

FUNDRAISING 101

2022 BRIDGING THE GAP CONFERENCE •
ARCHDIOCESE OF MIAMI

KATIE BLANCO BOURDEAU



Session Overview

What is Fundraising?

The Cycle of Fundraising

3 Principles of Fundraising



What is Fundraising?

fundraising- (noun) the raising of assets and resources from various sources for the support of an organization or a specific project.

*The Association of Fundraising Professionals
Fundraising Dictionary Online*

Fundraising is all about asking...

The right person

The right way

For the right amount

At the right time

For the right project/ organization

Fundraising Terminology

- Pledge
- Planned Gifts
- Bequest
- Endowment
- Campaign
- Proposal
- Prospect
- Restricted Gift
- Gift Agreement
- Stewardship



Ways to Give

Cash

Pledge

Gifts in Kind

Gifts of securities

Grants

Sponsorships

Matching Gifts

Donor Advised Funds

Bequests

Endowments

Life Insurance

Trusts

Fundraising Methods

Annual Funds

Capital Campaigns

Planned Giving

Major Gifts

Foundation & Corporate Relations

Events

Online Giving/ Text to Give

Direct Mail

+

•

o

Fundraising Resources



Database



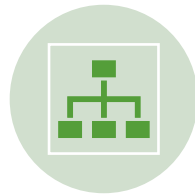
Donor recognition process



Experienced development professionals



Knowledge of available funding sources

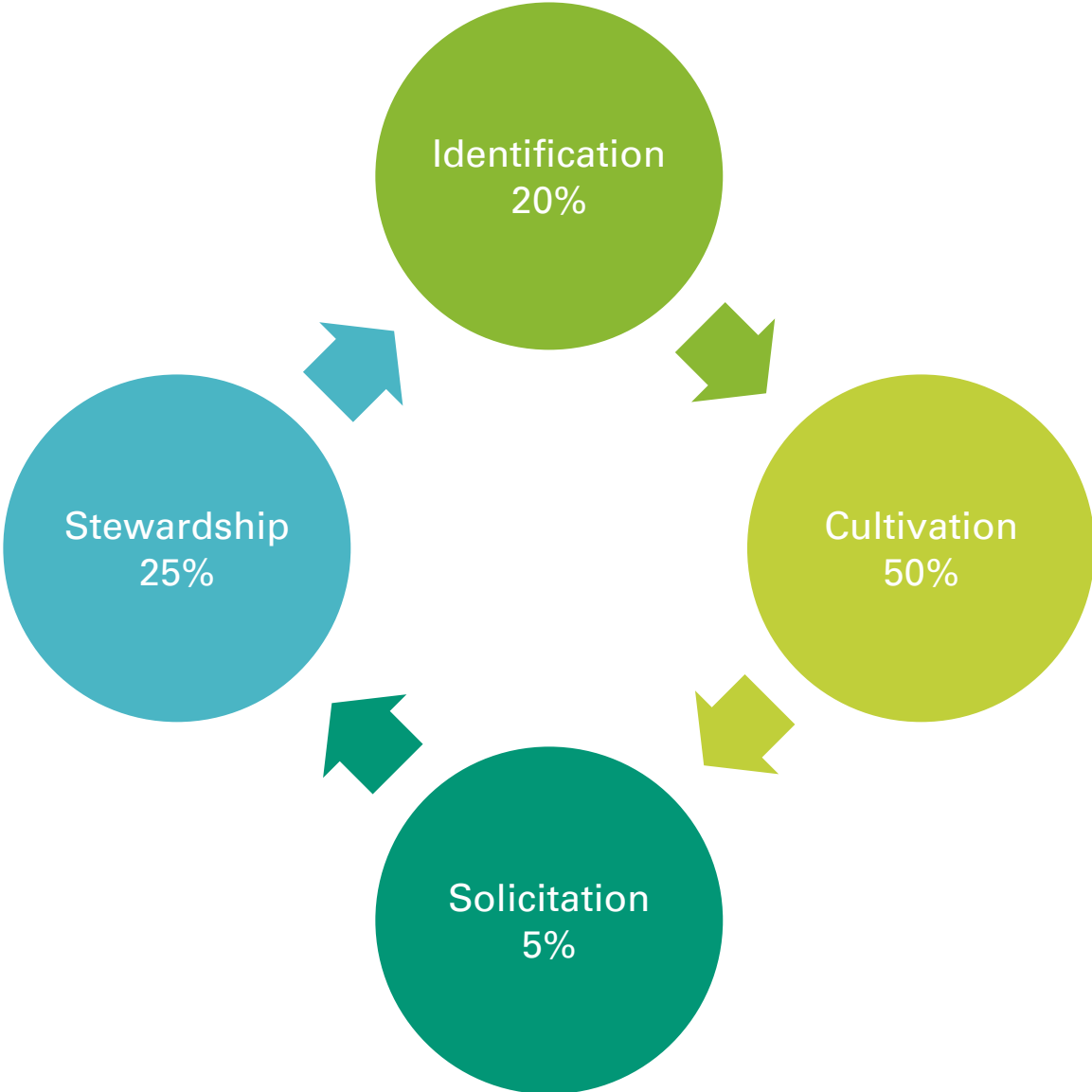


Understanding of the organization and its needs



Gift acceptance policy

The Cycle of Fundraising



Identification



Donor prospecting

Conduct research

Wealth screening

Form a relationship

Develop a strategy for cultivation

Cultivation



Build relationship



Learn about prospect



Engagement



Sense of ownership



Gather information



Solicitation

- Make the connection
 - Make the case
 - Art of the Ask
 - Be quiet
-

Stewardship



Thank

Gratitude & Recognition

Deliver

Deliver on Promises

Protect

Protect Relationship



WHY DO PEOPLE GIVE?

FUNDRAISING IS ALL ABOUT RELATIONSHIPS!

PEOPLE GIVE TO PEOPLE

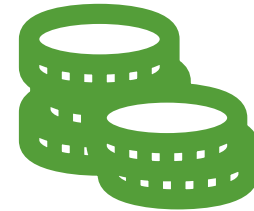
3 Principles of Fundraising



Fundraising takes
time



Fundraising takes
patience



Fundraising requires
strategy



Questions?

Katie Blanco Bourdeau, J.D., CFRE
President, ADOM Development
Corporation

Cabinet Secretary of Stewardship &
Development

Chief Development Officer

Executive Director, Catholic Community
Foundation

kblanco@theadom.org

(305) 762-1053

