



Values-Based Major Giving Academy

Module 1: What is Values-Based Fundraising?



Module 1: What is Values-Based Fundraising Learning Objectives

After this session, you will be able to:

1. Share what Values-Based Fundraising is and why you're a practitioner.
2. Redefine major donor.
3. Talk through the building blocks of Values-Based Major Giving.
4. Know how you'll identify potential major donors.



What is Values- Based Fundraising?

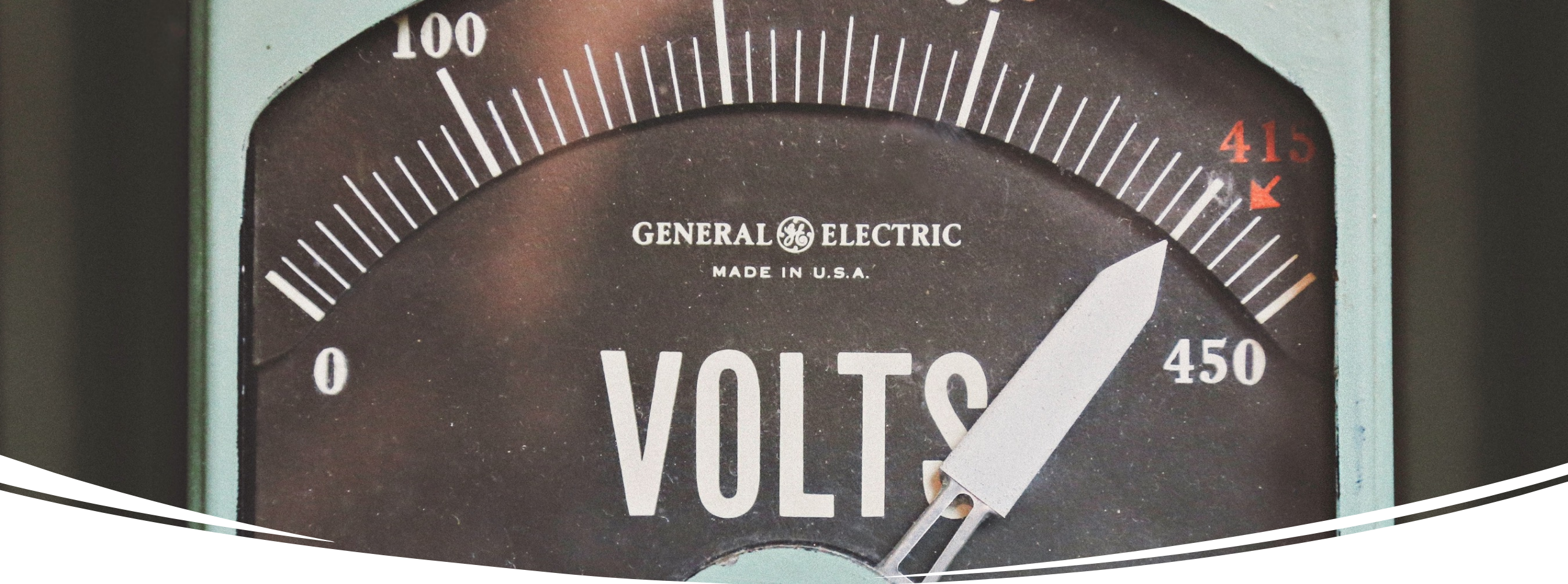
Module 1: Lesson 1





Values-Based Fundraising

The use of strategies and practices intentionally aligned with organizational values and grounded in race equity and social justice to organize people and money for your mission.



Power = Organized People + Organized Money

Relationships Matter



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Fundraising can feel good.



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**Donors
want their
gifts to
matter.**



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Values-Based Fundraising

- Makes better use of your time.
- Raises more money.
- Increases your power to create change.



It can all be Values-Based.

- Base-building / donor acquisition
- One-to-many
- One-to-one individual fundraising
- Foundation and corporate grants
- Events



90 Second Pause






Reframing Major Giving

Module 1: Lesson 2



A large decorative graphic on the left side of the slide, consisting of two overlapping leaf shapes. The top leaf is green with white veins, and the bottom leaf is yellow with white veins. Both leaves have a stylized, branching vein structure.

“Community centric fundraising is “a fundraising model in which we respect donors and build strong relationships with them, but one that they are not the center of. The community we serve and benefit must be centered.”

[Source: Home - CCF \(communitycentricfundraising.org\)](https://communitycentricfundraising.org)

Reframing Major

- Time
- Relationship
- Change





Time

CCF Principle 4

All who engage in strengthening the community are equally valued, whether volunteer, staff, donor, or board member.

CCF Principle 5

Time is valued equally as money.



Relationship

CCF Principle 6

We treat donors as partners, and this means that we are transparent, and occasionally have difficult conversations.

CCF Principle 7

We foster a sense of belonging, not othering.



Change

CCF Principle 8

We promote the understanding that everyone (donors, staff, funders, board members, volunteers) personally benefits from engaging in the work of social justice – it's not just charity and compassion.



Major Donor

An organizational supporter who gives money and makes a major investment of time, enters into authentic relationship with the organization, and is committed to creating change.



Power of One-to-One Relationships



The Elements of VBMG

Module 1: Lesson 3



Values-Based Major Giving

- Identify Supporters
- Choose Donors
- Create the Environment
- Build Trust
- Agitate with Love
- Make the Ask
- Engage with Gratitude





Ben Values-Based Fundraiser



Identify Supporters



From his donor file



Choose Donors

Values-based pre-qualification criteria

1. Have given at least \$500 in the last two years, and
2. Have taken another action with the organization by attending a community event, responding to an action alert, and/or volunteering, and
3. Live in the neighborhood

Sharon



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Build Trust

Agitate with Love



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Create the Environment

“It takes \$500,000 a year to fuel our mission.”



Make the Ask

Get consent with a pre-ask:

“I’m wondering if it would be all right to meet in the next couple of weeks so I can ask you to consider making another gift to Cypress Neighbors.”



“Sharon, would you consider committing to making a gift of \$1,000 a year for the next five years?”

Engage with Gratitude



Values-Based Major Giving

- Identify Supporters
- Choose Donors
- Create the Environment
- Build Trust
- Agitate with Love
- Make the Ask
- Engage with Gratitude





Identify Supporters

Module 1: Lesson 4





Major donors are in your donor base.



Major Donor

An organizational supporter who gives money and makes a major investment of time, enters into authentic relationship with the organization, and is committed to creating change.



Identify Supporters

Look in your donor file.



90 Second Pause

Invest in Values- Based Major Giving

Module 1: Lesson 5





Why would you invest in Values-Based Major Giving?

- Values-alignment
- Community-centrism
- Financial returns

Larger Gifts

On average, donors increase their giving by 25% in the first year they're in a one-to-one fundraising relationship.

<u>Year 0</u>	<u>Year 1</u>
\$ 1,000	\$ 1,250
\$ 10,000	\$ 12,500
\$100,000	\$125,000





Return on Investment

A measure of how much you raise relative to the cost of the strategy to raise those funds.

Move More Money to Mission

Staff Time for Major Gifts	Investment	Years					Contributions 5-year total	Investment 5-year total	Net contributions over 5 years
		1	2	3	4	5			
		Return on Investment Ratio (\$100,000 investment : return)							
		1	3	5	7	10			
One full-time staff person	\$100,000	\$100,000	\$300,000	\$500,000	\$700,000	\$1,000,000	\$2,600,000	\$1,000,000	\$1,600,000
One day a week	\$20,000	\$20,000	\$60,000	\$100,000	\$140,000	\$200,000	\$520,000	\$200,000	\$320,000
One hour a week	\$2,500	\$2,500	\$7,500	\$12,500	\$17,500	\$25,000	\$65,000	\$25,000	\$40,000

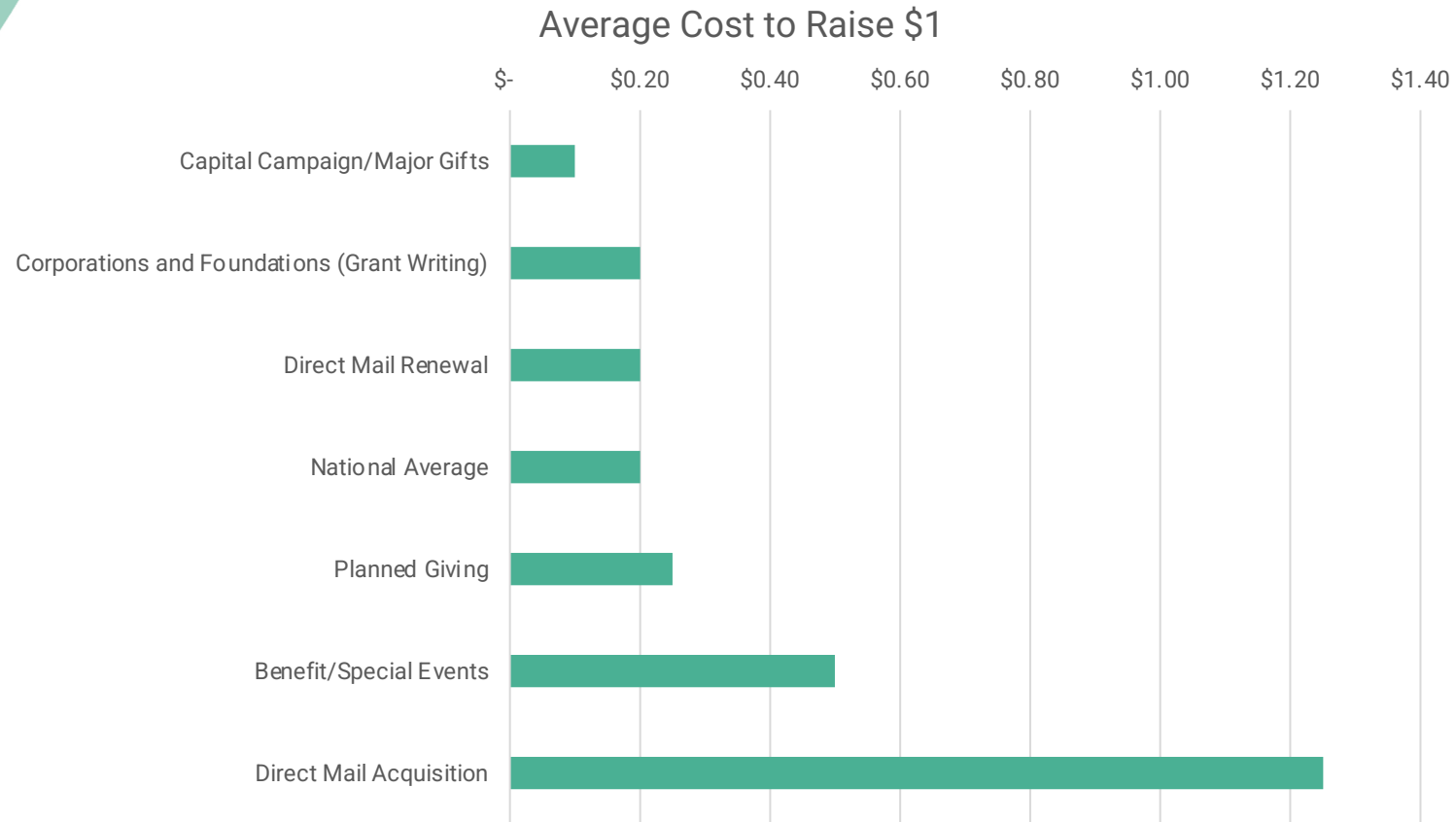
Higher Lifetime Value



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Values-Based Major Giving Costs Less



Source: Costs of Fundraising Costs (affinityresources.com)

Why would you invest in Values-Based Major Giving?



- Values-alignment
- Community-centrism
- Financial returns
 - Larger gifts
 - Higher return on investment
 - Higher lifetime value
 - Lower costs



What is Values-Based Fundraising?

Module 1: Review



Action Learning

Tell one of your colleagues what Values-Based Fundraising is and why it's important to you to practice Values-Based Fundraising.





Congratulations!

How does it feel to have completed module 1,
What is Values-Based Fundraising?

You're one-step closer to becoming a
Values-Based Major Giving Specialist.