



## Philanthropist of the Year Awards

SCAF will present three philanthropy awards to outstanding individuals and businesses at the Philanthropist of the Year Awards Breakfast in March. Please take a few minutes to think about who you can nominate! We are accepting nominations for the following three awards until January 31:

- Floyd & Delores Jones Spirit of Philanthropy Award
- Pay-It-Forward Award
- Heritage Bank Business Making a Difference Award

Submit a nomination on our website  
[www.s-caf.org](http://www.s-caf.org)



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360-629-6878



## Nonprofit Newsletter

### *Donor Development vs Fundraising by Julie Vess*

I'm sure you have heard the terms: fundraising and donor development. They are the same thing, right? How do they relate to your organization?

All right, so let's break down fundraising and donor development, which might seem similar, but they've got their vibes in the nonprofit world. Check it out:

#### **Fundraising:**

1. **Transaction-focused:** Fundraising is the art of getting that money – hitting up people, businesses, and foundations to throw in some cash.
2. **Short-Term Goal:** It's like a speedy game – the goal is to snag cash ASAP for specific projects or just keep the operation smooth.
3. **Diverse Strategies:** Fundraising has a variety of tactics, from events and campaigns to grant writing and just straight-up asking for money to fill up the coffers.
4. **Money Metrics:** Success in fundraising is often measured by the total amount of money collected in a specific timeframe.
5. **Wide Outreach:** Fundraising aims at a broad audience – both existing and potential donors – with a focus on reaching specific financial goals.

#### **Donor Development:**

1. **Relationship Building:** Donor development is about creating and nurturing long-term connections with people who are down for the cause. It's not just about the money but about keeping people engaged and loyal.
2. **Future Focus:** The game plan for donor development is to build a solid crew of loyal supporters over time, not just for a one-off deal.
3. **All-In Approach:** Donor development looks at the big picture – it's not only about financial contributions but also building trust, communication, and getting people actively involved in the mission.
4. **Friendship Stages:** It's like recognizing the different stages of a friendship – from the first handshake to becoming committed advocates.
5. **Personalized Touch:** There's a big emphasis on personalized communication and engagement – tailoring interactions based on each donor's interests, preferences, and motivations.

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## RE/MAX Community Chest Grant Cycle Open

We are accepting applications from nonprofits for this year's RE/MAX Grant Cycle. Applications are due January 31 [www.s-caf.org](http://www.s-caf.org)

## January Resource

### Give Lively

<https://www.givelively.org> is a free fundraising platform for nonprofits. Link your paypal, stripe, and other online accounts to Give Lively and create customized fundraising campaign giving pages, event tickets, and more.

### Why People Do Not Give to Nonprofits

- Solicitation is infrequent or poorly communicated
- They don't see how their gift would make a difference
- They never feel wanted or needed
- They receive no direct, personalized appeal
- They gave an unacknowledged gift in the past
- They were not asked to give
- The timing wasn't right
- The organization's mission was not compelling

NonprofitInformation.com

## Article continued

### Putting It Together:

So, here's the scoop – even though fundraising and donor development have their own lanes, they're kind of a dynamic duo.

- **Start with Fundraising:** First, you hit up donors for cash, giving them a chance to contribute financially.
- **Transition to Donor Development:** Once you've got your backers, you switch gears to donor development, aiming to deepen connections, boost engagement, and secure long-term commitment beyond the initial financial transaction.
- **Team Play:** They complement each other. A successful fundraiser can strengthen donor relationships, and a solid donor connection can set the stage for killer fundraisers.

In a nutshell, fundraising tackles the present needs, and donor development is the game plan for the long run.

Blending both? That's the secret sauce for keeping nonprofits on a winning streak.

But take into account the manpower, resources, etc. that it takes to put on those fundraisers. Take the time to evaluate each fundraiser for its intended purpose and return on investment. The investment includes time for both staff and volunteers to put the event on. The rule of thumb for nonprofit fundraising is to keep it to 4 or fewer events a year, to not burn out your donors, staff, and volunteers.

Next month I will compare two very popular types of donor development techniques.



## Upcoming Workshops:

**SCAF is hosting three workshops for board members and nonprofit leaders. Space is limited, so sign up now!**

### Boards in Gear:

<https://nonprofitwa.org/event/stanwood-boards-in-gear/>

Date: February 21, 2024

Time: 9:00 am - 1:00 pm

### Finance Unlocked for Nonprofits:

<https://nonprofitwa.org/event/stanwood-finance-unlocked-for-nonprofits/>

Date: March 20, 2024

Time: 9:00 am - 1:00 pm

### Let's Go Legal:

<https://nonprofitwa.org/event/stanwood-lets-go-legal/>

Date: April 17, 2024

Time: 9:00 am - 1:00 pm

**Sign up for the entire series:** <https://nonprofitwa.org/event/stanwood-nonprofit-fundamentals/>