

# Oh No You Didn't!

## Real Mistakes Nonprofits Make in Fundraising

Mike Bacon, CFRE



bacon lee & associates  
BRINGING CHARITABLE VISIONS TO LIFE

# We All Make Mistakes!



But what do we learn?



bacon lee & associates  
BRINGING CHARITABLE VISIONS TO LIFE

# Inappropriate Contact

- Tom Smith Wants To Be Your Friend on Facebook



# Inappropriate Contact



- “I Know the Gotrocks very well. I went to school with their best friends’ daughter’s roommate.”



# Inappropriate Contact



- “You mean three of our board members have already called?”



# Overpromising & Under Delivering

- “Oh, did we promise you complimentary tickets?”



# Overpromising & Under Delivering

- “We must have misplaced your corporate banner.”



# Overpromising & Under Delivering

- “The event you sponsored is next week. Any guests you want to invite?”



# Bait & Switch



- “We just want to stop by for a visit...”



# Bait & Switch

- “We will only need 10 minutes of your time.”



# Bait & Switch

- “Oh, we won’t be asking for a gift today.”



# Bait & Switch

- “Come by our board meeting and see what we are all about...”



# Too Much, Too Soon



- “We really appreciate the two annual gifts you have made! Are we in your will?”



# Too Much, Too Soon



- “We know you have never donated to us before. Would you be a major donor?”



# Too Much, Too Soon

- “The campaign goal is \$1,000,000.  
Would you consider a gift of \$700,000?”



bacon lee & associates  
BRINGING CHARITABLE VISIONS TO LIFE

# Asking Again Too Soon



- “Thank You For Your Gift, May We Have Another?”



# Too Much But Not Enough?

- “I know you can afford to give more than that...”



# Thanking Too Little & Too Late



- “Your Organization must get \$10,000 gifts a lot because all I got back was this lousy receipt.”



# Issues Around Knowing Your Donors



- “Did We misspell your name again?”



# Issues Around Knowing Your Donors

- “Oh, You are no longer married to him?”



# Issues Around Knowing Your Donors



“He passed away six years ago?”



# Issues Around Knowing Your Donors

- “We just assumed you wanted your name published in our donor roll and posted on the world-wide web.”



# Top 10 Questions You Should Ask

1. Does the nonprofit carry Directors & Officers Liability Insurance?
2. Can you have a copy of the most recent financials for your review?
3. Is the charity launching a major gift or capital campaign in the next six months?



# Top 10 Questions You Should Ask

4. Will the nonprofit have any significant change in key staff positions?
5. What charitable gifts will you be expected to make?
6. What role will you play in asking for money?



# Top 10 Questions You Should Ask

7. Is there any pending legal action that may affect the organization or the Board?



# Top 10 Questions You Should Ask

8. What has board attendance been at meetings over the past six months?
9. Are there functioning Board Committees? Do they meet outside of Board meetings?
10. How long is your term on the Board?

