



“Fund Raising from the Donor’s Perspective”

California League of Park Associations

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Presented by

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I. Fundraising readiness

Questions to ask yourself:

- Why is the support needed, specifically?
- What impact will a donor's gift have on your work? Why do you need the funds now? What is the urgency? What has changed?
- What is your 30 second brief elevator pitch that describes your case?
- Do you have a few key printed materials to describe your programs?
- Have you allocated some time to devote to this effort?



Philanthropy is changing

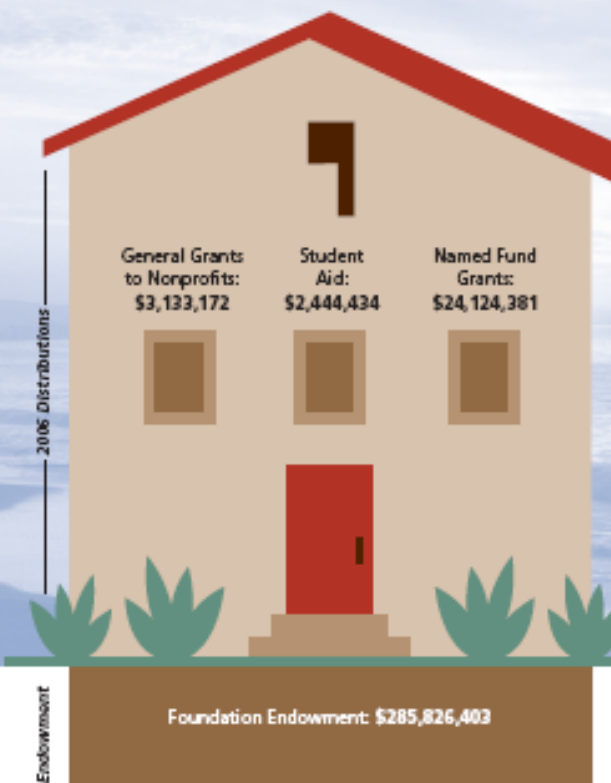
- Donor trust was traditionally strong
- Donors have become more sophisticated
- They ask informed questions
- They scrutinize costs

SANTA BARBARA FOUNDATION 2006 FINANCIAL HIGHLIGHTS

Our Endowment, depicted in the image to the right, is the "bedrock" of the Foundation. Created over 78 years with the help of your friends and neighbors, it ensures our ability to meet the needs of the community today and tomorrow.

Santa Barbara Foundation:

Ranked in the top seven percent for investment performance among similar institutions during the past three years by the Wilshire Associates, a global advisory company specializing in investment and technology products and consulting services.



2006 Financial Highlights:

Total Grants Awarded:	\$ 29,701,987
Gifts Received:	\$ 23,247,530
Administrative Expenses:	\$ 2,803,040
Net Assets (Endowment):	\$ 285,826,403
Total Assets:	\$ 295,644,670

Generational differences

- GIs 1901-1924
- The Silent Generation 1925-1941
- Boomers 1942-1960
- Gen X 1961-1981
- Millennial (Gen Y) 1982-now





Generalize or Individualize?

Which is best?

Both

**“If you’ve seen one donor you’ve
seen ONE donor.”**

Donor motivations

- Why they give?
- How they give?
- Who are they?





Seven motivations

- Altruism
- Appreciation
- Competition
- Devotion
- Guilt
- Self interests
- Tradition

Most importantly why do they give?

Because they were asked





How do they give?

- Deferred gifts
- Family Giving
- Donor Advised funds
- Giving Circles
- Social Venture philanthropy
- Micro financing
- Travel philanthropy



Who are your target markets?

- Visitors
- Volunteers
- Community members passionate in State Park preservation
- The public at large
- Private Foundations
- Community Foundations and their donors
 - DAF
 - Giving Circles
- Corporations
 - Corporate Foundations
 - Local offices



Engaging target markets

Visitors gain their attention (tangible projects)

Volunteers "your family" (complex works)

Community members at large (convince them with data)

Foundations "your partners" (alignment may be evident)

Corporations "sponsors" (events/projects and cause-related marketing)



What will the give to?

Endowments are a hard sell but worth the effort

Need to have a strong case



New Project and Capital funding

Ask that a portion of the donation go toward the long-term costs of maintenance and a % of the gift could be allocated to the endowment.



Parting thoughts

- Know your case
- Convey your need briefly
- Listen... ask your constituents



Donors want to learn and connect

Providing informal and formal opportunities for prospective and current donors to connect with each other perhaps

- by joining a club,
- learning from experts in your field or
- meeting the beneficiaries of your work

People give to people...not to causes

Show your passion
and the money will follow!

