

# Catholic Fundraising for Fundraisers

**It's All About the Donor and the Mission**



# What is Mission?

- Our purpose
- Our raison d'être
- The framework of all we do

# Stewardship of the Mission

- **Witness**
- **Proclaim**
- **Engage**
- **Invite**
- **Transform**

**It is more than Fundraising**

**It is  
Mission  
Advancement!**

# What is Culture?

- the quality in a person or society that arises from a concern for what is regarded as excellent in arts, letters, manners, scholarly pursuits, etc.
- the behaviors and beliefs characteristic of a particular social, ethnic, or age group: the youth culture; the drug culture.
- the sum total of ways of living built up by a group of human beings and transmitted from one generation to another.
- the product or growth resulting from cultivation

# What is our Culture of Mission?

## How do we:

- Witness
- Proclaim
- Engage
- Invite
- Transform

## How do we:

- Identify ourselves
- Tell our story
- Engage others
- Invite others
- Transform others, our world, and ourselves

# Let's Talk about A Culture of Philanthropy

- ❖ The sum of the attitudes, experiences, beliefs, and values of an organization that understands philanthropy as a tool to expand its mission.
- ❖ A way of defining how things are done in an organization and how individuals within it interact with one another in terms of inviting and engaging others to partnership in mission.
- ❖ A shared understanding that development is a ministry in which all participate at some level.

# Measuring Success...

In business, money is both an input (resource for achieving greatness) and an output ( a measure of greatness).

In our sector, Collins says, “money is only an input, and not a measure of greatness.”

A great organization is one “that delivers superior performance and makes a distinctive impact over a long period of time.”

--Jim Collins, *Good to Great for the Social Sector*.

# A Critical Question

## **Business asks:**

“How much money do we make per dollar of invested capital?”

## **For us the critical question is:**

“How effectively do we deliver on our mission and make a distinctive impact, relative to our resources?”

--Jim Collins, *Good to Great for the Social Sector*.

# Evidence of a Culture of Philanthropy

- Demonstrated leadership at all organizational levels
- Authentic storytelling and a commitment to conversation with all stakeholders
- Mission-driven systems, staffing, structure, and processes
- Shared values and a collective commitment to a common goal

# Spirituality of Mission Advancement

A primary purpose of the mission of Jesus is  
not only the maintenance of existing structures and  
programs,  
but to be caught up in a sense of mission, an experience  
of evangelization.

**Witness, proclaim, invite, engage, transform!**

--Archbishop Thomas Murphy, *The Theology of Fundraising*

# Mission Advancement is Above All about Relationship

- It is not begging.
- It is not claiming weakness or failure.
- It is about giving others the opportunities to participate in building the Kingdom of God
- It is about the relationship of the donor to our mission, our Gospel vision!

--Henri Nouwen, *Spirituality of Fundraising*

**From the perspective of the Gospel, mission advancement is not a response to a crisis.**

**Mission Advancement is, first and foremost, a form of ministry.**

**It is a way of announcing our vision and inviting other people into our mission.**

**-Henri Nouwen**

**Donor and Mission meet on the  
common ground of God's love.**

*Asking people for money  
is giving them the opportunity  
to put their resources  
at the disposal of the Kingdom.*

--Henri Nouwen

# Donors as Mission

It has become increasingly clear to every nonprofit who hopes to create a viable future for its mission, that without a strong culture of philanthropy within the organization itself that future is tenuous at best.

This demands:

- the engagement of every member in its mission advancement
- Donors are never taken for granted and are recognized as “actualizers.”

--Jeff Shuck, *Plenty*

# AMEX Business Model

- American Express has built their business on “membership effect.”
- An ecosystem of powerful connections and shared values
- The old tag line was “Membership has its privileges.”
- The new tag line is “Welcome In.”

Are our donors part of an interconnected group, nurtured by the interaction of the community that is the system? How?

# Practical Tips in “Welcoming In”

- Website
- Communications and Newsletters
- Using the telephone
- Social networking
- E-blasts
- Visits
- Events
- Reports
- Thanks

# WHAT IS YOUR MISSION EQUITY?

- Your unique core truth or value proposition
- Your promise
- Your global identity
- The psychological association people make with you and what you stand for

-Susan Raymond, PH.D

Changing Our World

2016 NCDC Leadership Summit

# WHAT IS YOUR MISSION EQUITY?

- It is not your LOGO
- It is not neuromarketing
- It is not something you have, it is something you build.
- It is the totality of the impression you give about who you are and what you promise those who support you.
- It wraps around everything and every way you express yourself to:
  - Those who need you
  - Those you need
  - Those you know
  - Those you want to know
- It is you in the eyes of the world.

# WHAT IS YOUR MISSION EQUITY?

**It is what drives people to want to affiliate with you.**

# YOU ARE IN TROUBLE WHEN...

- No one can explain what you do.
- People refer to you by your product or function not your name.
- Loyalty is tied to individuals, not the experience with the organization/institute.“
- You have to explain what you do.
- You don't know how to explain what you do.
- Your constituents don't know how to explain what you do.

**Notice that the indicator of a problem is NOT just financial trouble. It is RELATIONSHIP trouble.**

Having a clear identify does not mean everyone likes it or everyone agrees. Strong mission equity is not about universality.

It is about combining your mission – your core reason for being – with those who you are trying to reach. It is about bringing who you are to where you want to be.

**Every time we approach people for money,  
we must be sure that we are inviting them  
into a vision of fruitfulness and into a vision  
that is fruitful.**

# Donor-Centered Fundraising

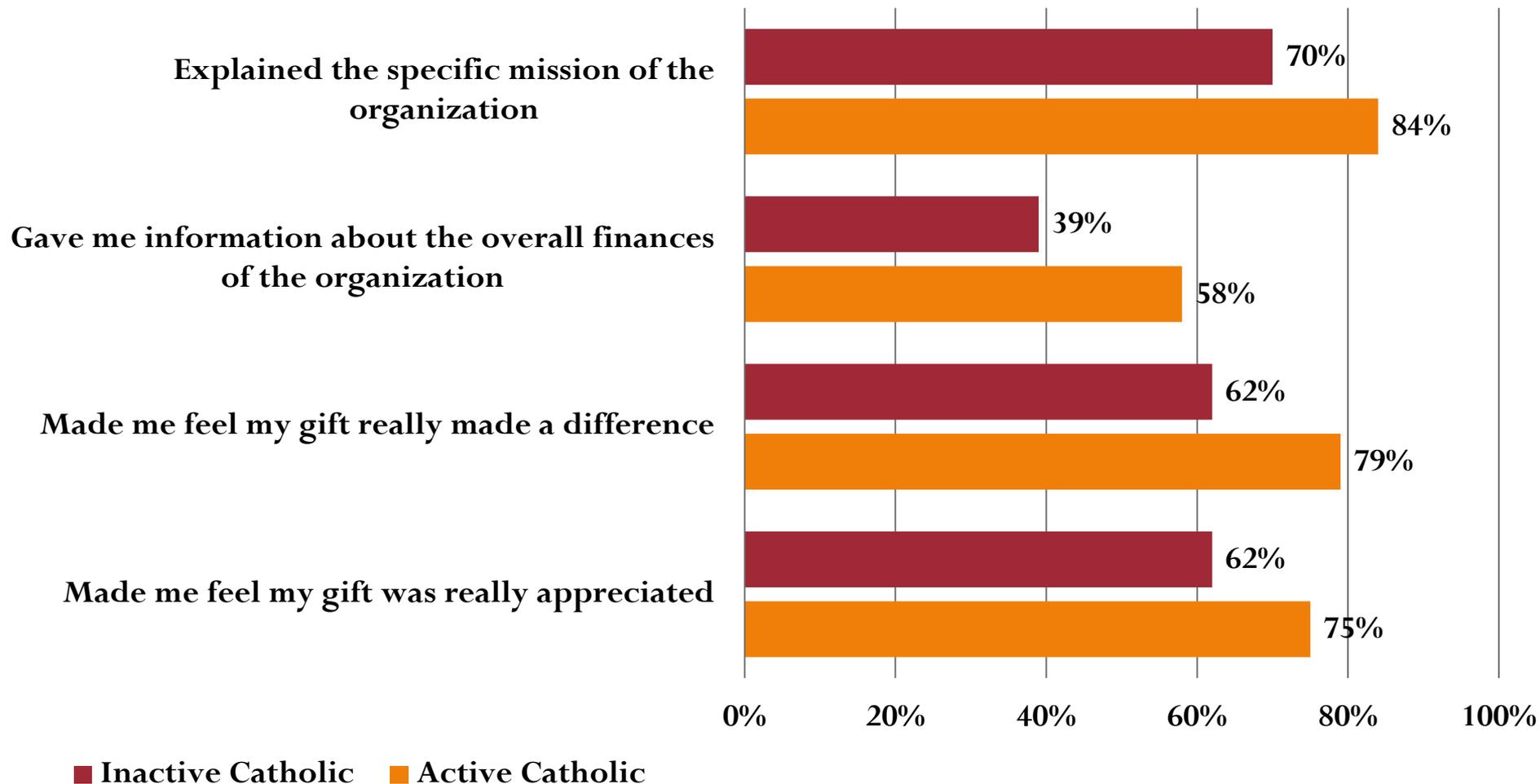
Fundraising needs to be shaped to deliver  
what donors need  
instead of what decision-makers think  
they need.

--Penelope Burk, *Donor-Centered Leadership*

# So, What do Donors Need

- What do the Statistics tell us about donors?
- How does the desire to belong tell us about our donors?
- What does Stewardship tell us about our donors?

# Factors influencing the second gift decision



# Why certain nonprofits become favorites

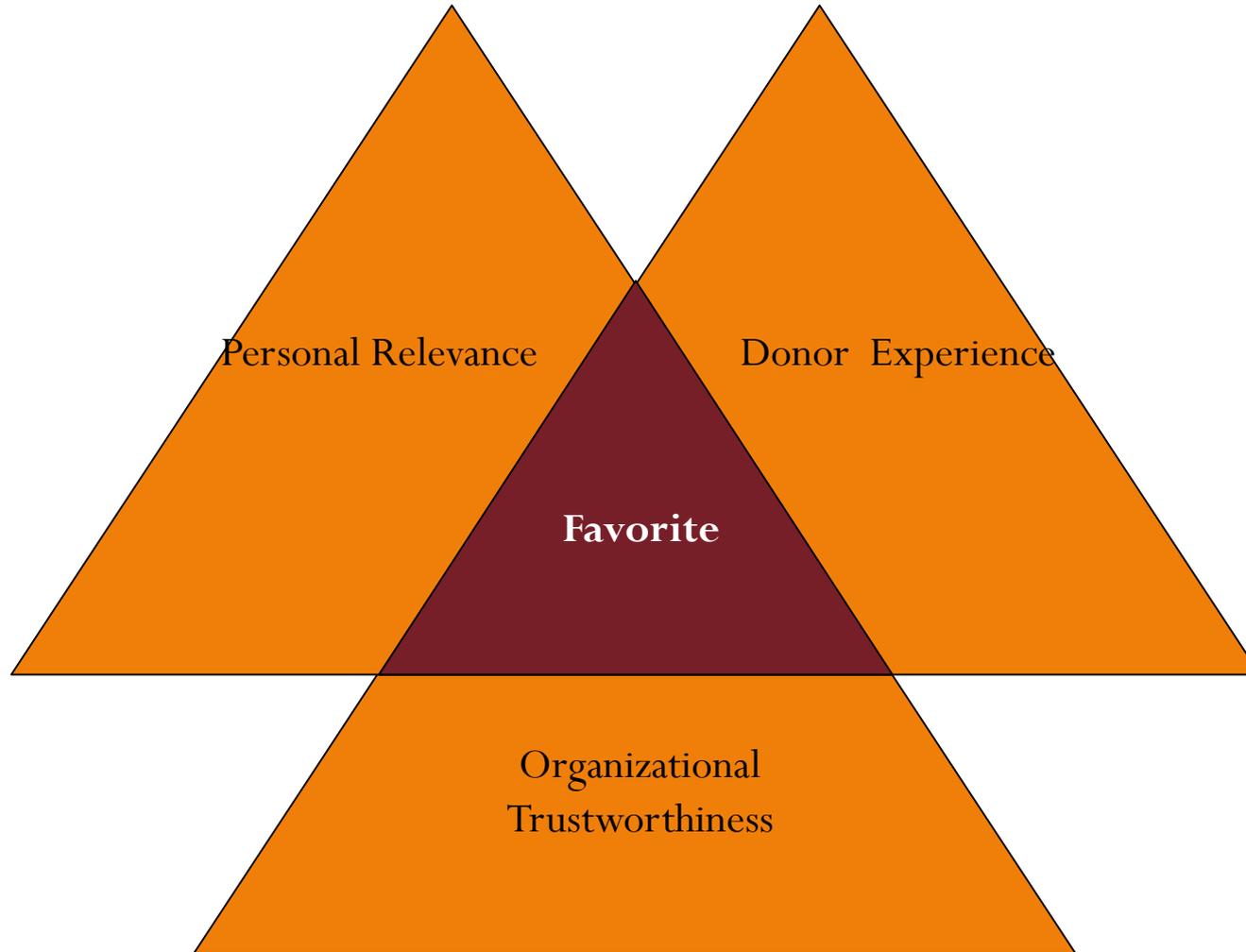
Reason	All donors	Single most important
Trustworthiness	83%	26%
Focus on issue important to me	79%	19%
Seen their work firsthand	68%	8%
People they serve priority for me	65%	7%
Work impacts me or someone I know	58%	7%
Financial efficiency	71%	6%
Communicate effectively with me	63%	2%

# Why certain nonprofits become favorites

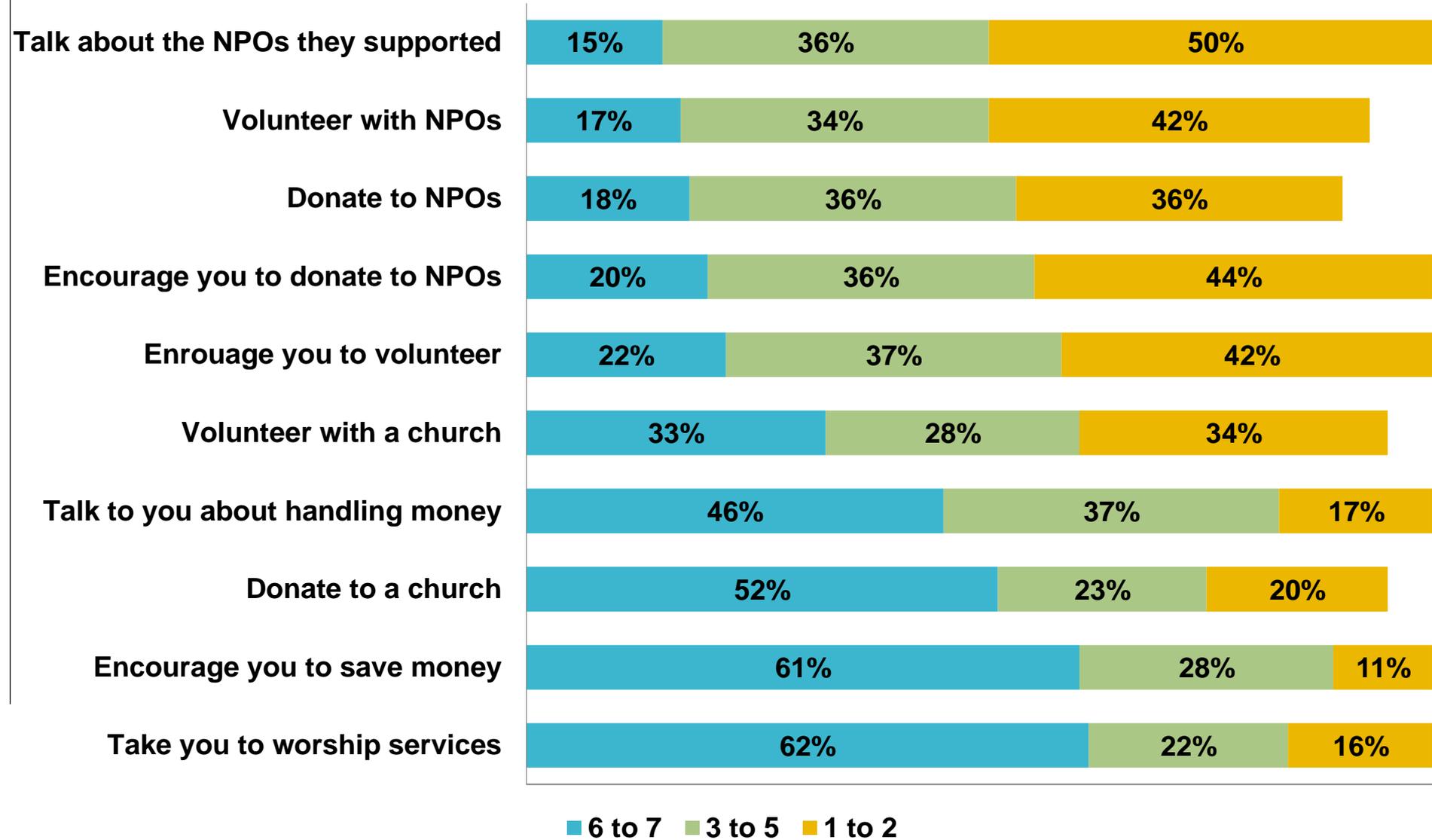
Reason	Catholic	Non-Catholic
Work impacts me or someone I know	62%	56%
Parents or family support them	37%	30%
Well-known people I admire or respect endorse their work	50%	41%

Reason	Active Catholic	Inactive Catholic
People they serve are a priority for me	67%	57%
Geographic area they serve is a priority for me	56%	45%
Parents or family members support them	44%	28%
I have a relationship with the organization	58%	48%
Their religious beliefs	48%	29%

# Where is favorite found?



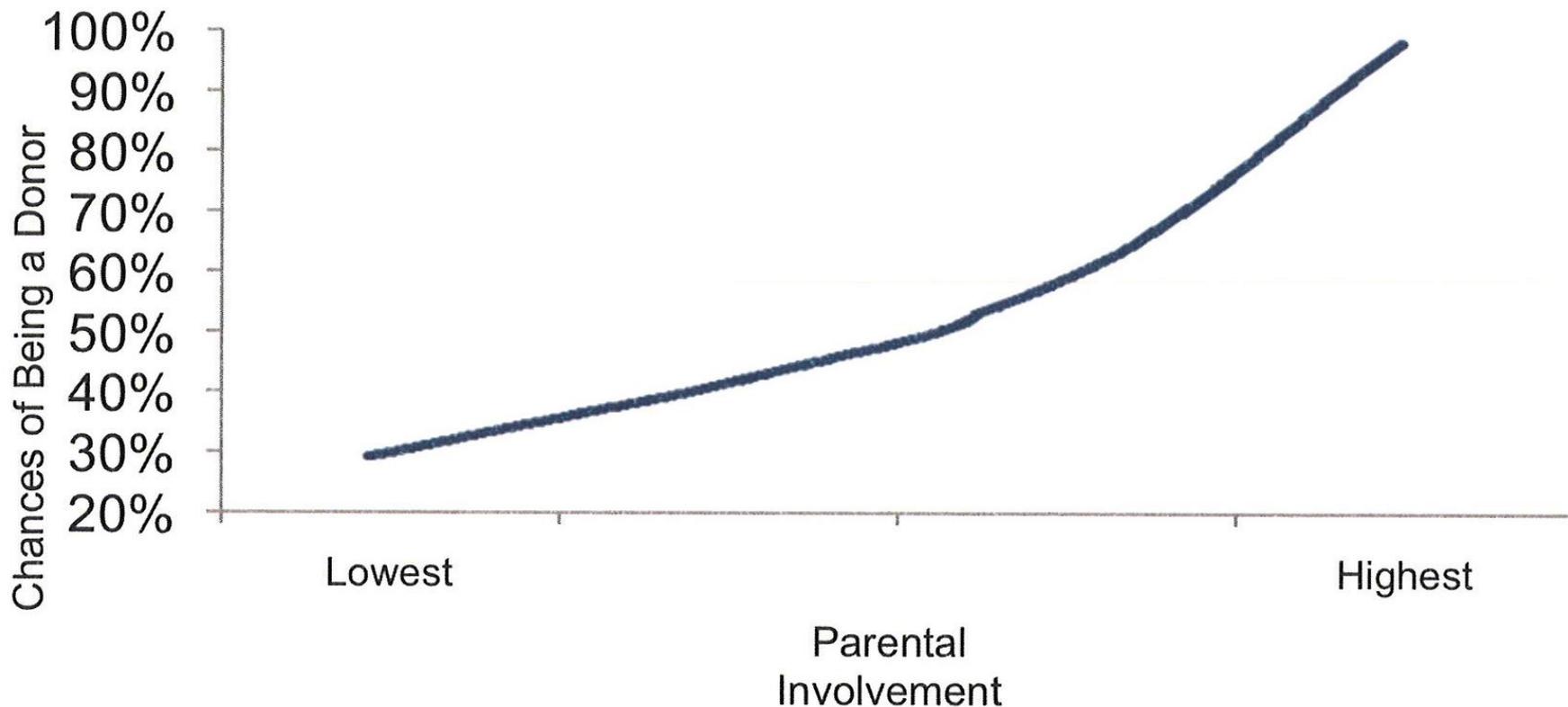
# How often their parents did various activities



# Six parental behaviors that lead to an adult donor

- Gave money to a place of worship
- Gave money to nonprofit organizations
- Talked about nonprofits they supported and why
- Took child to a place of worship
- Volunteered time to nonprofit organizations
- Encouraged child to volunteer with a nonprofit

# Chances of Donating – by Parental Involvement



# The Question Peter Block Begs

- Are we willing to create a future distinct from the past?
- Can we change the existing context of our organizational community from one of entitlement to one of possibility, generosity and gifts?
- Are we willing to increase engagement and empowerment of donors in mission in essential and critical ways?
- Where will we find visionary commitment to our causes because without it our missions will have no future?

# Stewardship of the Mission

- **Witness**
- **Proclaim**
- **Engage**
- **Invite**
- **Transform**

**Stewardship of the  
Mission and  
Stewardship of the  
Donor  
become one through  
Mission Advancement.**



Witness

Donor

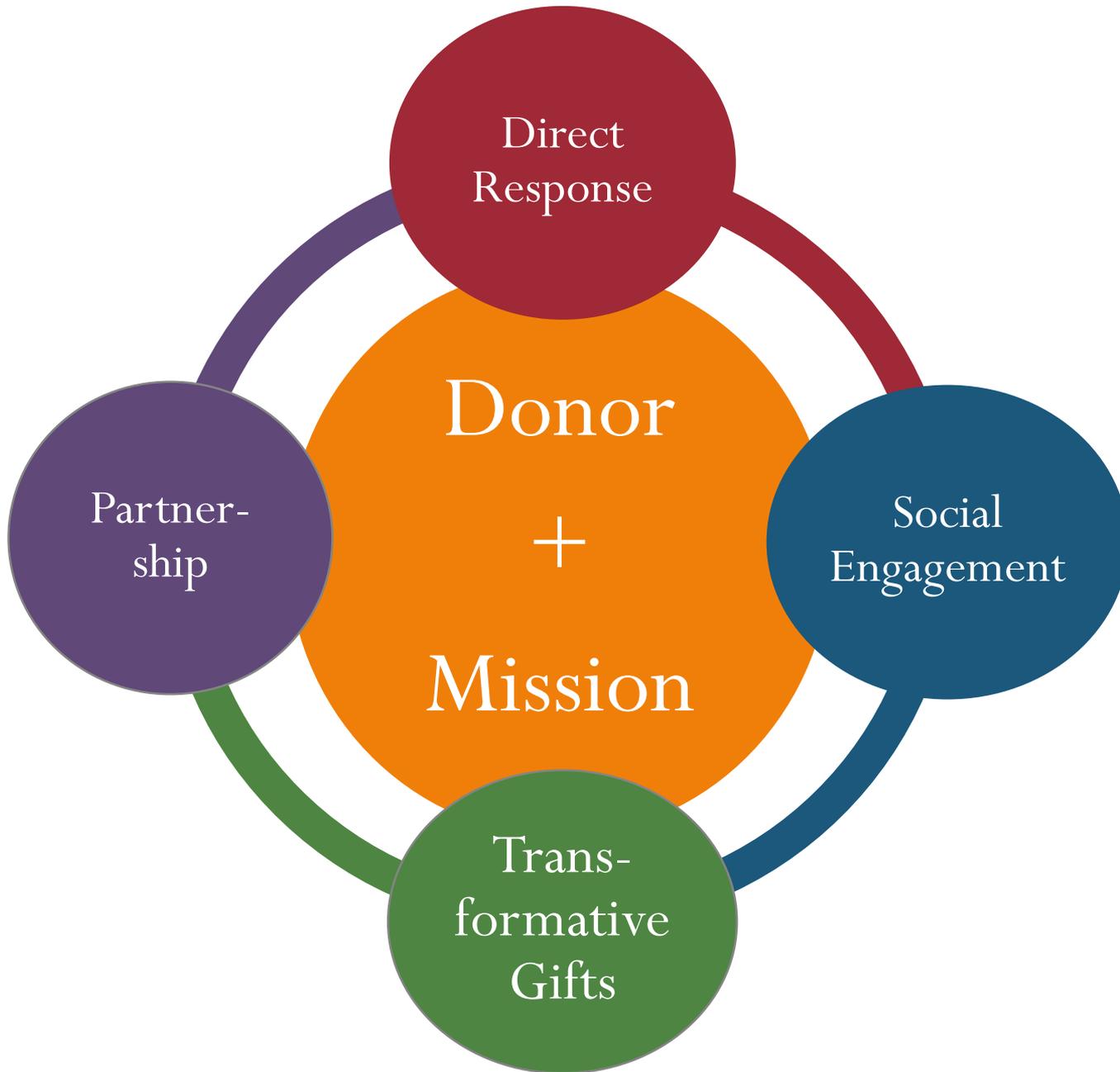
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Mission

Proclaim

Invite

Engage



# For Mission Advancement to succeed the Leader must

- Be mission-focused
- Have a strategic approach to fulfilling the mission
- Be respectful and supportive of fundraisers' expertise
- Be aware of importance of role the Leader has in making fundraising successful
- Be supportive of the Advisory Board/Volunteers
- Be skilled in interacting with donors and asking for gifts
- Be ready to commit time, energy, and resources to advance the mission

# The Ministry of Mission Advancement is Transformational For the Donor

- The donor's heart is expanded to embrace the mission
- The donor's relationship to the world is changed
- The donor's relationship to his/her money is changed

# The Ministry of Mission Advancement Transforms US

- Our hearts are expanded as we invite and engage others in our mission
- Our relationship to our world is changed
- Our relationship to money is changed.

# **The Ministry of Mission Advancement transforms our mission**

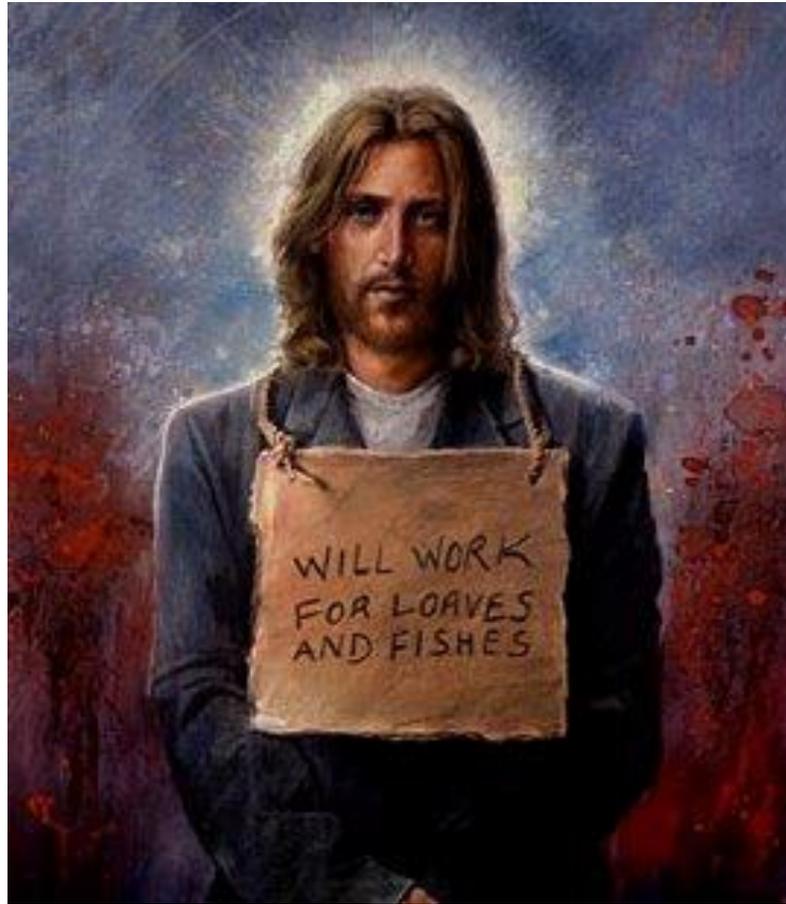
- Our mission becomes more inclusive,  
more expansive
- Our mission is empowered to impact  
our world in new ways
- Our mission is infused with new  
resources to grow

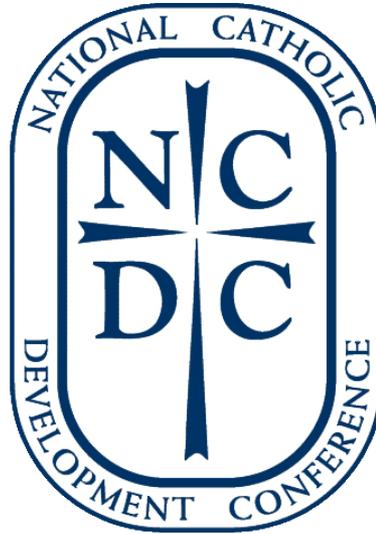
# The Feeding of the Five Thousand

Whether people have much or little is not as important as the possibility of making their money available to God.

God's Kingdom is the place of abundance where every generous act overflows its original bounds and becomes part of the unbounded grace of God at work in the world.

--Henri Nouwen





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