Driving Philanthropy for Mission Impact

2023 National Health Council Leadership Conference
Good morning!
Total giving, 1981-2021

(in billions of dollars)
“There’s something happening here...
TODAY’S CONVERSATION

• Look at “what’s happening”
• Look at why that’s a collective problem
• Offer some suggestions for how to reframe your thinking about Development in response
Last Year
2021 contributions: $484.85 billion by source of contributions

(in billions for dollars – all figures are rounded)
Why are fewer people are giving?
We’re grant funded. This isn’t really our problem.
But to be the exception to the rule, we must begin to refocus how we think about fundraising.
10 TIPS FOR LEADERS
Understand & Prioritize Lifetime Donor Value

Average Donor Lifespan x Average Gift x Total # of Donations/Donors

= Lifetime Donor Value
Put the Welcome Mat out.
Remove fundraising silos.
...and the Fundraising & Communication divide while you’re at it.
Listen to your donors. What are you hearing that might have strategic value?
Does our database value us?

What is the value of our database?
Does our database value us?

- Multi-year donors
- Retention pivots
- Portfolio churn
- Incoming engagement
Upskill your staff, leverage your data, and get more of it.
Ensure this critical relationship is a strong one.
Recognize you are a fundraising expert, but ...
View Fundraising as a Culture, not a Department
THE FUNDRAISING FORTRESS

- The Equity Context
- The Competitive Context
- The Data Context
- The Issue Context
- The Resource Context

The Culture Context

The People Context

CASE
PROSPECTS
LEADERSHIP
PLAN
Not a fortress, but a bridge.
Designed for defense & rule.

Stands in isolation.

Is impenetrable.

Is something to go to when...

Keeps people moving.

Facilitates connection.

Breathes and sways.

Is part of our everyday.
Thank you.

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