

Driving Philanthropy for Mission Impact

2023 National Health Council Leadership Conference

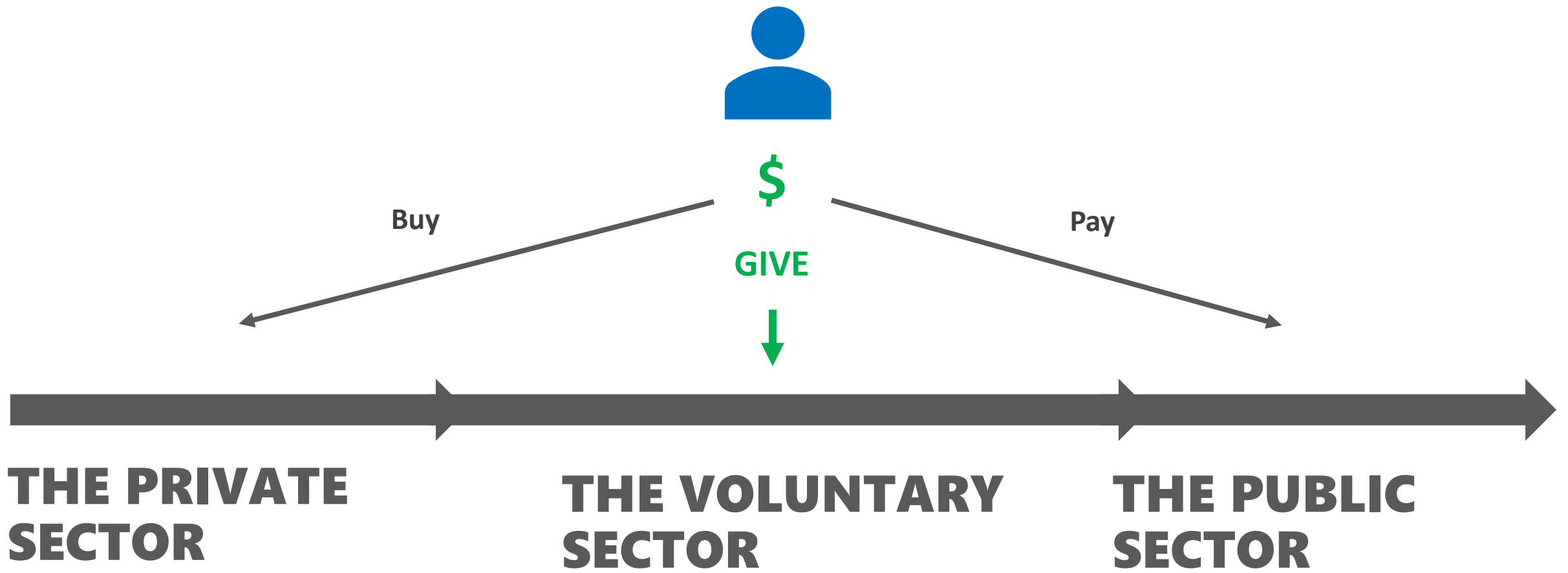
Changing Our World, Inc.




Kevin Allan
Executive Vice President
Changing Our World, Inc.

Good morning!

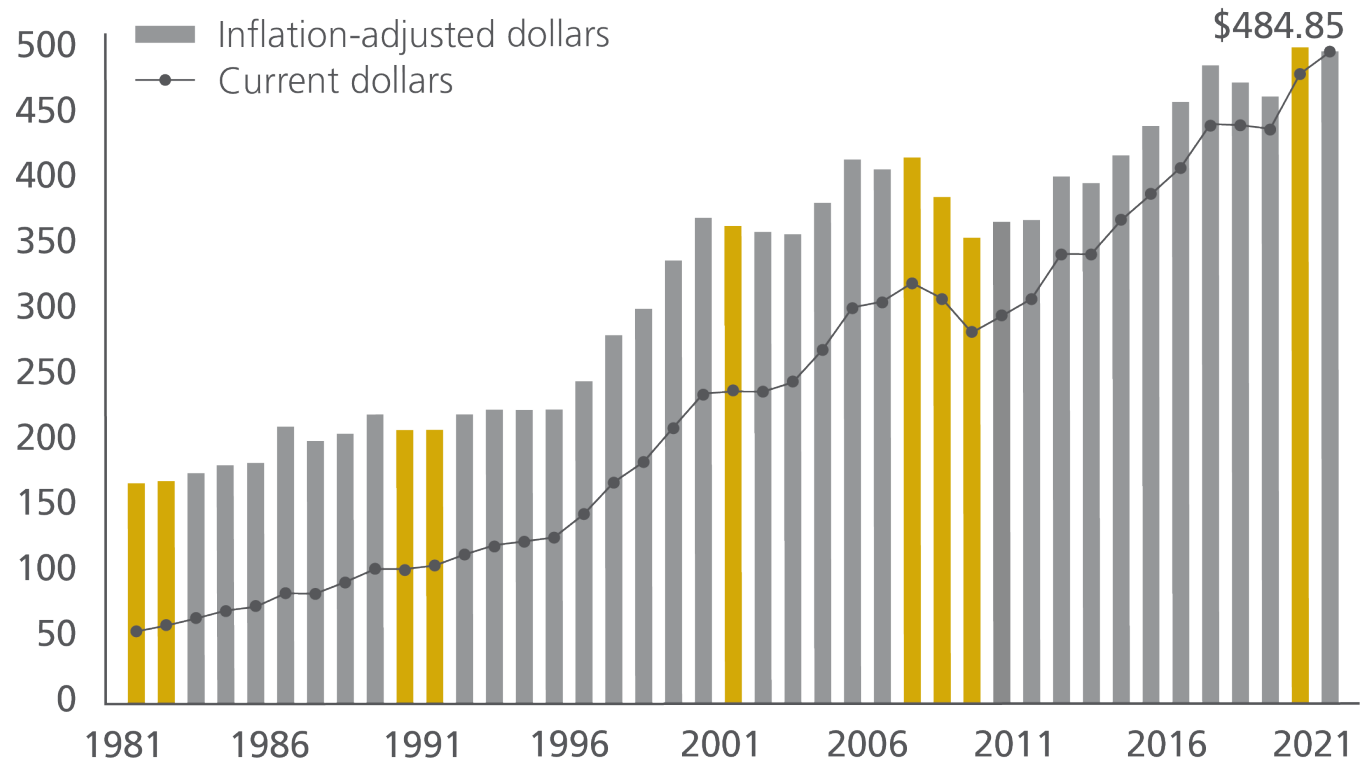






Total giving, 1981-2021

(in billions of dollars)



Giving USA
A 501(c)(3) non-profit
organization



THE Giving Institute
Shared intelligence.
For the greater good.

Researched and written by



IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY



d, Inc.



**“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

2000

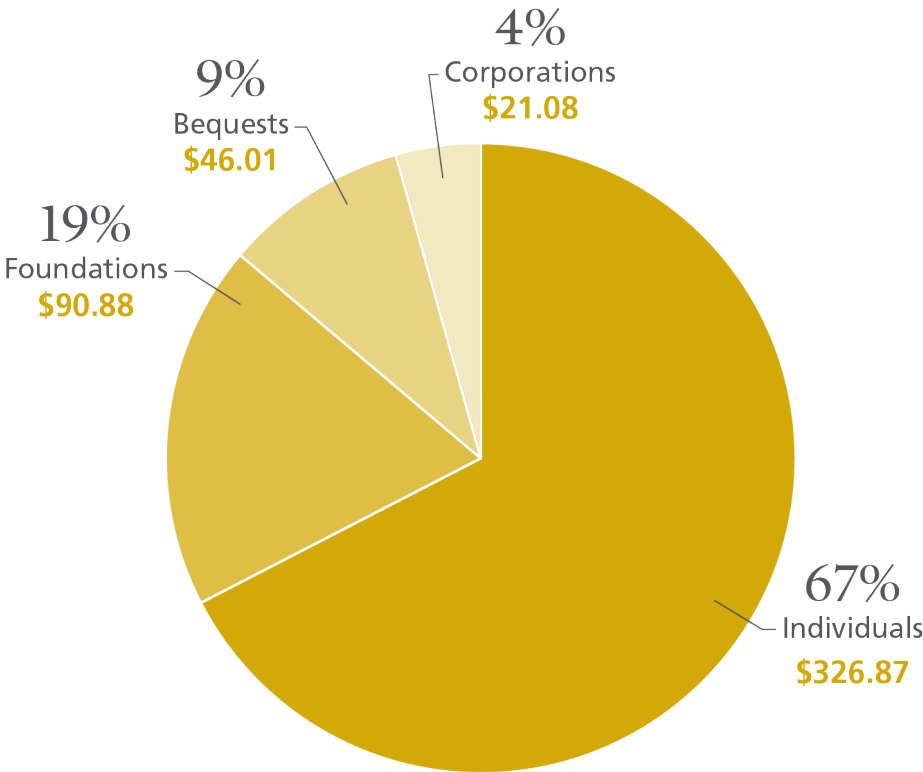


Last Year



2021 contributions: \$484.85 billion by source of contributions

(in billions for dollars – all figures are rounded)

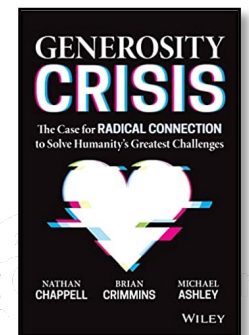
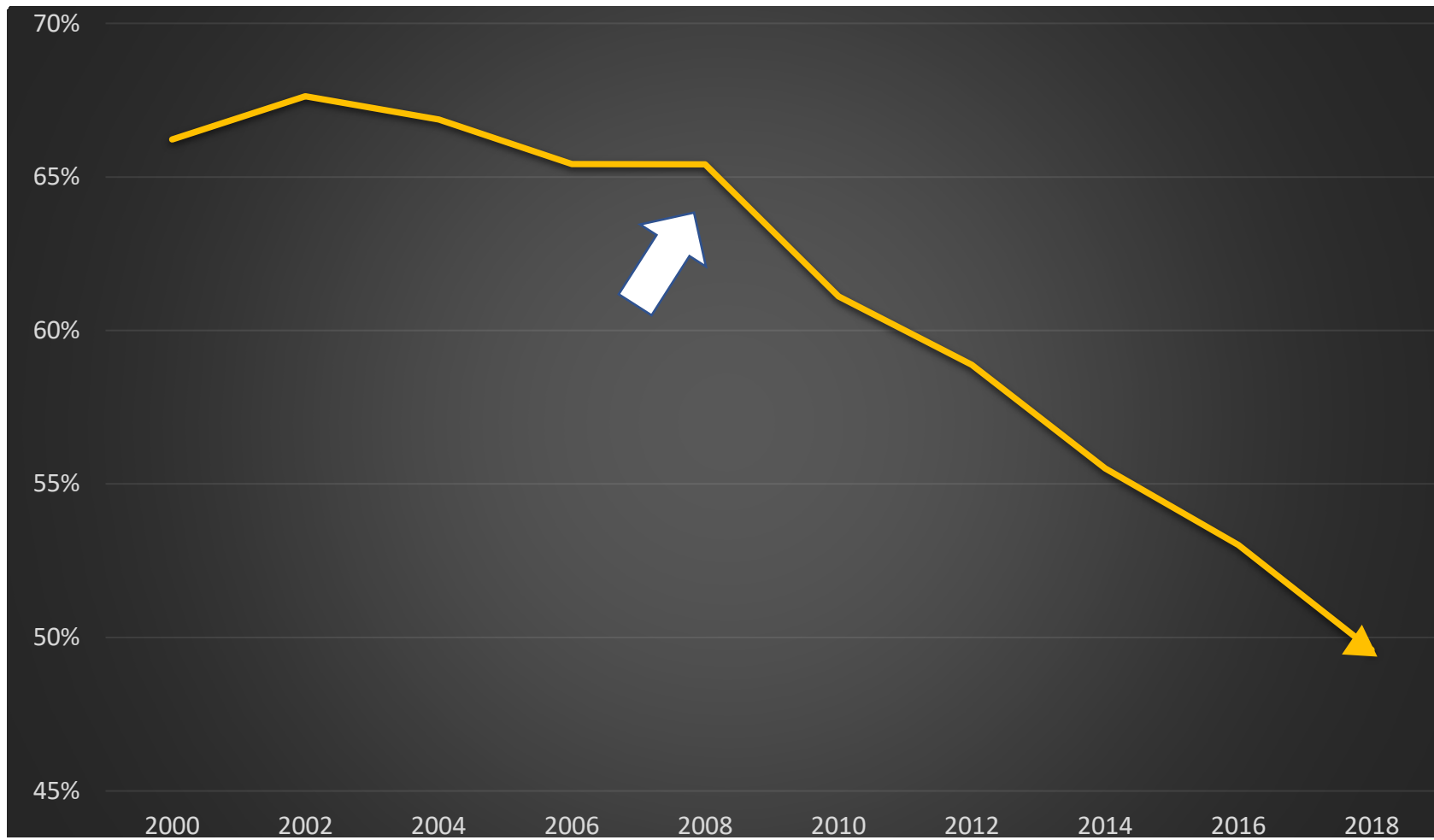


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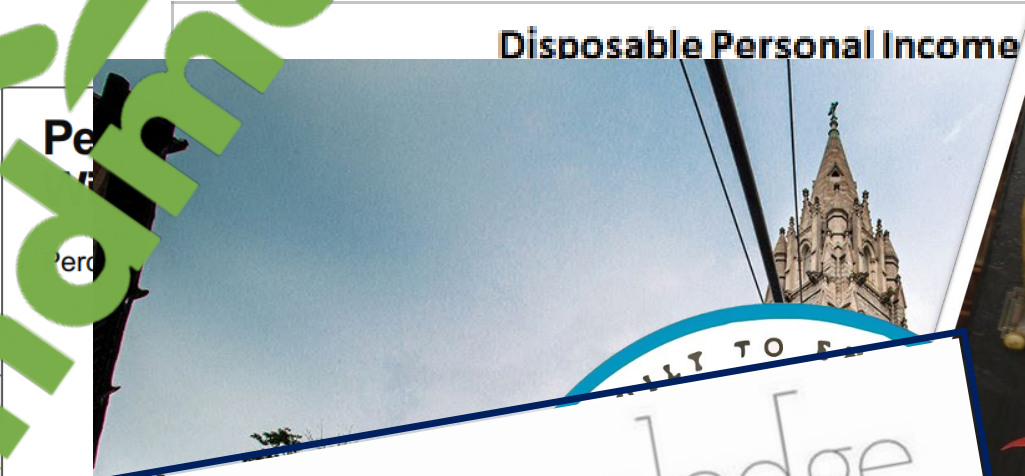
Changing

Why are fewer people are giving?



10 of fundme™

Disposable Personal Income



2003 2004 2005 2006 2007 2008 2009 2010 2011

amazon

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the word is a thick, orange curved arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.





Changing Our World, Inc.

We're grant funded. This isn't really our problem.

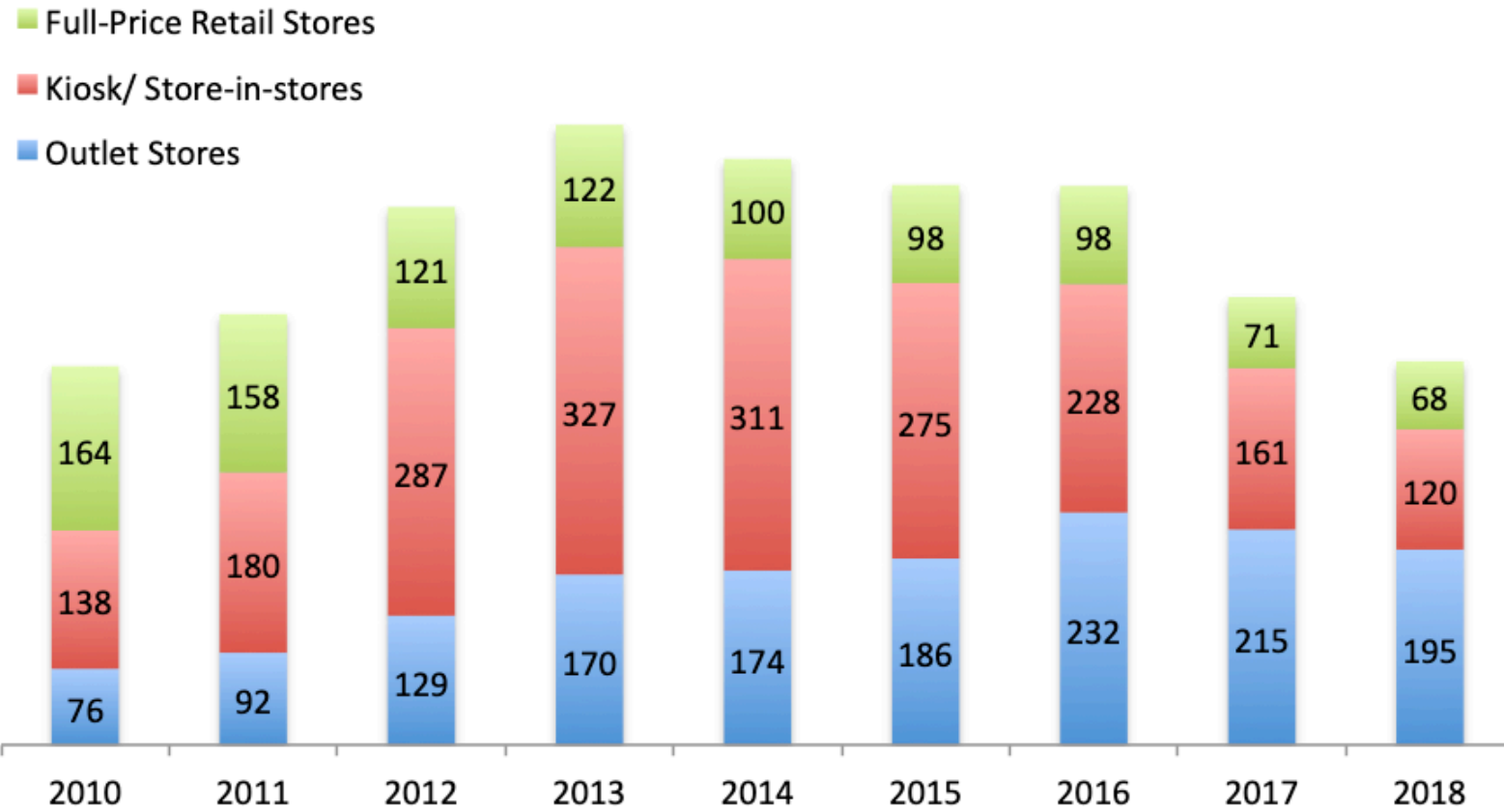




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ChangingOurWorld.com

Cross Retail Channel breakdown



**But to be the exception to the rule,
we must begin to reframe 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.



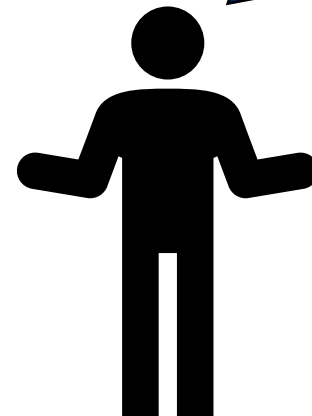
Listen to your donors.
What are you hearing that
might have strategic value?



Does our database
value us?

What is the value of our
database?

Refr



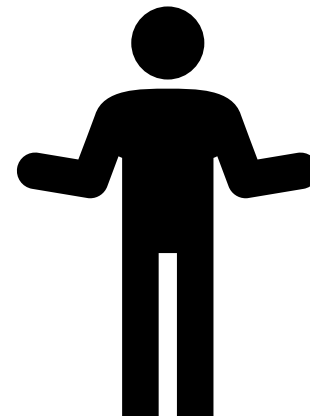
Does our database
value us?

Portfolio
churn

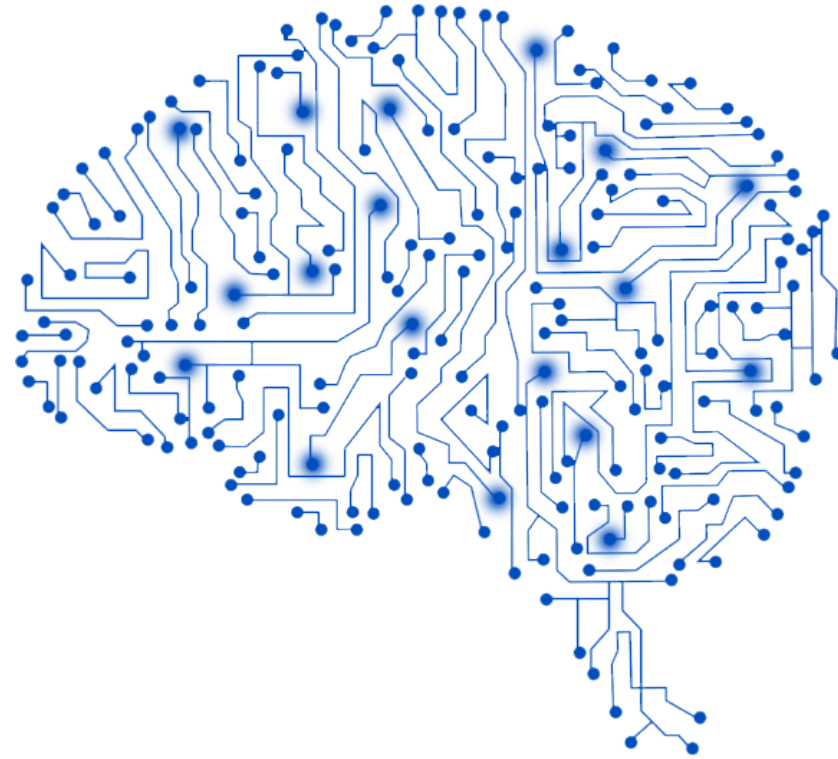
Incoming
engagement

Multi-year
donors

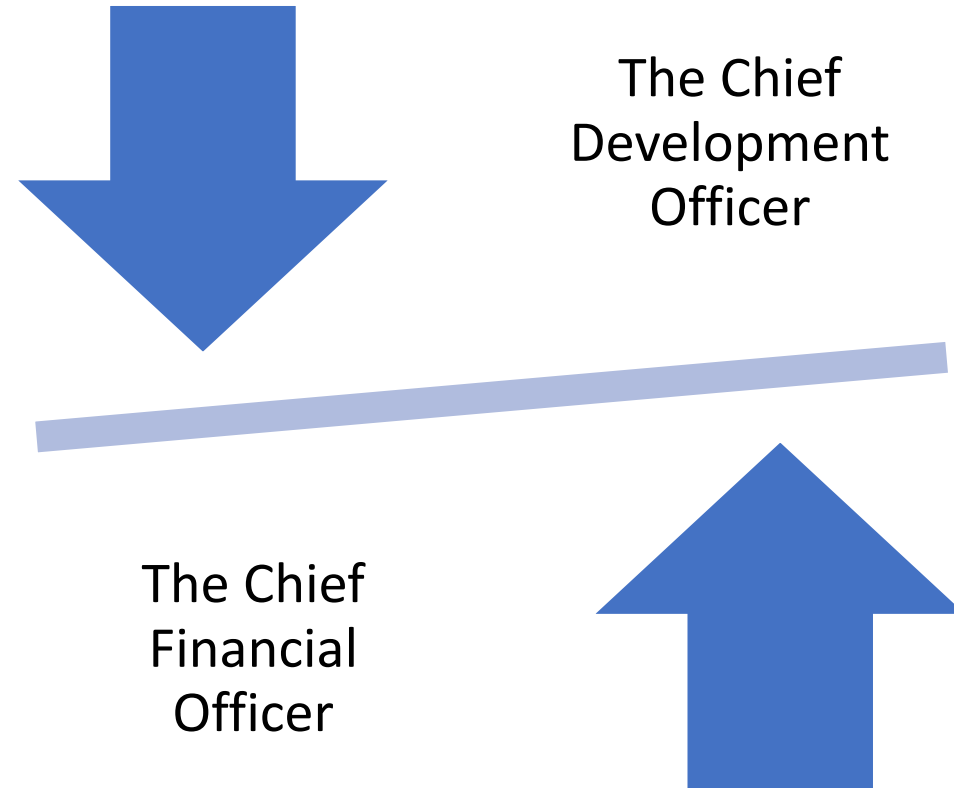
Retention
pivots



**Upskill your staff,
leverage your data,
and get more of it.**



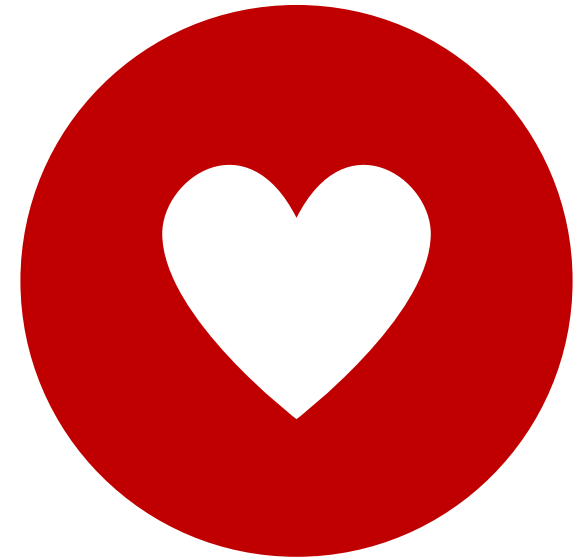
Ensure this critical relationship is a strong one.

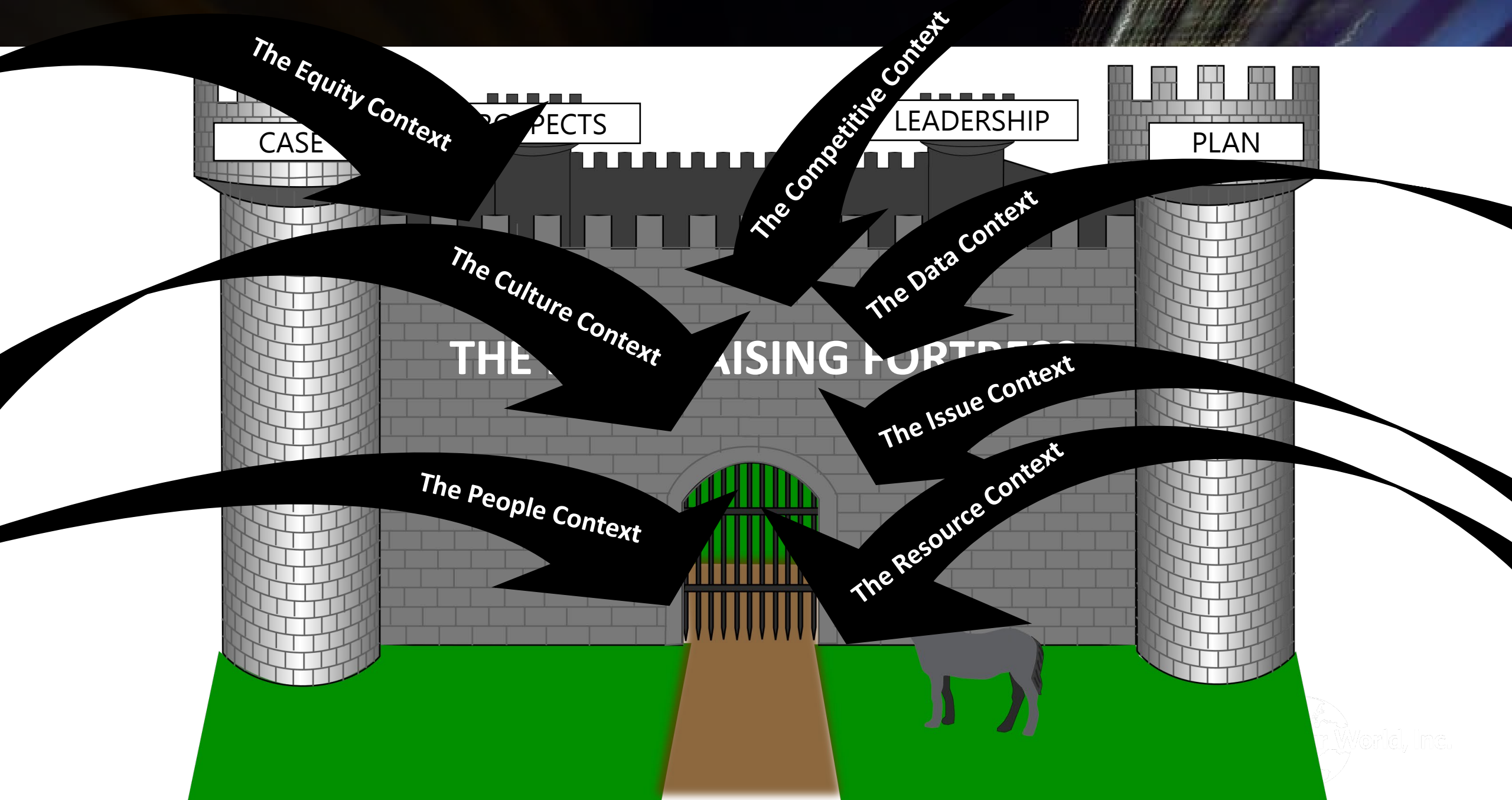


Recognize you are a fundraising expert, but ...



View Fundraising as a Culture, not a Department





The Equity Context

The Competitive Context

The Data Context

The Culture Context

The Issue Context

The People Context

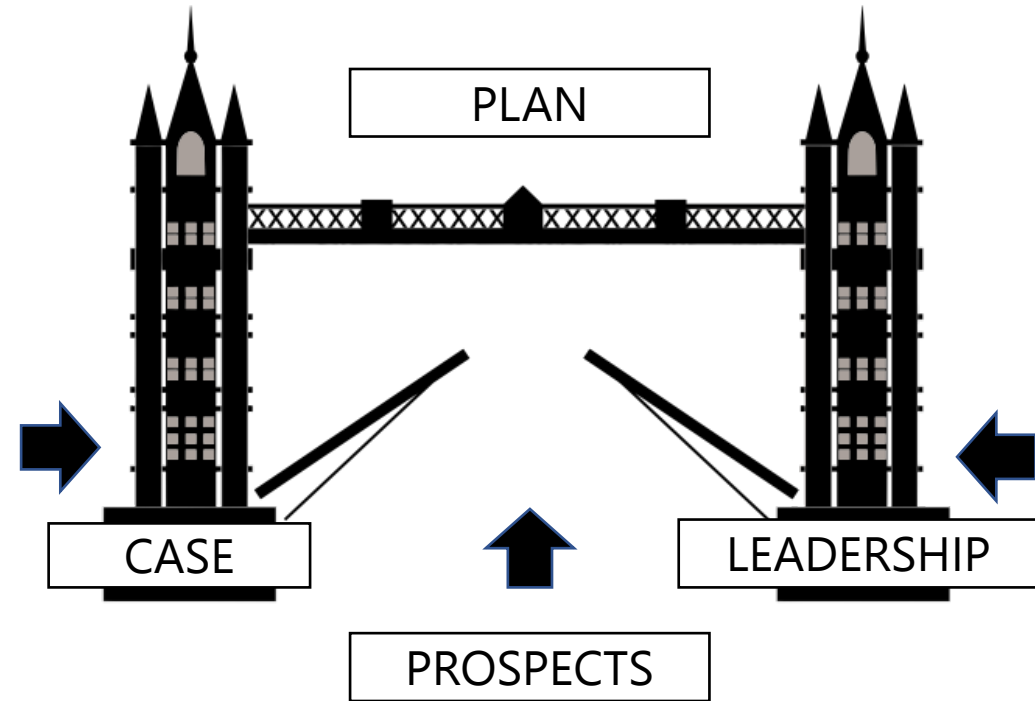
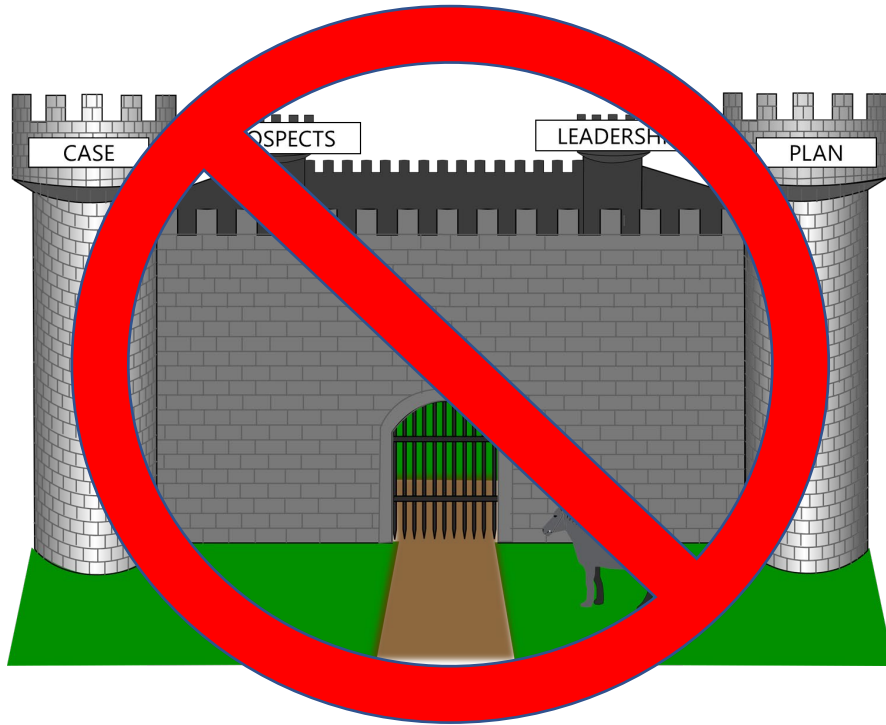
The Resource Context

CASE

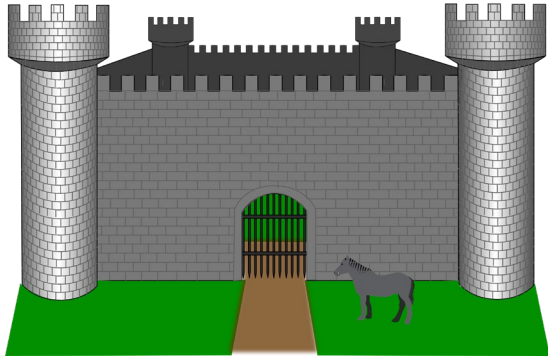
LEADERSHIP

PLAN

THE RAISING FORTRESS



Not a fortress, but a bridge.

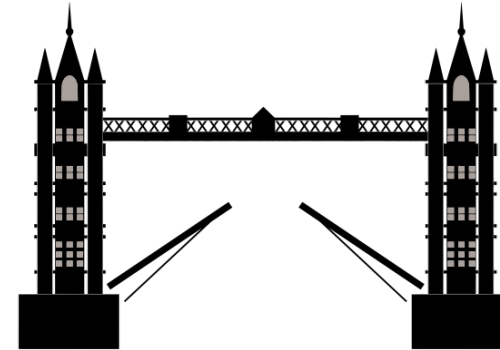


Designed for defense & rule.

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.

Kevin Allan

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