

Development 101

FUNDRAISING AND RELATIONSHIP
MANAGEMENT AT BERGEN
COMMUNITY COLLEGE
FOUNDATION

Today's Agenda

Part I - Overview

- Fundraising and Advancement
- About the BCC Foundation
- Fundamentals of Relationship Management

Part II – Group Work

- What You Give Money to, and Why?

Part III – Fundraising at Bergen

- Kinds of Fundraising
- Why donors give

Part I

OVERVIEW

Fundraising and Advancement

Galvanizing Potential Supporters

Identifying people who care about the mission

- Current supporters
- Friends of existing supporters
- Supporters of similar organizations

Creating opportunities to learn about and support the organization

- Peer-to-peer conversations or proposals
- Direct mail
- Media and social media presence
- Events with supporters as ambassadors

Fundraising and Advancement

Stewardship of Supporters

Thanking

- Timely acknowledgements
- Personal notes, where appropriate

Sharing impact and value of their support

- Periodic updates in area of interests
- Inclusion at events as insider

Asking for continued/increased involvement

- Connecting impact and need

Fundraising and Advancement

Managing Strategic Relationships

Identifying high-potential supporters

- Research and targeted prospecting
- Direction from board and volunteer leaders
- Surprise gifts

Engaging for more than financial support

- Volunteer opportunities in program areas
- Advice or professional expertise
- Leadership opportunities

Bergen Community College Foundation

Mission and Goals

Supporting excellence at Bergen Community College

- Helping students succeed
- Driving program excellence
- Building community

Managing philanthropic relationships for the college

Bergen Community College Foundation

History and Current Challenges

Independence compromised by politics

Key donors and leaders pushed away

Loss of strategic vision for Foundation

Outcome was reduced fundraising and downward spiral

Bergen Community College Foundation

Strategic Reorganization

Building database and ensuring data integrity

Re-aligning employees with jobs

Bergen Community College Foundation

Strategic Rebranding

Re-establishing core messaging

- Intersection with promotion of college
- Mission-based focus
- New website

Drawing a line and moving forward

Re-establishing key relationships

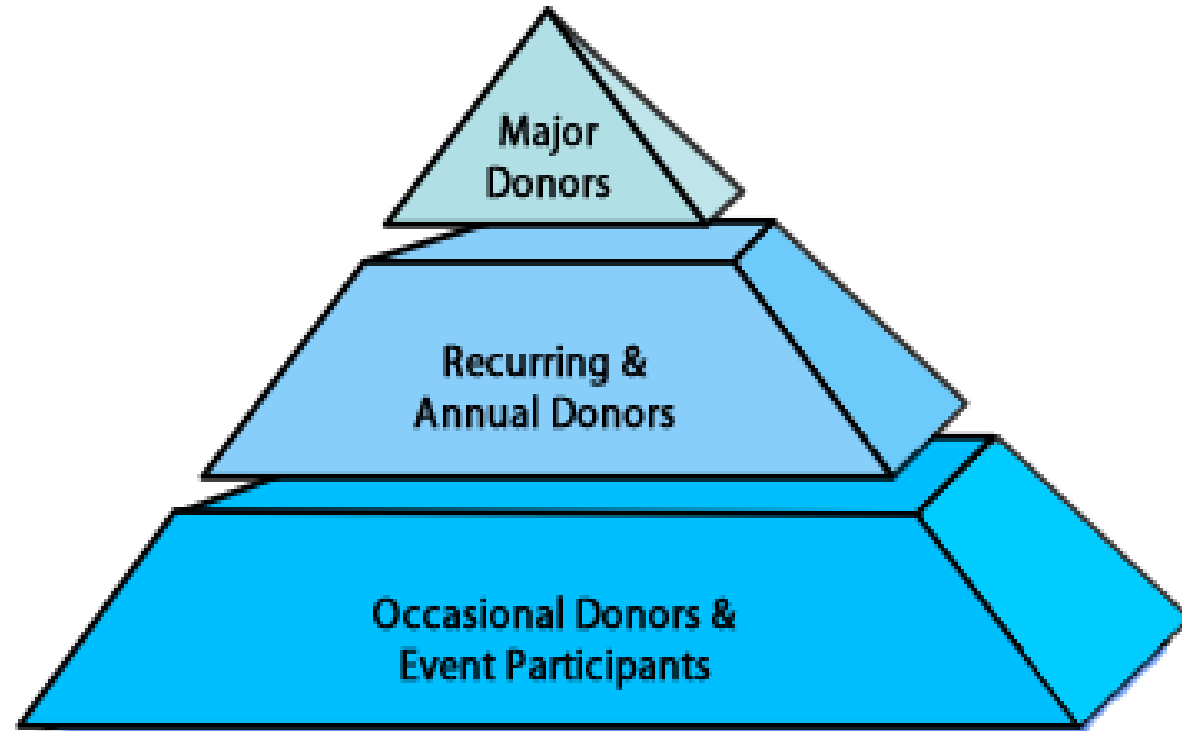
- Individual meetings
- Thank you event

Relationship Management

Pyramid of Gifts

Distribution of contributions

Application of resources



Donor Pyramid

Relationship Management

Identification and Outreach to Top Supporters

Prospecting and research

Leveraging existing relationships

Understanding their interests and needs

Reporting on progress and strategic goals

Engaging in the life of the college

Relationship Management

Mission-first Communications

The “Compelling Why”

- Not about goals, or participation, or tote bags
- Focus on the impact and need for their support

Stories of real people

- How my life changed
- Why I give

Celebration of Bergen

Relationship Management

Stewardship of Donors

Thanking

- Timely acknowledgements and notes
- Annual Report with donor listing

Personalized reports to top donors

- Written reports on impact
- Meetings with key college leaders to see impact

Annual donor appreciation dinner

Relationship Management

Leadership Opportunities

Opportunity to engage other supporters

Help on a project or event

Joining the Foundation Board of Directors

Part II

GROUP WORK

Break-out Session

Small Group Discussions

What would you give money to, and why?

What content and materials do you want to receive from the organizations you support?

How do you want to receive that content?

Report back to full group

Part III

FUNDRAISING AT BERGEN

Fundraising at Bergen

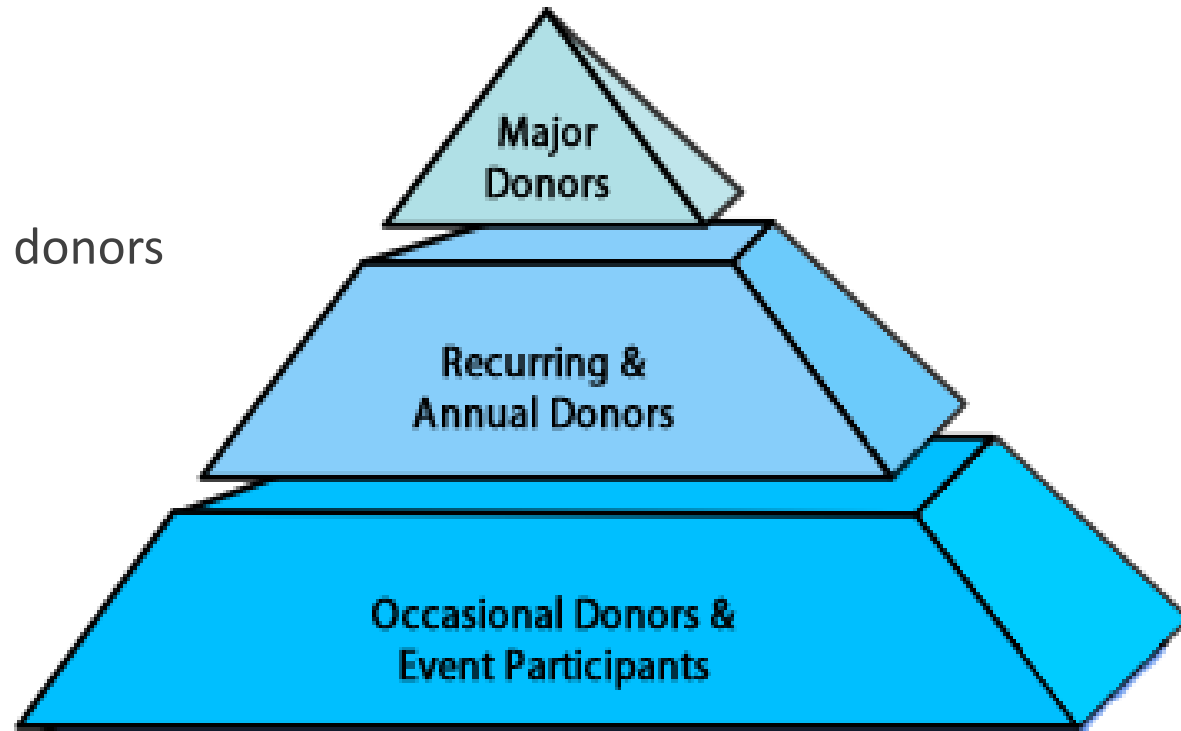
Strategic Approach

Focused attention to top donors

Individualized approach to previous donors

Broad mailing to others

Events and other approaches



Donor Pyramid

Fundraising at Bergen

Endowment and Capital Giving

One-time transformational gifts

Pooled gift memorials

Building funds by adding over time

Fundraising at Bergen

Estate and Planned Giving

Bequests

Lifetime income vehicles

Other planning giving opportunities

Charitable Gift Annuity Illustrations

Calculated for a \$10,000 annuity with a single life beneficiary

Age	Annuity Rate	Annual Income	Income Tax Deduction
85	7.8%	\$780	\$5,650
80	6.8%	\$680	\$5,021
75	5.8%	\$580	\$4,577
70	5.1%	\$510	\$4,029
65	4.7%	\$470	\$3,490

Includes income for life, as well as a sizable charitable deduction

Questions and Answers

Thank you

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