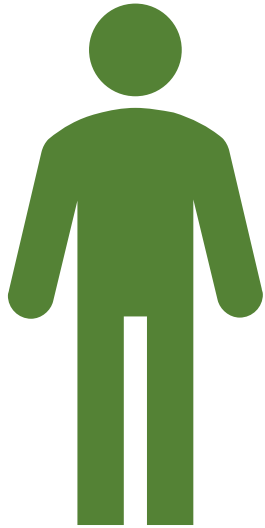
Gift Level	FY18					
	FY17 Donors	Retained at This Level	Retained at a Higher Level	Retained at Lower Level	% Retained	Not Retained
\$500,000+	-	-	-	-	-	-
\$250,000+	2	-	-	-	-	2
\$100,000+	2	-	1	1	100%	-
\$50,000+	7	2	2	-	57%	3
\$25,000+	11	4	1	1	55%	5
\$10,000+	31	17	1	6	77%	7
\$5,000+	69	35	8	13	81%	13
\$1,000+	566	345	24	84	80%	113
\$500+	626	254	108	133	79%	131
Less than \$500	9,090	5,232	271	-	61%	3,587
Anonymous	498	N/A	N/A	N/A	N/A	N/A
<b>Total</b>	<b>10,902</b>	<b>5,889</b>	<b>416</b>	<b>238</b>	<b>60%</b>	<b>3,861</b>

# Key Performance Indicators: Multi-year Pledges

## Aspects of a Compelling Case Statement







# Next Steps

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