1.1. The gift table pyramid

The gift table or sometimes pareto analysis is based on the 80/20 pareto rule. That is the proposition that 80% of your income will come from 20% of your donors. This has held broadly true across decades of fundraising appeals and particularly for capital appeals. It also can be useful when planning year to year fundraising budgets. Having a gift table can be a strong influential tool to test and challenge fundraising income budgets that sometimes are set without any analysis on prospects or grounded in any realism.

There are plenty of on-line examples to find and explore.

Useful links to create your gift table:
https://www.blackbaud.com/nonprofit-resources/gift-range-calculator
www.donorsearch.net/gift-range-chart-guide/
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Example that Gavin has used to develop strategy.

Projected Gift Table

<table>
<thead>
<tr>
<th>Gift Level</th>
<th># of Gifts Needed</th>
<th>% Donors</th>
<th>Cum. Donors %</th>
<th>Total</th>
<th>prospects needed (4:1)</th>
<th>% Target</th>
<th>Cum. Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>£ 500,000.00</td>
<td>1</td>
<td>0%</td>
<td>0%</td>
<td>£ 500,000.00</td>
<td>4</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>£ 250,000.00</td>
<td>2</td>
<td>0%</td>
<td>0%</td>
<td>£ 500,000.00</td>
<td>8</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>£ 100,000.00</td>
<td>4</td>
<td>0%</td>
<td>0%</td>
<td>£ 400,000.00</td>
<td>16</td>
<td>12%</td>
<td>41%</td>
</tr>
<tr>
<td>£ 50,000.00</td>
<td>8</td>
<td>0%</td>
<td>0%</td>
<td>£ 400,000.00</td>
<td>32</td>
<td>12%</td>
<td>53%</td>
</tr>
<tr>
<td>£ 20,000.00</td>
<td>12</td>
<td>0%</td>
<td>1%</td>
<td>£ 240,000.00</td>
<td>48</td>
<td>7%</td>
<td>60%</td>
</tr>
<tr>
<td>£ 10,000.00</td>
<td>25</td>
<td>1%</td>
<td>1%</td>
<td>£ 250,000.00</td>
<td>100</td>
<td>7%</td>
<td>67%</td>
</tr>
<tr>
<td>£ 5,000.00</td>
<td>45</td>
<td>1%</td>
<td>2%</td>
<td>£ 225,000.00</td>
<td>180</td>
<td>7%</td>
<td>74%</td>
</tr>
<tr>
<td>£ 2,000.00</td>
<td>80</td>
<td>2%</td>
<td>4%</td>
<td>£ 160,000.00</td>
<td>320</td>
<td>5%</td>
<td>79%</td>
</tr>
<tr>
<td>£ 1,000.00</td>
<td>250</td>
<td>6%</td>
<td>10%</td>
<td>£ 250,000.00</td>
<td>1000</td>
<td>7%</td>
<td>86%</td>
</tr>
<tr>
<td>£ 500.00</td>
<td>500</td>
<td>12%</td>
<td>22%</td>
<td>£ 250,000.00</td>
<td>2000</td>
<td>7%</td>
<td>94%</td>
</tr>
<tr>
<td>£ 100.00</td>
<td>1100</td>
<td>26%</td>
<td>48%</td>
<td>£ 110,000.00</td>
<td>4400</td>
<td>3%</td>
<td>97%</td>
</tr>
<tr>
<td>£ 50.00</td>
<td>2200</td>
<td>52%</td>
<td>100%</td>
<td>£ 110,000.00</td>
<td>8800</td>
<td>3%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Total | 4220 | £ 3,395,000.00 | 16880 |

80% income from 5% donors

Tactical Tips
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1.2. Network mapping
Take some time to sit down with your CEO, Project Manager, service managers and trustees. Build up a visual map of connections. People already donors, and who they are linked to, or sectors they are working in, and

Relationship Mapping

1.3. Building a major donors programme – create a prospect pipeline and stewardship plan
Sole fundraising - Your Guide to Surviving and Succeeding

Your charity needs to remember that people give to people. The network of relationships that you have now charted out helps you see where those allied to your organisation are and who else can be reached through them. This is key to building a body of support that will grow over time in value and commitment.

It also helps counter the oft quoted “Why don’t we approach JK Rowling / Richard Branson / Rich List?” By focussing on the real connections and those with affinity or possible fit with the charity then you can build a realistic prospect list.

This approach needs a lot of confidence and time to make relevant approaches to people that could give more significant support to your cause. Cultivation of a major donor prospect from start to first gift can be a minimum of 18 months. Building a major donor programme takes years but it needs to start sometime! Once you have a pool of prospects you can then develop a cycle of cultivation. Above 4 steps are illustrated— this is often shown as 8 steps.

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4. Stewardship

1. Identification

3. Solicitation

2. Cultivation
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Sole fundraiser challenges wheel

- Unrealistic expectations
- No buy in to strategy
- Managed by Non-Fundraiser
- Feel out of touch with fundraising
- Overstretch of tasks/priorities
- Reactive working, little planning
- Lack of effective systems
- No or minimal budget
- Lack of understanding/culture of FR

Time Management
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1. MANAGE Crises & Pressing Problems
   - Demand + Necessity
   - Daily Fire-Fighting
   - Be Quick To Delegate
   - IMPORTANT AND URGENT

2. FOCUS On Strategies & Values
   - Opportunity + Planning
   - Keep Critical Thinking
   - Consider The Macro
   - IMPORTANT NOT URGENT

3. AVOID Interruptions & Busy Work
   - Illusion + Deception
   - Not Your Emergency
   - Minimize Investment
   - URGENT NOT IMPORTANT

4. LIMIT The Trivial & Wasteful
   - Escape + Waste
   - Entertainment Only
   - Use To Minimize Stress
   - NOT IMPORTANT OR URGENT

Influencing

IoF Scottish Conference 2nd October 2018 Gavin McLellan & Matthew Middler
Sole fundraising - Your Guide to Surviving and Succeeding

Leading Fundraising in your Organisation – Tips about leading from Jack Welch

https://www.youtube.com/watch?v=ojkOs8Gatsg
Eisenhower's Urgent/Important Principle

The "Eisenhower Method" stems from a quote attributed to Dwight D. Eisenhower: "I have two kinds of problems, the urgent and the important. The urgent are not important, and the important are never urgent."

- **Important activities** have an outcome that leads to us achieving our goals.
- **Urgent activities** demand immediate attention and are usually associated with achieving someone else's goals. They are often the ones we concentrate on and they demand attention because the consequences of not dealing with them are immediate.

https://www.eisenhower.me/eisenhower-matrix/
Some helpful inks for further reading

The comprehensive guide to books about fundraising:

http://sofii.org/article/the-almost-complete-reading-list-for-fundraisers

Building your Fundraising Resilience:

http://brightspotfundraising.co.uk/fundraising-resilience-you-can-increase-it/
http://brightspotfundraising.co.uk/resilience-the-second-key-to-increasing-your-fundraising-grit/

About Sole fundraisers:

http://www.wgconsulting.co.uk/assets/solefundraiserpp.pdf
https://fundraising.co.uk/2014/01/16/thrive-sole-fundraiser/#.Wqvtw-RLGM8
http://www.cnfundraising.co.uk/blog/hello-is-there-anybody-out-there