

Presenter: Lori L. Jacobwith, Founder, Ignited Fundraising

Secrets To Raising \$300 Million. And Counting.

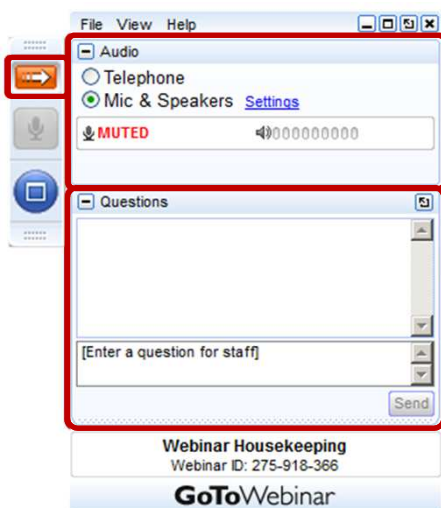


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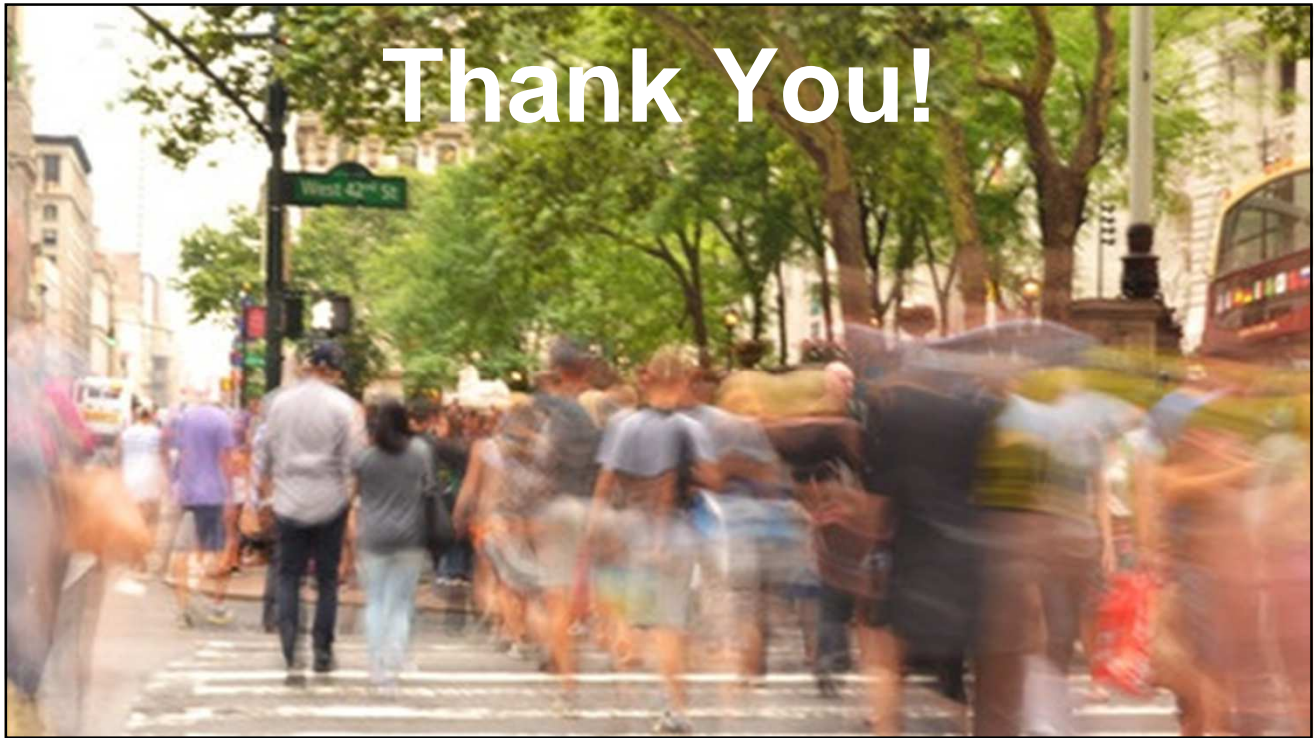
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- Choose "Telephone" and dial using the information provided

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Questions box**

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Lori L. Jacobwith



www.ignitedfundraising.com



LJacobwith



@LJacobwith

- 30 years in the social sector.
- Since 2001 has helped NPOs raise \$300 million from individual donors. And counting.
- Master Storyteller, Fundraising Culture Change Expert, Author, Speaker, Trainer.
- Former Executive Director, Development Director & Board Member

To Download Slides:

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What I Do



<http://bit.ly/StrategizeWithLori>

WHY I do What I Do



Dorcas Grigg-Saito, CEO, LCHC

Today

- ✓ THE Overall Secret
- ✓ Simple Success Factors
- ✓ Three Success Stories
- ✓ One Unsuccessful Story
- ✓ Q & A



Two Quick Questions First



Biggest Fundraising Challenges?



How Many **Active** Individual Donors?



Great Gaping Disconnect

What people want when they support a cause:

To make a difference

To feel personally connected to something greater than themselves

To feel useful

To get the warm glow of giving



~ Katya Andresen, Formerly with Network for Good

Great Gaping Disconnect

What people often get when they support a cause:

A tax receipt

Statistics, facts & figures

A newsletter...sometimes

An appeal to give (more) money

There needs to be more of what people want in their experience with us.



~ Katya Andresen, Formerly with Network for Good



The BIG Secret

Secret to An Effective Organization

Communication
Communication
Communication



Successful Organizations



Where To Focus Your Time

On Actions that Cause You To:

1. Really know key supporters
2. Share clear messages
3. Hold yourself & others accountable
4. Continually invite participation

Success Story #1

Caring For Lowell Capital Campaign



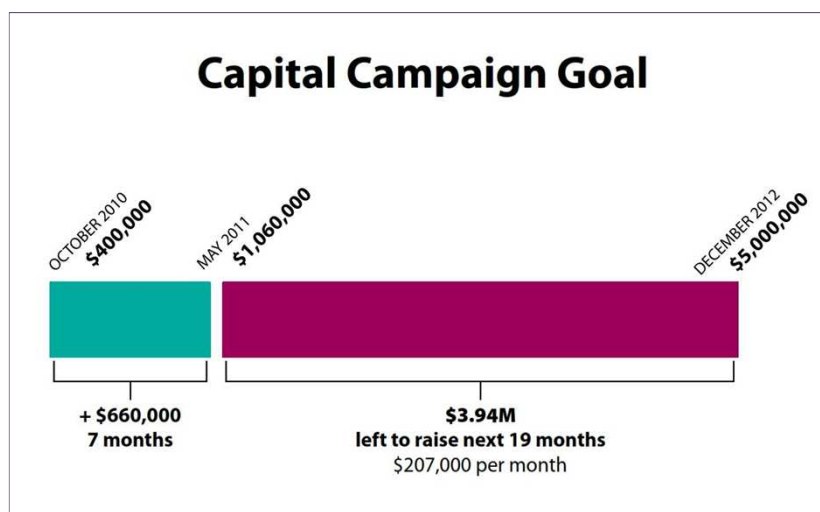
- From 0 donors to 3000+
- Staff giving totaled \$225k+
- Exponential community awareness
- First \$1 million gift
- \$5 million+ in 2 years & 2 months
- Now in their 2nd Capital Campaign

Know Your Supporters

What if you don't have any?



Share Clear Messages





CARING FOR LOWELL

The Campaign for a New Lowell Community Health Center

With support from our community, we will transform a vacant mill on Jackson Street into a health center that will serve nearly half of all Lowell residents.

Sneak Peek Hard Hat Tours

Summer Schedule

Friday, June 10, 2011 - 8:00 am - 9:00 am
Wednesday, June 22, 2011 - 4:00 pm - 5:00 pm
Thursday, July 14, 2011 - 8:00 am - 9:00 am
Thursday, July 28, 2011 - 8:00 am - 9:00 am
Thursday, August 11, 2011 - 8:00 am - 9:00 am
Thursday, August 25, 2011 - 8:00 am - 9:00 am

Create your own tour date. Call us.

Meet at
Lowell Community Health Center's - Metta Health Center
135 Jackson Street, Lowell, MA
Parking available at the Edward Early Jr. Garage on Middlesex Street.

CAMPAIGN COMMITTEE

Susanne Beaton	Michael Gallagher	Steve Joncas
Maria Cunha	Susan Green	Kumblle Rajesh, MD
Vijay Dave, DMD	Dorcas Grigg-Saito	Bruce Robinson
Lynne Faust, NP	Terry Howard, MD	Amy Werner

See the vision for our future before construction gets underway.
RSVP to Reserve a Hard Hat:



Invite Participation

THE CAMPAIGN FOR A NEW
LOWELL COMMUNITY HEALTH CENTER

Employee Fundraising Teams Pizza Planning Lunch

July 8, 2011
Noon - 1:00 PM
CHEC, 144 Merrimack Street

At the last Full Staff Meeting, Health Center employees came up with many great fundraising ideas for our new facility on Jackson Street.

Work has already begun on some of these ideas, but we need your help to put the other ideas into action.

Please join us on **July 8** at CHEC for a **brainstorming and workgroup session**.

Below are some of the top ideas that staff contributed. Please think about what idea you would like to work on and join us for a working lunch.

- Dress Down Day/Wear jeans on Friday
- Cash & Prize Raffle
- Car Wash on Merrimack Street
- Patient Contributions/Donation boxes
- Bake Sales

Team leaders will be chosen for each fundraising group that is created.



RINGING THE BELL

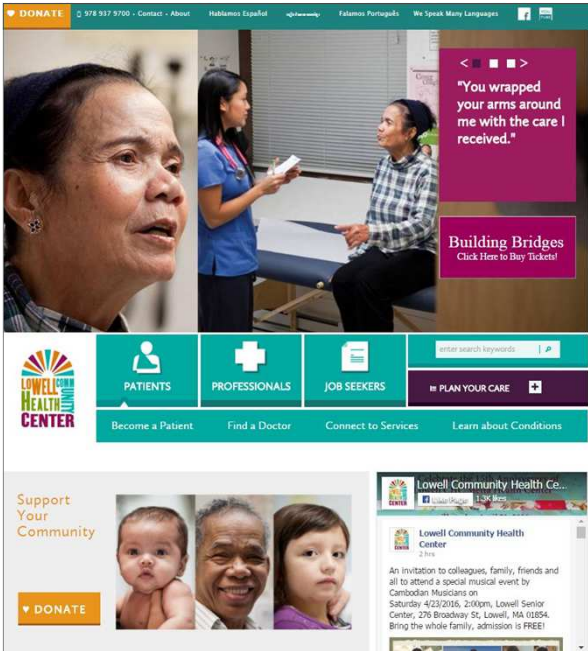
Health Center Staff and Leadership Donors Complete Boston Marathon



On Monday, our Chief Operations Officer, Henry Och, and Family Medicine physician, Donald Miller, completed the 2014 Boston Marathon. The race had special significance for both runners. Henry Och was stopped short of completing the race during the tragedy that occurred at the 2013 Boston Marathon. After a difficult battle with cancer, Donald Miller was ready to run again, and for the first time, competed in the Boston Marathon with Henry's encouragement and training.

Henry and Donald showed amazing endurance and commitment by completing the 26.2 mile run, and both men are also incredibly committed to Caring for Lowell. Henry and Donald, along with their families, are among the Health Center's leadership donors who helped make our new state-of-the-art facility on Jackson Street a reality.





Today

- Wrap Around Fund
- Building Bridges Capital Campaign

Success Story #2

Clare Housing: Sustainable Funding



a place to call
HOME

- Sustainable Funding Committee
- Exceptional and Engaging Community Awareness Building
- On Track to Meet or Exceed 124% Fundraising Goal Increase
- First \$50k Gift

Know Supporters



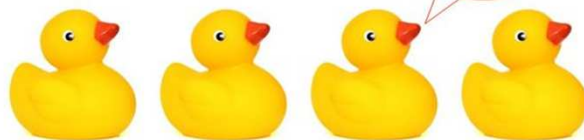
Image source: Clare Housing Facebook page

Share Clear Messages



Source: Clare Housing Enewsletter March 29, 2016

LET'S GET OUR DUCKS IN A ROW ...



The Role of a Journey Home Team Member

As partners in this committee work, it is your role to help steward the relationships between *Journey Home Circle* members and Clare Housing.

- **This committee is 4-step process of engagement and cultivation:**

1. Attending (events)
2. Thanking
3. Asking
4. Inviting Others (to a *Journey Home* Program, to the Breakfast, to a ribbon cutting, ground breaking, etc.)

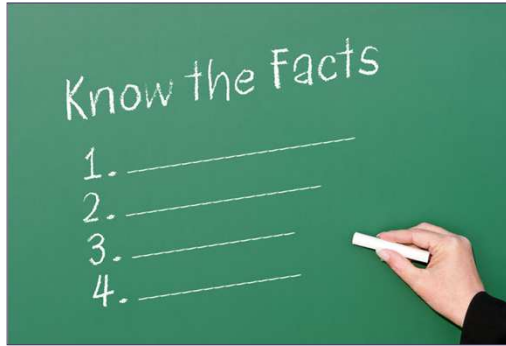
One of the main functions of committee members is to **recruit Table Hosts for 2016, AND to host a table of their own.** Start, by looking at the list of Table Hosts from 2015 and determine who the folks were whose tables were successful. Be SURE and invite those Table Hosts to host again in 2016!



Clear Messages & Participation



Staff, Board & Committee ALL KNOW





1. Names of top donors
2. Names of longest givers of both time and money
3. Who gave this week/month
4. How many people stop giving each year

Continually Invite Participation



Source: Clare Housing Facebook page





[WHO WE ARE & WHAT WE DO](#)

[OUR STORIES](#)

[GET INVOLVED](#)

[NEWS](#)

[BLOG](#)

[EVENTS](#)





TABLE TALK: YOUR GUIDE TO BE BEING THE TABLE HOST WITH THE MOST!

Clare Housing provides...

Kindness

LIVING WITH HIV/AIDS




Our stories

Clare Housing provides affordable housing, supporting services and compassionate care to 150 HIV positive individuals, including 10 families. Their stories are each unique and memorable.

LEGISLATIVE PRIORITIES

JOURNEY HOME TOURS




Have you been on a Journey Home?

Join us on a **free guided one-hour tour** to see how affordable housing and supportive services improves the quality of life for people living with HIV/AIDS in the Twin Cities.

SUPPORT OUR WORK

RESOURCES FOR YOU

- Table Host Checklist »**
Your "to-do" list as a Table Host!
- Sample "Save the Date" Email for Guests »**
Use this email to inspire your guests and invite them to join us.
- Sample "Save the Date" Phone Script for Inviting a Guest »**
Not sure what to say about the event? Use this handy script.
- Digital "Save the Date" Postcard**
Download and share [the PDF postcard](#), or download and share a [JPEG image](#) of the postcard.
- Frequently Asked Questions »**
Have a question? Look here first!
- Housing is Key Video »**
Feel free to share this video about Clare Housing with invitees who have asked to learn more about us!



NEWS AND EVENTS

Source: Clare Housing Website

Compelling Clear Communication



Providing a continuum of affordable and supportive housing options that create healing communities and optimize the health of people living with HIV/AIDS.

Dear Lori,

Today we'd like to introduce you to Maik. Carmen Tomas, Midtown supportive services manager, met him four months ago. Maik came to speak with her



I'll remember what he said for the rest of my life.

struggles with hearing loss, and English is his second language. During their meeting, Maik spoke mostly through an interpreter. That is until Carmen brought him up to tour the apartment that could be his.

At that point Maik looked at Carmen and smiled. "Can I live here until I die?" he asked her in English.

"It was so sweet," Carmen shared later. "I'll remember that for the rest of my life."

Maik has been on our waiting list for the past 3 years. During all that time, he's spent his nights at a local shelter. His long wait ended last week, when he spent his first night in his new apartment.


For Maik, Clare Housing means peace. It means a permanent place to rest his head, and an end to the ceaseless anxiety that you live with daily when you have no place to call your own.

As Maik put it during his meeting with Carmen, "I can stop thinking [about it] now."

We're excited to have you here, Maik. We're excited for all the other things you'll get to think about and plan for, now that you have found your way home.

Thank you for making Maik's journey home possible.

Source: Clare Housing enews



Providing a continuum of affordable and supportive housing options that create healing communities and optimize the health of people living with HIV/AIDS.

Dear Lori,


There are moments of diamond-focus, where you're reminded vividly why you do the work you do. On the morning of Monday, December 14 at Clare Housing, we had one of those moments.

That's the morning Reggie signed the application to his new place. "He was so nervous," Tynessia Snoddy, Scattered Site Housing Manager related with a smile, "He almost broke the chair."

It's easy to understand why Reggie was a bit emotional. Signing that

"He was so nervous, he almost broke the chair."

his kids, while also doing his best to maintain his health as someone living with HIV. Despite working full time, he has been homeless for the last four years. He's been on our waiting list for two of those years.



Accountability = Success



Success Story #3

Volunteers of America N Louisiana



- Sustained Focus on Major Gifts
- Committed Committee - 20+
- Regular Funding Gap Messages
- Year-Long Continuity
- Don't Mess With What Works

Really Know Key Supporters



Share Clear Messages

Funding Gap Messages are
a KEY Part of the Culture



Chuck Meehan, CEO, Volunteers of America, N Louisiana

Share Clear Messages

VOLUNTEERS OF AMERICA OF NORTH LOUISIANA
VISION OF HOPE
A BEHAVIORAL HEALTH PROGRAM
320 Olive St. • Shreveport, LA 71101 • (318) 429-7500 • www.voaonline.org
Facebook.com/voaonline • Twitter: @VOANorthLa

Thomas' Story
If you have ever walked inside the Highland Center, chances are Thomas greeted you with a sweet "hello" and a huge smile. But behind Thomas' smile is a history of struggle. Thomas was first hospitalized with schizophrenia when he was 14 years old. Since then, his life has been filled with hospitals, court dates, and medication. When he was 21, he graduated in the first class of Beaumont Hospital's high school. Shortly after graduation, he found his way to Volunteers of America. "When he first came in the system in his early 20s, he wouldn't even speak," said Eddie Jenkins, VP of Behavioral Health. "That may not sound like much to some people, but he has overcome a lot."
Today, Thomas lives at home with his parents and his father drives him to Vision of Hope every morning. The center helps people with chronic mental illness learn ways of coping with their illness, guides them toward achieving their goals and allows them a place to have fun and be in healthy relationships with others.
Thomas loves socializing and meeting new people. "I missed a lot growing up in so many hospitals, but it's never too late to catch up. I'm pretty young at age 21, but I'm not. Vision of Hope is open from 8 a.m. to 2 p.m. Mondays - Fridays. Drop-ins are welcome. "I am mentally okay, and life is good."

Outcomes 2014-15
93 people were served through the day program. Average daily attendance is 70.

Client survey of effectiveness
Very Good
Good
Average

Enrollment details
Eligibility: Adults dealing with serious mental illness or youth who are experiencing a severe emotional/behavioral disorder.

Why is this program needed?
11,000 estimated adults in Caddo/ Bossier Parishes suffer from severe mental illness
Source: National Institute of Mental Health Data

HELPING AMERICA'S MOST VULNERABLE

VOLUNTEERS OF AMERICA OF NORTH LOUISIANA
LIGHTHOUSE
AFTER-SCHOOL AND SUMMER PROGRAMS
Downtown: 802 Tenth St. • Shreveport, LA 71101 • (318) 429-7500
Highland Center: 320 Olive St. • Shreveport, LA 71104 • (318) 221-8404
Bossier City: 2101 Scott St. • Bossier City, LA 71111 • (318) 747-3308
School-based sites: Forest Hill and Jackson Elementary Schools and Lakeshore Middle School
www.voaonline.org/lighthouse • Twitter: @VOANorthLa

Simone's story
Simone has a family at home: a mom, two brothers and a sister. But every afternoon the light-eyed seventh grader joins her other family at the Highland Center Lighthouse after-school program, where program coordinator Debra Lovette is part grandma, part life coach and part disciplinarian.
"It's a wonderful place," she said. "It's like school, but it's not. It's better because you're learning and learning life skills and being with family."
Academics are the first priority for The Lighthouse after-school program, where signs on the wall remind students "There is no such thing as no homework." From there the staff emphasizes character, community service and healthy lifestyles.
Older students can participate in the Teen Club or TOP. Students are also eligible for our mentoring program since she was 7. Her mom, who works two jobs, wanted her to be in a place where she could learn.
In elementary school, she struggled with math, and learned a valuable lesson: "It's OK to ask for help."
With help from tutors, she's now making As and Bs, and thanks to the Lighthouse, she knows what that will take - "hard work and determination."
The Lighthouse is funded in part by grants from The Community Foundation of North Louisiana and the United Way Fund of the Community Foundation.

Results 2013-14
• 99% of the 645 participants stayed in school
• 2.9 average GPA
• 99% avoided the juvenile justice system and teen pregnancy
Source: Lighthouse

How to help
Volunteer, homework helpers, tutors, mentors, lead special activities or workshops Call Tracy Jewell at 221-2669 to learn how you can help.

Wish list:
Uniforms
Belts
Paper
Markers/crayons
Paper towels
Cloth wipes
Socks/Tights
Toiletries
Pens/pencils
1- and 2- inch binders
Tissues
Gas cards (for vans)

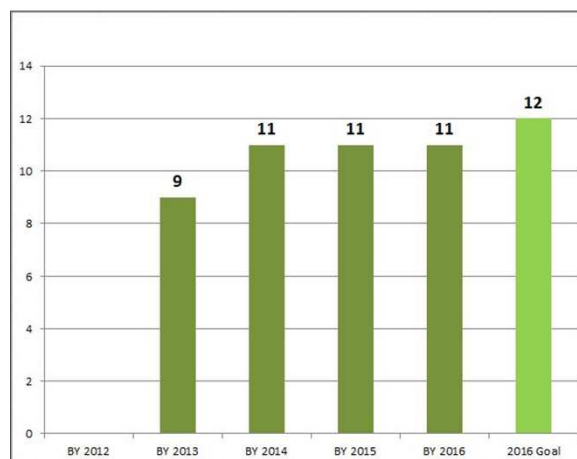
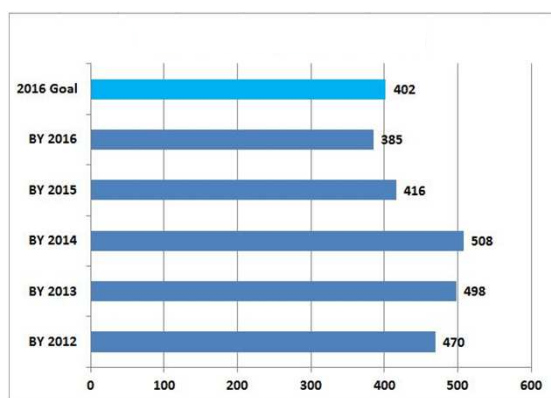
Why is this program needed?
40% of 8th graders in Caddo Parish will not graduate from high school.
Source: Emily E. Casey Foundation

HELPING AMERICA'S MOST VULNERABLE


Continually Invite Participation



Organizational Accountability



Personal Accountability




Volunteers of America
NORTH LOUISIANA

Legacy
We are a team that sustains the model.
We communicate the return on investment to our donors.

Outcome: We generate sustainable funding thru life-long donors

Cherish the Children: Fulfilling the Aspirations of Donors



Committee Member Progress Report
April 2015 - April 2016

Name of

REPORT

201

Activity	Goals
Invite 4 to tour by April 1st	0 out of 4
Host a Tour (greeter) by April 1st	2 out of 1
Host a Tour in the Box by April 1st	2 out of 1
Be a Table Captain by April 1st	1 out of 1
Participate in Table Captain recruitment Phone a thon	4/5 out of 5
Make Thank You Calls prior to FFGE	19/23 out of 10
Deliver post kickoff party Table Captain Packets	out of 2
Make Thank You Calls day of ask event	out of 15


GUEST WHO ATTEND A TOUR PRIOR TO THE BREAKFAST ARE:

- MORE THAN TWICE AS LIKELY TO JOIN THE CHERISH THE CHILDREN SOCIETY
- GIFT WILL BE 4 TIMES HIGHER
- AT LEAST 4 OF 10 BREAKFAST GUEST SHOULD ATTEND A TOUR

Yesterday

Annual Fundraising Event

Immediately Inviting
Community Support



SERVING GOD BY SERVING OTHERS

Pass It On!
Keep the momentum from this morning's breakfast going!

Share the 2016 video with your friends: [CLICK HERE!](#)

About Us
Volunteers of America North Louisiana is the nonprofit that always steps forward to serve the most vulnerable. For 80 years, we have taken on the most difficult tasks to help the most underserved.

In Shreveport-Bossier our work focuses on children and families, people with disabilities, veterans and seniors.


[DONATE NOW](#)

[Like us on Facebook](#)

[Follow us on twitter](#)

[JOIN OUR MAILING LIST](#)

"I thank God every day for the generosity bestowed on me by complete strangers to help me turn my life around."
- Hank Ward, Veteran



Chuck Meehan, Hank Ward, Nancy Ward, Gary Jaynes

With his mom Nancy in the room, Hank stood proudly in front of the large crowd this morning sharing his inspiring story of determination, success, and hope.

Right after high school graduation, Hank joined the national guard and watched the 9/11 attacks from his station in Bosnia. It wasn't long until he received orders to go with other American soldiers to invade Iraq. There, he witnessed and "saw things no one should ever see".

When Hank returned home from war, he chose to ignore his emotional and mental issues. This decision led to becoming a person he didn't even recognize, but thanks to complete strangers and Volunteers of America's veteran services Hank received the support and help he needed to

Today



Funding is Sustaining

Continually Expanding
Community Support

Unsuccessful Story

I Don't Rescue



Staffing



Uncertainty About Board Role



That Person





Wrap Up | Q & A

Resources & Staying Connected



Lori L. Jacobwith
*Master Storyteller & Fundraising
Culture Change Expert*

 LJacobwith

 @LJacobwith

Fire Starters Blog:

<http://bit.ly/blog-ignitedfundraising>

Free Resources

<http://bit.ly/freeresources-if>



Why I Do This



1. I love making a difference helping high achievers.
2. Attract action-taking people who are committed to raise more.

To Talk With Me:

<http://bit.ly/StrategizeWithLori>



<http://bit.ly/StrategizeWithLori>

 **IGNITED** FUNDRAISING

Thank You!

**Secrets To Raising
\$300 Million.
And Counting.**

