

BRAVER TOGETHER

Community, Courage,
& *the Future of Fundraising*

Meet Floyd Jones

- Based in New York, NY
- Keynote Speaker | Coach | Community Builder
- Founder, BackBlack
- Worked with grassroots organizations entire career
- Pronouns: He/Him/His

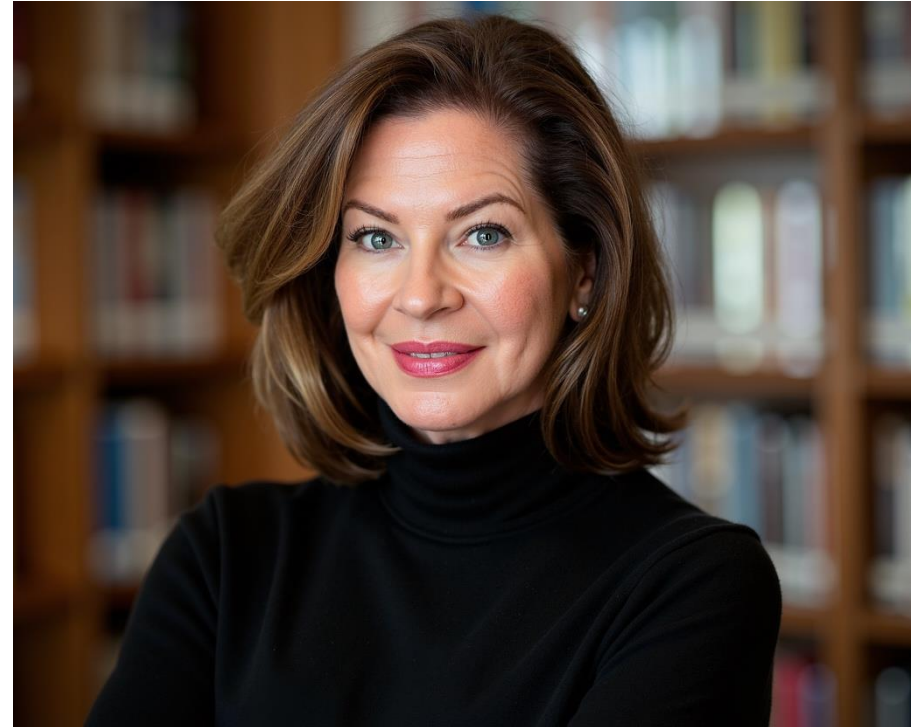
Connect with
me on LinkedIn:



Meet Tammy Zonker

- Based in Detroit, MI
- Major Gifts Expert | Author | Keynote Speaker
- Founder, Fundraising Transformed
- President, The Modern Institute for Charitable Giving
- Host, The Intentional Fundraiser Podcast
- Pronouns: She/Her/Nana

Connect with
me on LinkedIn:



GRASSROOTS ORGANIZATIONS

LARGE INSTITUTIONAL ORGANIZATIONS



Apollo 13 Astronauts: Jim Lovell, Jack Swigert, and Fred Haise

**HOUSTON,
WE HAVE A
PROBLEM.**

5 Challenges Facing the Nonprofit Sector

1. The Shrinking Number of Individual Donors
2. Donor Retention Continues to Erode
3. Burnout & the Shortage of Fundraising Professionals
4. The Speed of Change Driven by Artificial Intelligence
5. Growing Complexity & Declining Trust

To thrive we must come together to be:

- Courageous
- Clear & Concise
- Connected
- Community-minded



**KNOW
YOUR
STORY**



“
**WHAT'S
YOUR
WHY?**

– SIMON SINEK

Know your story.

Know Your Story

Confirm the 'why' behind your what — before you do anything else.

Let it be your North Star for every campaign, every ask, every communication.

Know your organization's story.

What drives the mission forward?

What impact are you creating in the world?

Why are you the organization to lead this work?

Authentic story + clear mission = donor trust.

“

***WE HAVE MADE
IT A CRIME TO
DREAM IN THE
NONPROFIT
SECTOR.***

– DAN PALLOTTA





“
I HAVE A DREAM.

– DR. MARTIN LUTHER KING, JR.



Know your case.



A HOME FOR EVERY HEART

A Campaign to Expand
Ronald McDonald House Ann Arbor

THE CRISIS

Despite our best efforts, we're facing a heartbreaking reality:

- Our House is consistently at capacity (currently operating 43 rooms)
- We are turning away 70% of families (over 1,000 families) seeking our services



THE SOLUTION

- Expand the Main House, quadrupling overall capacity to 172 rooms
- Undertake essential renovations to the existing Main House

THE GOAL

- Expand capacity
- Focus on unmet family needs
- Enrich the family experience
- Expand our meal program

Serve more families.
Serve them better.



OUR MISSION & VISION

MISSION:
We provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

VISION:
A world where every family has what they need to ensure the best health outcomes for their children.



www.rmhcann Arbor.org | 1600 Washington Heights, Ann Arbor, MI 48104 | 734.994.4442

ESTIMATED BUDGET

A Home for Every Heart Campaign will provide families access to a total of 172 rooms.

New Construction	\$60M
Renovation of Existing Main House	\$5M
Total Capital Campaign Goal	\$65M



Keeping families close



HOW WE GET THERE TOGETHER

Goal: \$65,000,000 over five years

	Gift Level	# Gifts	Generating
LEAD	\$10,000,000	1	\$10,000,000
	\$5,000,000	5	\$25,000,000
	\$2,500,000	6	\$15,000,000
MAJOR	\$1,000,000	8	\$8,000,000
	\$500,000	8	\$4,000,000
	\$250,000	6	\$1,500,000
	\$100,000	10	\$1,000,000
	\$50,000	10	\$500,000
	Total:		\$65,000,000

Gifts are payable up to five years.



"Having family members by a child's side during procedures and throughout the healing process not only offers crucial support, but also enhances their recovery and accelerates healing."

John R. Charpie, MD, PhD

Professor, Division of Pediatric Cardiology, Department of Pediatrics, Michigan Medicine
President, Ronald McDonald House Ann Arbor Board of Directors

JOIN US

Learn how YOU can help us serve more families, better.

Contact Sara Thompson, CFRE
Chief Development Officer
sthompson@rmhcann Arbor.org
or 313-407-2469

www.rmhcann Arbor.org | 1600 Washington Heights, Ann Arbor, MI 48104 | 734.994.4442



Campaign Planning: The 5 C's of Goal Setting

1. Clear — How much do you need to raise? What exactly will the money fund?
2. Compelling — Why does this matter? Why should supporters care?
3. Concise — When does the campaign end? Set a firm deadline.
4. Context — How does this campaign connect to your organization's bigger picture?
5. Community — Who are you serving? Who will champion your cause?

Know your strategy.

Strategy: Community in Action

- In 2017, Volo Kids Foundation launched its first Giving Tuesday campaign.
- They created a peer-to-peer campaign and had ONE ask of their supporters.
- **Their goal? Raise \$5,000.**



The Outcome

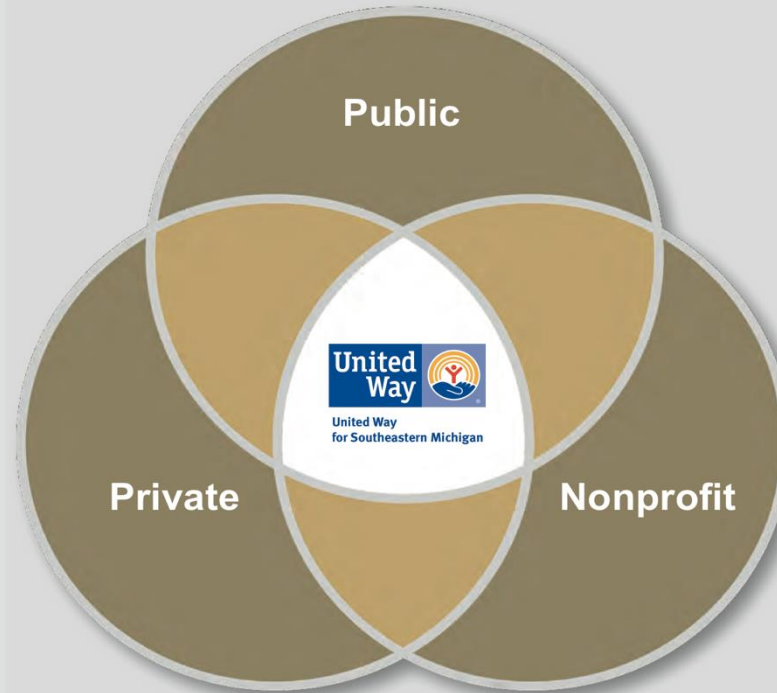
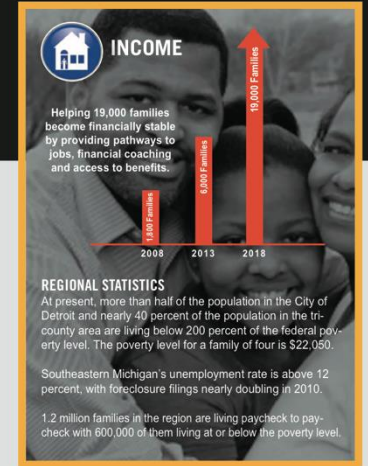
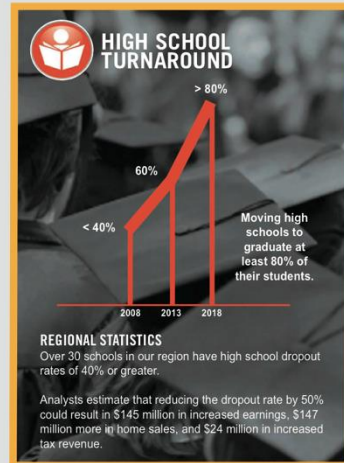
- Supporters' posts received hundreds of likes and dozens of comments.
- **They set out to raise \$5K and ended up raising \$30,000.**
- The momentum carried on year after year.
- **That's 6x their goal — powered entirely by community.**



The Goal: Make Detroit a Top 5 Place to Live & Work.

United Way for Southeastern Michigan is inviting people and organizations with expertise, resources and passion to join us in

Making Greater Detroit one of the top five places to live and work by 2030.



"We must have the courage to put a stake in the ground in our communities, to set audacious goals and to bet a great majority of people will join us."
— Rick Harwood, Harwood Institute for Public Innovation

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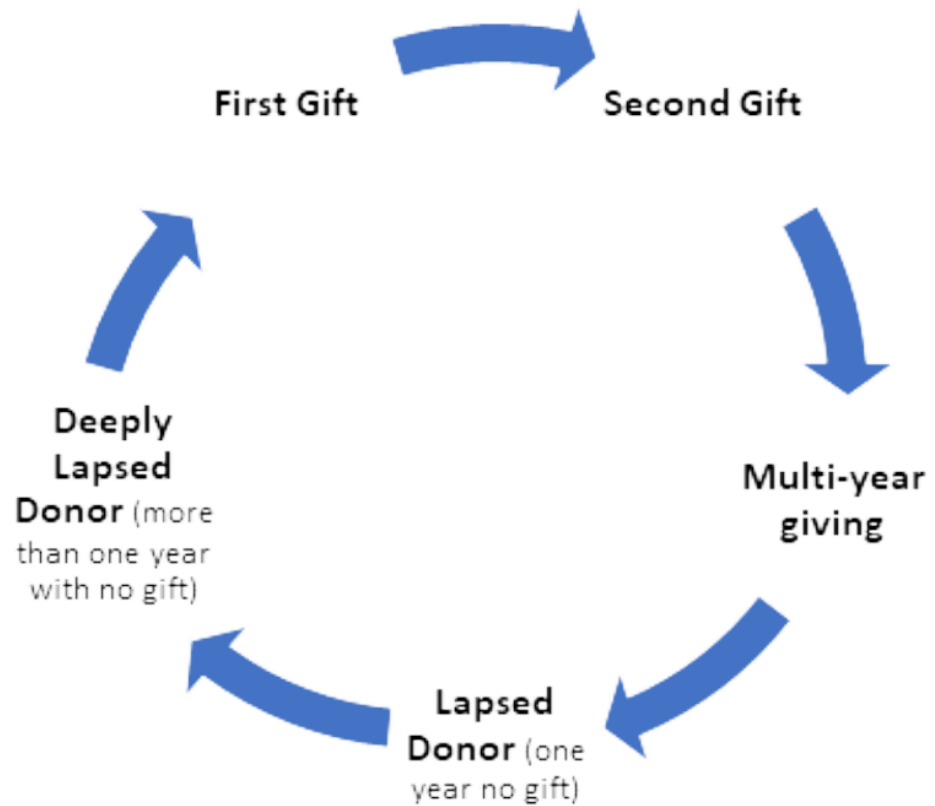
***SET GOALS THAT
ARE SO BIG, SO
HAIRY, THEY
MAKE YOU GULP.***

– JIM COLLINS

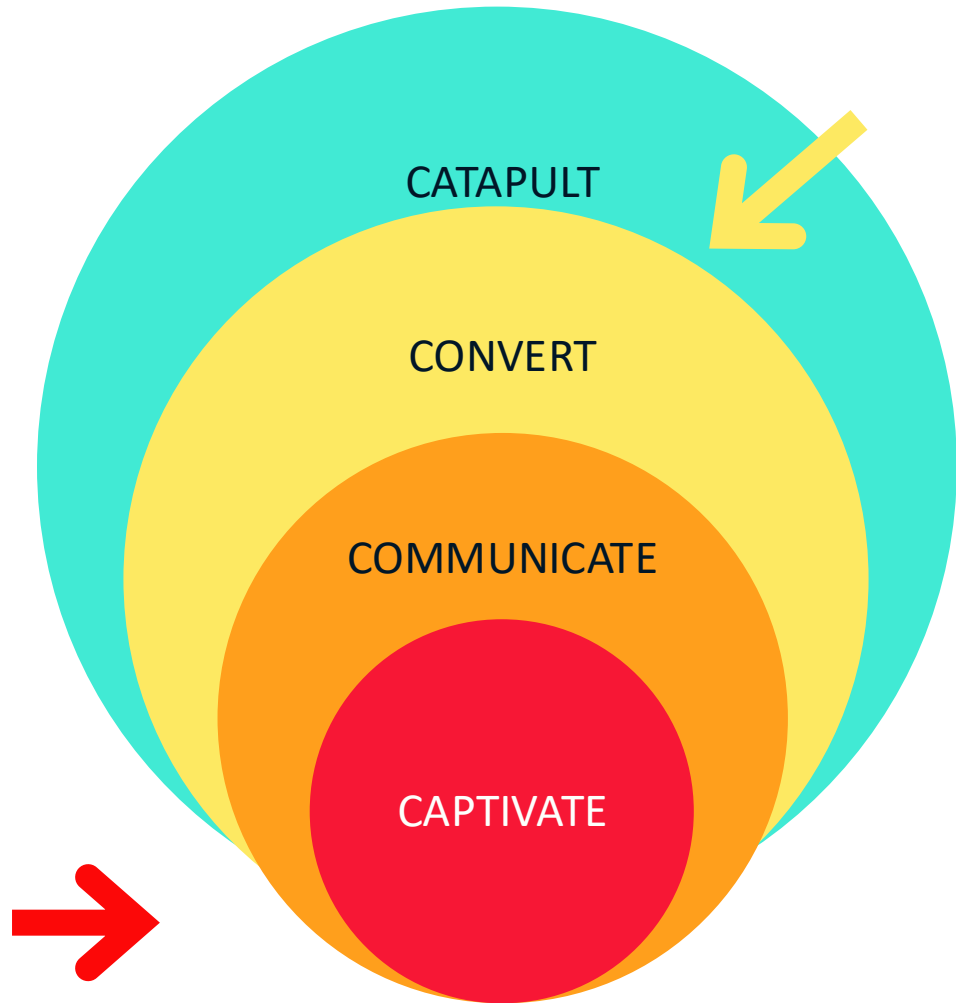


Know your supporters.

All Revolves Around the DONATION



4 Cs in Transformation



LEVEL 4 : CATAPULT

LEVEL 3 : CONVERT

LEVEL 2 : COMMUNICATE

LEVEL 1 : CAPTIVATE

The 4 Cs in Transformation

LEVEL 1 — CAPTIVATE: Share the Spark

Capture initial attention through events, media, digital, and experiences.

LEVEL 2 — COMMUNICATE: Share the Story

Keep attention and go deeper through email, social, and authentic engagement.

LEVEL 3 — CONVERT: Share the Opportunity

Turn attention into action — give people meaningful ways to get involved at every level.

LEVEL 4 — CATAPULT: Share the Baton

Your champions take the lead — hosting, fundraising, and spearheading on your behalf.

CAPTIVATE: Share the Spark

Goal: Get on their radar

Events — host experiences that bring your community together

Free concerts, family fun days, community challenges, galas

Media & PR — let the community tell your story

Local news features, influencer partnerships, social media spotlights

Digital Advertising — meet people where they are

Targeted social ads, retargeting, Google Grants for nonprofits

Key question: What's the SPARK that makes someone stop scrolling?

COMMUNICATE: How will you KEEP attention and go deeper?

- Nurture your audience
- Email, Social, Digital
- Other forms of engagement like volunteer days



CONVERT: Share the Opportunity

Goal: Turn attention into meaningful action

Give people ways to say YES at every engagement level:

- **SHARE:** Repost, tag a friend, spread the word (lowest barrier)
- **ATTEND:** Show up to events, volunteer, join a program
- **GIVE:** Make a financial gift — any amount, first step matters
- **LEAD:** Join the board, lead a peer campaign, host an event

Every level of conversion deepens the relationship.

Not everyone will give money — *but everyone can do SOMETHING.*

Create multiple on-ramps. Lower the barrier. Make it easy to say yes.

CATAPULT: Share the Baton

Goal: Your champions do the fundraising FOR you

This is the Volo Kids moment.

When your community becomes the campaign — *that's Catapult.*

- Peer-to-peer fundraising — supporters raise from their own networks
- Ambassador programs — passionate advocates who speak for your mission
- Board member fundraising — each member brings their own community
- Event leadership — supporters host their own events on your behalf

CATAPULT: Share the Baton

What makes Catapult work:

- Champions feel OWNERSHIP — not obligation
- They have a compelling story to share
- They have simple tools (fundraising pages, shareable content)
- They feel seen, celebrated, and supported

The Bonus C: CRM

Your database is your community's memory.

Track everything:

Date of first gift, last gift, cumulative giving

How they found you, what events they attended

Communication preferences, volunteer history

Use quarterly data filters:

Who gave last year but not this year? (Lapsed — needs re-engagement)

Who's given 3+ years in a row? (Loyal — ready for an upgrade ask)

Who attended events but never gave? (Warm prospect — ready to convert)

Goal: Every donor should feel like your ONLY donor.

Personalization at scale is the competitive advantage of well-run nonprofits.

Being Known vs. Being *Understood*

FACTUAL INFORMATION

- Demographics
- Profession
- Relationship Status
- Educational Background
- Hobbies & Leisure Preferences

EMOTIONAL CONNECTION

- Shared Values
- Perception of Emotional State
- Listen Without Judgement
- Validation of Feelings
- Safe Space for Expression



Stephen Polk, Business Leader & Philanthropist (Detroit Zoo Penguin Exhibit)
Source: dBusiness, Detroit's Premier Business Journal | 2015

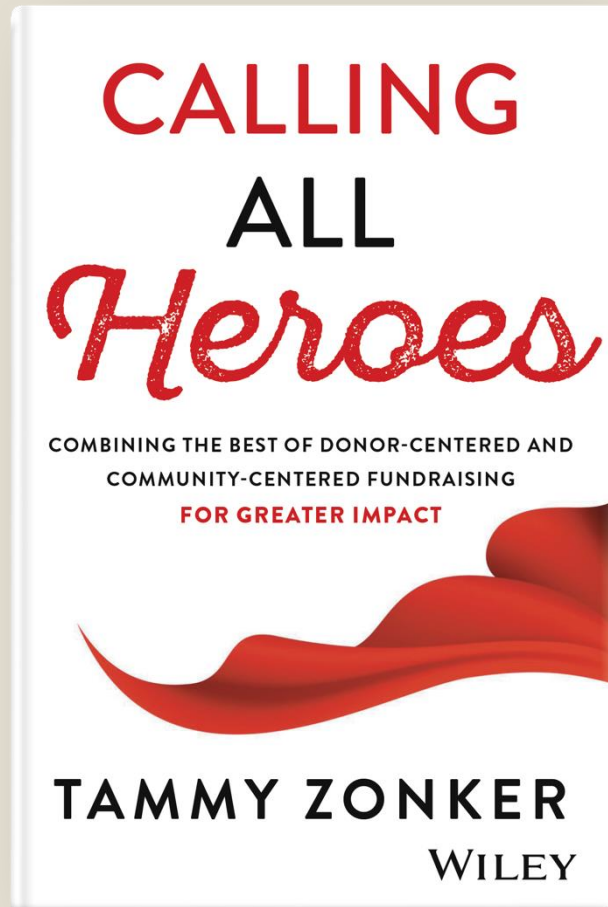


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***START YOUR JOURNEY
BEFORE YOU SEE
THE END.***

– SETH GODIN

It's about community.



We can celebrate both
the generosity of donors
and the wisdom of our
communities.

Stay Connected!

Floyd Jones

Community & Fundraising Strategist

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