



**BRAKELEY**

FUNDRAISING & MANAGEMENT CONSULTANTS

# Major Gifts in a Major Recession



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# A Brief Overview of Where We Are

# Broadly Speaking ...

- Demand For Services **UP**
- Fundraising Activity **UP**
- Volunteering **UP**
- Expectations Down (1/3) **DOWN**
- Giving (15%) **DOWN**
- Budgets and Staffing **DOWN**
- Government Spending **DOWN**

# What Research Is Telling Us ...

The Wheel's Survey of 146 C&V Organisations in June

- Vast majority heavily dependent on **state funding**
- 69% relied on <5% of funding from **general public**
- 67% confirmed that **funding was down**
- 52% had **cut spending** on Salaries, personnel and Admin

# What Research Is Telling Us ...

## Trinity's CNM – Snapshots 4 Update of 137 Organisations in June

- 48.6% have **not changed** their expenditure
- 22.3% have **increased** their expenditure
- 28% have **reduced** their expenditure
- 60% are putting projects **on hold**, 40% are **going ahead**

# What Research Is Telling Us ...

## CAF/ NCVO – UK Giving 2009 Report

- £9.9bn was given by individuals (down 11%) to **2006/7**
- Only 7% of donors give more than **£100 pm** equating to 49% of total giving
- 42% of donors give under **£10 pm**, equating to just 5% of total giving
- In the **top 500 charities** high level giving is 37% of total income, while for the rest it is 64%

# What Research Is Telling Us ...

CAF/ NCVO – UK Giving 2009 Report

- More **Women** give, but **men** give more
- **65+** are still the most likely to be high level donors
- Largest amounts are given by **direct debit** and **standing order** followed closely by **cheque**
- Small drop in the **mean** monthly donation but not the **median** amount suggesting that much of the fall in giving is due to a **reduction in the size of larger donations**



# So do Major Gifts Exist in a recession?

# Yes They Do ...

However Philanthropy has never been a one size fits all

- The tried and trusted **principles still apply** but we need to adapt them to the current environment
- Development is increasingly **competitive** globally, and donors are becoming more advanced in how they approach requests for support
- At highest levels, most are **evaluating** projects based on return on investment, engagement, and ability to make a principal difference to the organisation

# Understanding Why People Give ...

- One of the best known models is Prince & File (1994)
- Adrian Sargeant & Lucy Woodliffe behaviour model (2007)

As you will see there are many motivators but ultimately

- PEOPLE GIVE TO PEOPLE
- PEOPLE GIVE BECAUSE THEY ARE ASKED
- PEOPLE RESPOND TO THEIR PEERS
- PEOPLE RESPOND TO A WINNING CAUSE
- PEOPLE'S ENTHUSIASM FOR A CAUSE IS CONTAGIOUS



# How Do We Ensure Major Gifts Continue?

# Recognise that Development is.....

The systematic, coherent management of **relationships** with key constituencies to win ongoing support

# You Want To ...

- **Know everything** you can about your top prospects
- Determine appropriate **Gift opportunities** and packages
- Recognise the full potential of the relationship and properly **communicate** needs prior to asking for support
- Get a strong, **committed**, respected and influential group of volunteers, with the ability to invest significantly themselves and willingness to provide access to their peer network

# You Want To ...

- Be creative in your approach
- **Communicate** with donors now more than ever
- Share the **good news** ... explain our current position
- Show donating is a **better investment** now than before
- Enable efficient performance **tracking and reporting**
- Ensure you have the support of **sustainable systems**

# Leadership Dynamic

Chief Executive

Lead Volunteer



Head of Fundraising

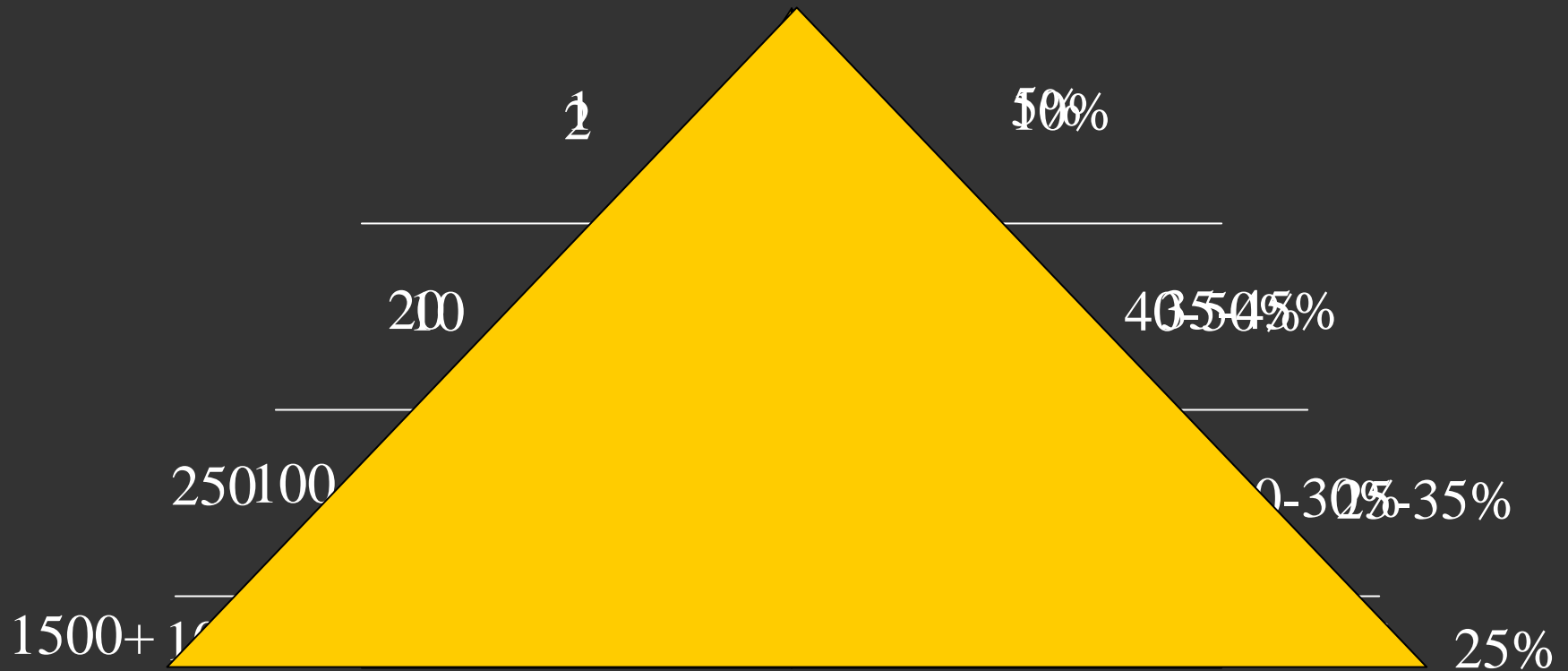
# Assess All The Options For Cost Benefit



# Adjusting your Giving Profile

No of Gifts

% of Total



# The Seven Steps Of Relationship Development



# NO ASK = NO GIFT!

- The main reason people don't give?
- Because they're not asked ...  
... in the right way!

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