

Donations from the Heart

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We all know that fundraising these days is on the minds of all non-profits facing challenges. The number of nonprofit organizations has increased over the past 20 years causing competition for donations. Everyone, from PTA's, Churches, Firehouses, Little League Teams and even social advocacy groups are all trying to raise money for their organization.

There are lots of reasons that donations are declining — donor fatigue, economic downturns and changing demographics. When the economy is bad and people are living paycheck to paycheck, there is no extra money for charitable donations. Inflation is up, so goods and services are costing more.

Non-profits themselves are faced with limited resources, making it difficult to attract and retain top talent. As mentioned, the demographics of donors are changing and as a non-profit, you need to adapt to these changes. Recessions and economic downturns make it challenging for charitable organizations to reach their fundraising goals.

One thing that is important, is effective storytelling. Non-profits may not effectively communicate their mission and impact. Also, lack of engagement from donors and community members is something non-profits struggle with which can impact giving. Donor retention

comes into play, for every 10 people that give a gift, only four will give another gift.

Another factor is the non-profits' limited access to technology needed to facilitate the fundraising needs. There are other factors that come into play, that effect giving: Donor trust, Legal compliance, and keeping up with all the fundraising regulations. Timing is important, when to do your fundraising campaigns.

One important area that needs to be addressed, is board engagement. Your board is your best ambassador. Some organizations require a financial obligation in addition to volunteering time.

Non-profits may experience high turnover of personnel, and the organization may not be regularly evaluating their fundraising efforts. The bottom line is that the number of nonprofit organizations is increasing, making it harder for your organization to stand out.

So, with all of that said, what to do in struggling times? It is going to come down to what is important to donors. People give with their heart and will continue to give. Their donation may not be what it used to be, but they will continue to support your organization because they believe in your mission. So, your story has to touch someone in their heart and no matter how much they are struggling in these times, people's emotions will play a factor in their giving. Donations from the Heart always wins!



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