



ECIER
Board Training Session
March 5, 2019

**A spark can become
a flame and change
everything.**

OUR SERVICES



STRATEGY



FUNDRAISING



MARKETING



PROGRAMS



FACILITATION



EVENTS



COACHING



TRAINING



PROCESS

OUR WINNING AGENDA



Understand the fundraising cycle.

15



Finalize purpose and logistics of basketball event.

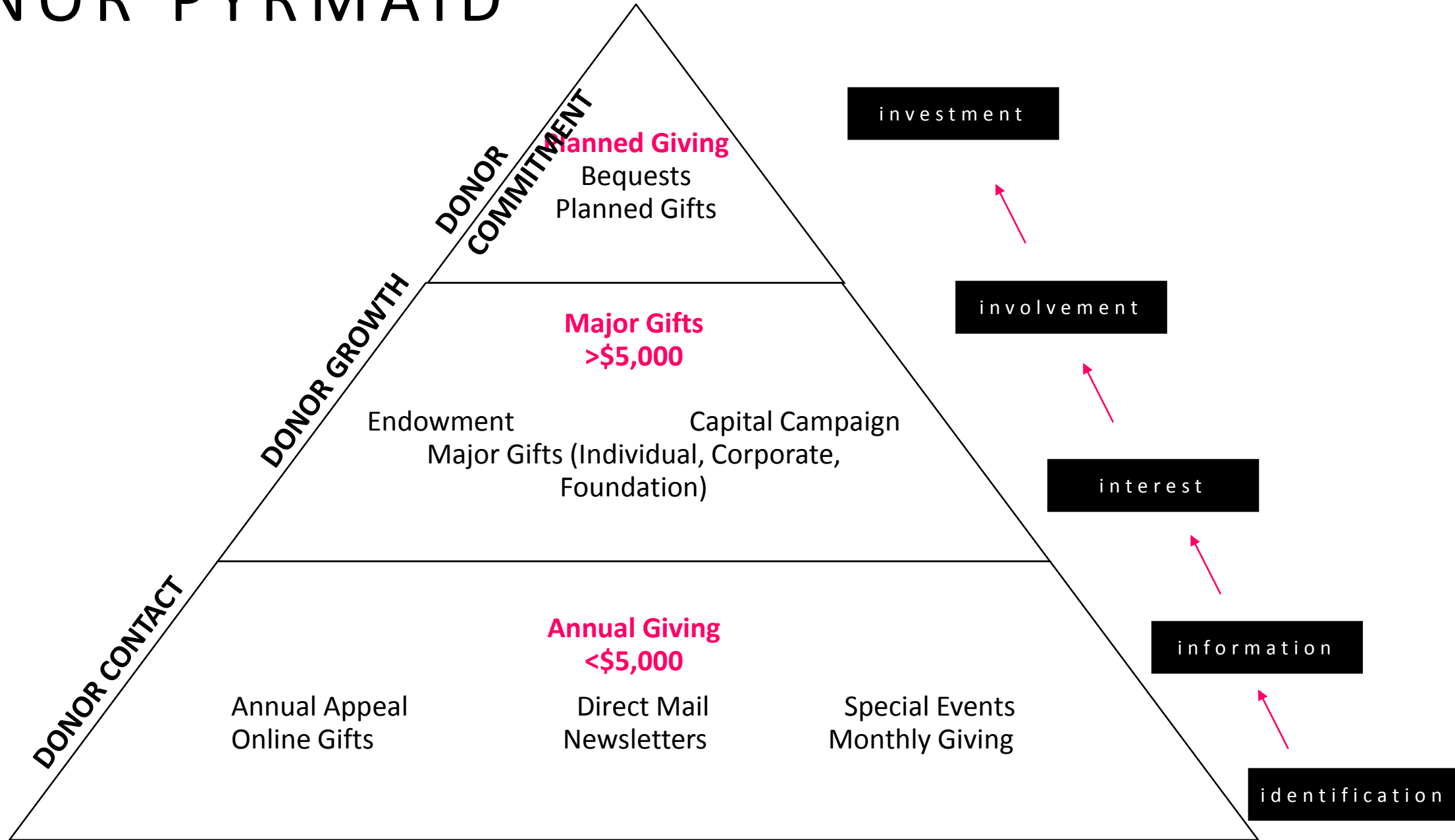
40



Quantify expectations for engagement & fundraising.

35

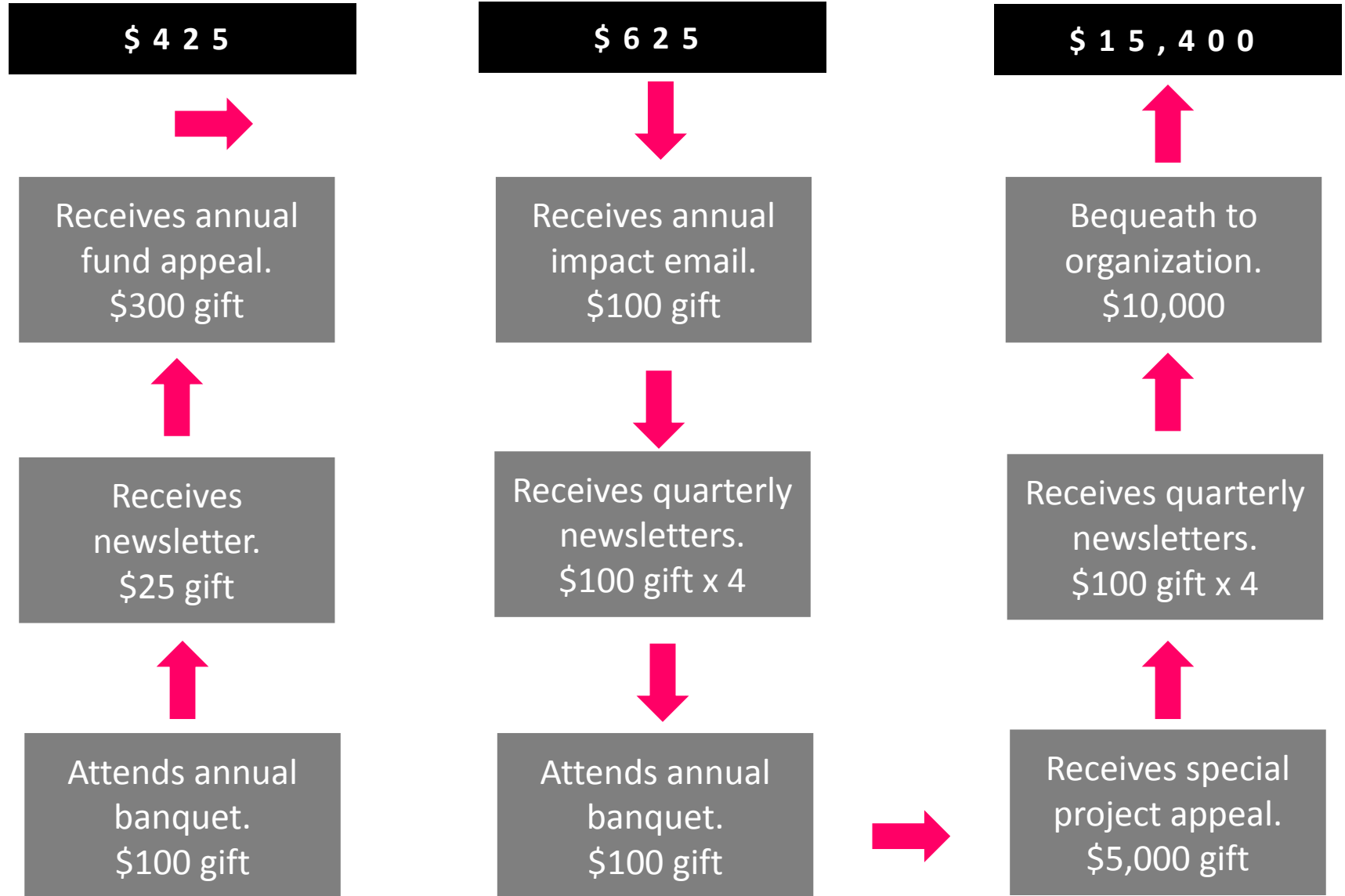
DONOR PYRMAID



LONG TERM DONOR VALUE

LTV
\$16,450

Mr. & Mrs.
Coleman



For the first time ever, charitable giving exceeded the \$400 billion mark in 2017, spurred by growth from all four sources of giving.

\$410.02 billion

Where did the generosity come from?*

Giving by Individuals ↑ 5.2% **70%**
\$286.65 billion

increased 5.2 percent (3.0 percent when inflation-adjusted) over 2016

Giving by Foundations ↑ 6.0% **16%**
\$66.90 billion

increased 6.0 percent (3.8 percent when inflation-adjusted) over 2016

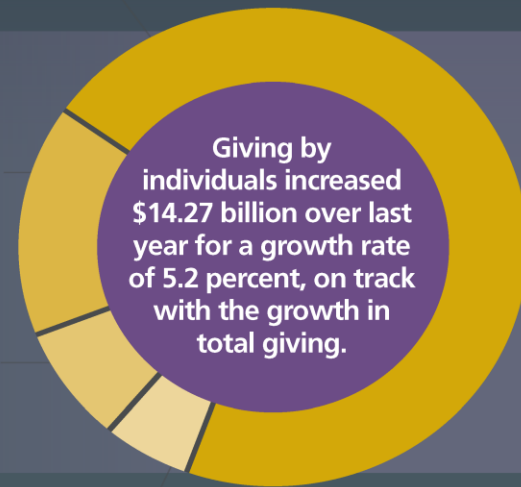
Giving by Bequest ↑ 2.3% **9%**
\$35.70 billion

increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016

Giving by Corporations ↑ 8.0% **5%**
\$20.77 billion

increased 8.0 percent (5.7 percent when inflation-adjusted) over 2016

Contributions by source (by percentage of the total)



Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*.



Giving to arts was the second-fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.



Giving to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent.

- 31% Religion** ↑ \$127.37 billion
- 14% Education** ↑ \$58.90 billion
- 12% Human Services** ↑ \$50.06 billion
- 11% To Foundations** ↑ \$45.89 billion
- 9% Health** ↑ \$38.27 billion
- 7% Public-Society Benefit** ↑ \$29.59 billion
- 5% Arts, Culture, and Humanities** ↑ \$19.51 billion
- 6% International Affairs** ↓ \$22.97 billion
- 3% Environment/Animals** ↑ \$11.83 billion
- 2% To Individuals** ↓ \$7.87 billion

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.

* All figures on this infographic are reported in current dollars unless otherwise noted.

FUNDRAISING CYCLE

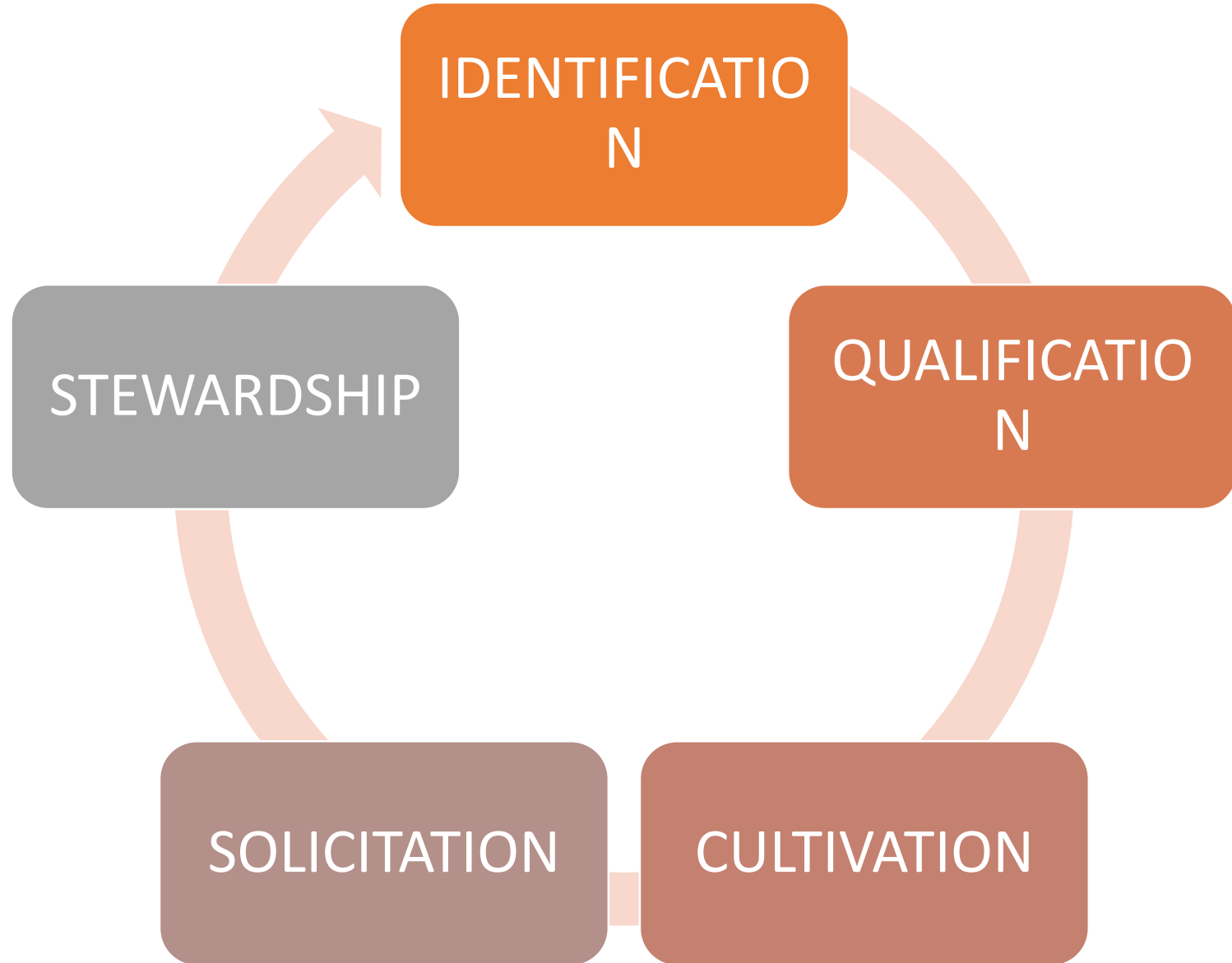
ID potential donors/leaders.

Determine if the individual is a viable prospect.

Move the prospect towards solicitation.

Ask for a gift of a specific amount to a specific initiative.

Update, thank, recognize the donor on the use and impact of their gift.



Finalize purpose and logistics of basketball event.

BOARD EXPECTATIONS



TIME

- PROGRAMS
- SPECIAL EVENTS
- COMMUNITY EVENTS
- SPEAKING ENGAGEMENTS



TALENT

- BOARD MEETINGS
- COMMITTEE MEETINGS



TREASURE

- PERSONAL GIFT
- CORPORATE GIFT
- SPONSORSHIPS
- SPECIAL EVENTS