

Grassroots Fundraising: Mobilizing Diverse Community Networks



CHINOOK FUND



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change
not.
charity

Our Funding Criteria for Social Change

Constituent Led - the work is led by (and accountable to) the people most impacted by injustice

Community Wide - the work reflects all members of the constituency or community affected by the injustice

Lasting Effect - the work makes change for the community as a whole and for future generations such as collective action to change cultural, social, political, and economic systems and institutions.

The Giving Project



Since **2016**, our **Giving Project** has

- trained **93** donor organizers
- engaged over **900** new donors and supporters
- made **83 grants** to community-led organizations
- moved over **\$260,000** for social justice work in Colorado

Pair Share

What is your name, organization, location, issue area?

Describe your ideal donor for your organization. What level gift are they making, and what is their demographic background? Where in your community do they live?

In 2016, INDIVIDUAL DONORS drove the rise in philanthropic giving
 And for only the sixth time in 40 years, all nine major philanthropy subsectors realized giving increases

\$390.05 billion

Where did the generosity come from?*

Giving by Individuals ↑ 3.9% **72%**
 \$281.86 billion

increased 3.9 percent (2.6 percent when inflation-adjusted) over 2015

Giving by Foundations ↑ 3.5% **15%**
 \$59.28 billion

was 3.5 percent (2.2 percent when inflation-adjusted) over 2015

Giving by Bequest ↓ 9.0% **8%**
 \$30.36 billion

declined 9.0 percent (10.1 percent when inflation-adjusted) over 2015

Giving by Corporations ↑ 3.5% **5%**
 \$18.55 billion

increased 3.5 percent (2.3 percent when inflation-adjusted) over 2015

Contributions by source
 (by percentage of the total)

The single largest contributor to the growth in total giving was an increase of \$10.53 billion in GIVING BY INDIVIDUALS—offsetting declines from bequest giving.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2017: The Annual Report on Philanthropy for the Year 2016*.

* All figures on this infographic are reported in current dollars unless otherwise noted.

Where are all of the charitable dollars going?

(as a percentage of the total)

Each charitable subsector grew in 2016 except for giving to individuals. Growth rates ranged from approximately 3-7 percent.

- 32% Religion ↑ \$122.94 billion
- 15% Education ↑ \$59.77 billion
- 12% Human Services ↑ \$46.80 billion
- 10% To Foundations ↑ \$40.56 billion
- 8% Health ↑ \$33.14 billion
- 8% Public-Society Benefit ↑ \$29.89 billion
- 5% Arts, Culture, and Humanities ↑ \$18.21 billion
- 6% International Affairs ↑ \$22.03 billion
- 3% Environment/Animals ↑ \$11.05 billion
- 2% To Individuals ↓ \$7.12 billion



Giving to international affairs comprised a larger percentage of total charitable giving in the United States, increasing from 4 percent to 6 percent in 2016.



Giving to environment/animals increased 7.2 percent in 2016, the largest gain of any subsector, outpacing growth in overall giving for the last two years.

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.

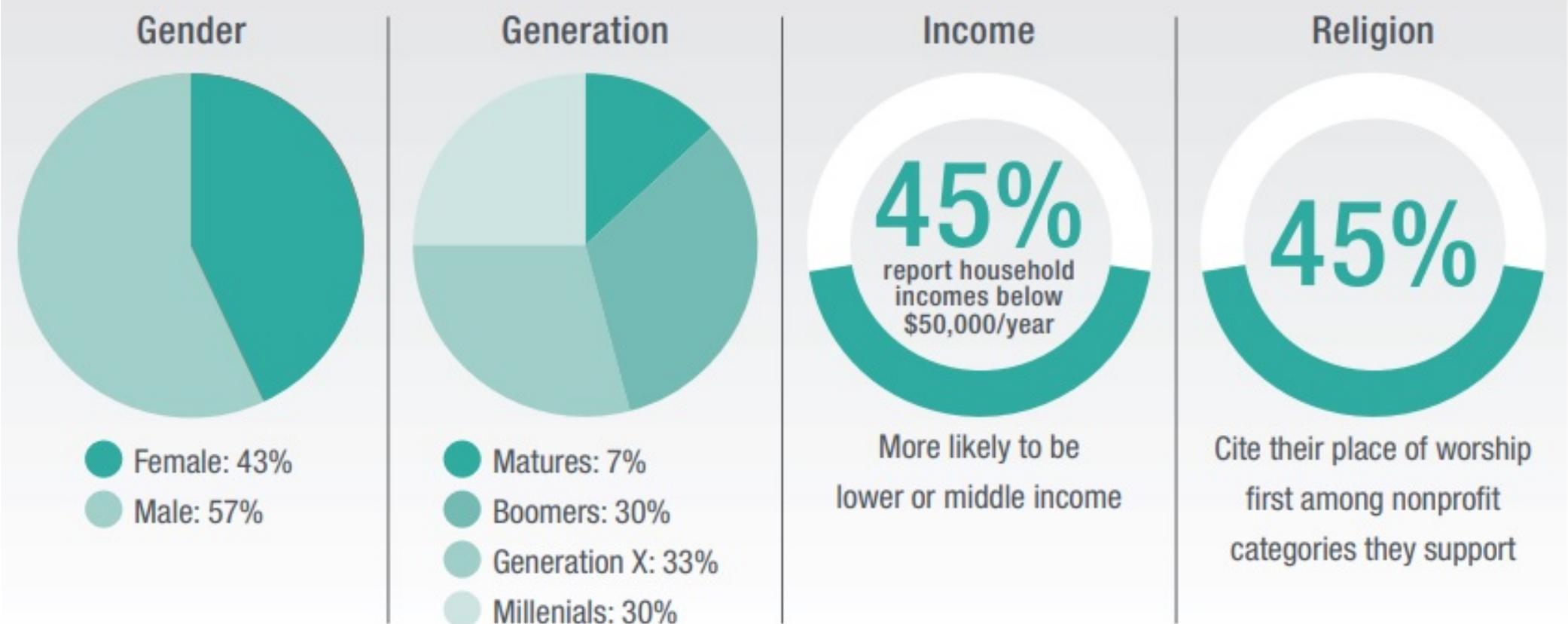
In 2011, the wealthiest Americans—those with earnings in the top 20 percent—contributed on average 1.3 percent of their income to charity. By comparison, Americans at the base of the income pyramid—those in the bottom 20 percent—donated 3.2 percent of their income.

“Why the Rich Don’t Give to Charity” *The Atlantic*, April 2013

Adjusted Gross Income (AGI)	Average charitable deduction	% of AGI
Under \$25,000	\$1,874	12.3%
\$25,000-\$50,000	\$2,594	6.8%
\$50,000-\$75,000	\$2,970	4.8%
\$75,000-\$100,000	\$3,356	3.8%
\$100,000-\$200,000	\$4,130	3%
\$200,000-\$500,000	\$7,424	2.6%
\$500,000-\$1,000,000	\$18,615	2.8%
\$1,000,000-\$2,000,000	\$43,944	3.2%
\$2,000,000 or more	\$382,953	5.6%

These statistics are for tax payers who itemized their contributions.

THE HISPANIC DONOR COMMUNITY



Source: Blackbaud "Diversity in Giving" (2015)

Who Gives in Colorado?

92% Coloradans feel they support charitable causes

56% made a donation in the last year *after being asked by a friend or family member*

84% have family or friends who give to charity

30% gave *after getting an email from someone they knew*

Source: Colorado Nonprofit Association "Understanding Giving" (2014)



Does your “ideal donor” resemble any of the presented demographics for who gives to charities?

Self Assessment

How *racially* and *economically* diverse are your

Board of Directors

Staff

Volunteers

Member Community

How are you fostering inclusivity and outreach to minorities in your community who are impacted by your issue?

Grassroots Fundraising Is Essential

Don't assume who has the capacity to give.

Don't assume who has the capacity to fundraise.

A grassroots strategy demonstrates your commitment to community connection.

Small contributions → Community bandwidth of support

Repeat small donations → Prime candidates for monthly giving

The Giving Project



Best Practices

Personal.

Address your own thinking/assumptions about money, fundraising, and giving

Organizational.

Assess donation and donor management systems

Prep campaign materials and collateral

Invest in working with volunteers

Develop a plan

Small Groups

How did your family give growing up?

Personal Reflection

- What are the largest and smallest donations you've ever personally given? To what? How did they make you feel?
- What kinds of issues or causes do you tend to personally give to and why? Who tends to be in leadership or wield power for those organizations?
- How do you like to be asked?
- When do you choose *not* to give? Why? How does it make you feel to say no?

Last Tips

- Cue volunteers into the organization's \$ needs
- Acknowledge and thank them on a personal level.
- Set goals that matter—not just funds in the door, but donors, house parties, etc.
- Be willing to invest in developing fundraising skills across the entire organization. This should include explicit discussion of people's anxieties or feelings around giving and asking for \$.