



Creating Impact Through Donor-Centered Fundraising

Presented by:

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Changes and trends in donor behaviour and the fundraising climate

THEN

NOW

Organizational needs

Sense of urgency around ‘investment’

Highest priority needs/
general fund

Investment in your cause (outcomes)

Limited research before
first gift

Research before giving



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One channel fundraising approach

Organization holding donors within static program

Transactional giving

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Donors responding through multiple channels

Respecting donor life cycle and two-way communication

Experiential giving



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Thanking

Thanks and communicating impact

Asking

Educating, engaging

Engagement/involvement

Demographics/engagement/
involvement



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Reliance on last gift as predictor of next gift

Print channel

Urgency = large gift

NOW

Recognizing donors' giving patterns are unique and change over time

Social media, online giving, crowd funding, multi-channel

Compelling, personal and relevant = large gift



Advice visits



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Volunteers = workers

Donation

Cheques, cash, credit cards

Limited exposure

Volunteers = engaged donors

Mirroring my values

Mobile

Maximum exposure – peer-to-peer



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Younger donors being largely ignored

Philanthropy as ‘nice to have’

Corporate gifts via discussion with CEO

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Investment in the future

Philanthropy as ‘core to mission’

Corporate engagement



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Data management

What data tells us about our engagement with our donors

Cards close to chest

Transparent

Transaction

Donor journey



Communicating Impact



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What does donor-centered look like to your donors?



That depends...

Major Gifts

Direct
Mail

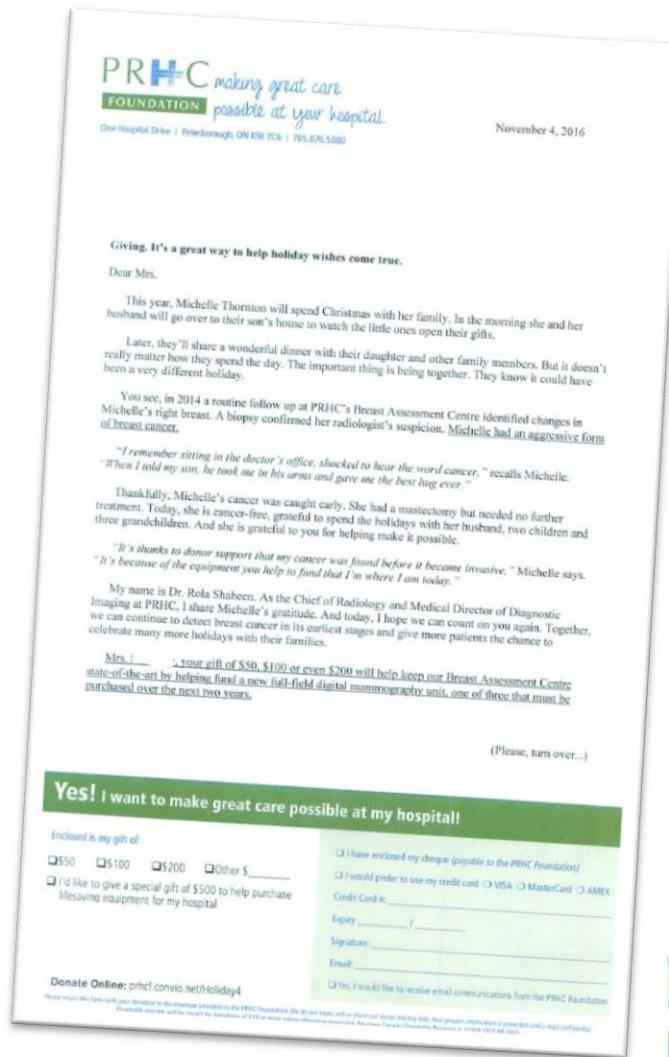


Inter-
mediate
Giving

Legacy Giving

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Direct Mail Donors



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Major Donors – top 20% who give you 80-90%

“I’m loyal to this charity.”

“This is my favourite charity.”

“I’m a committed donor.”

Think about what's actually going on when a donor says “YES!” to a major gift solicitation



Legacy Donors



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FOUNDATION possible at your hospital.

Your Board



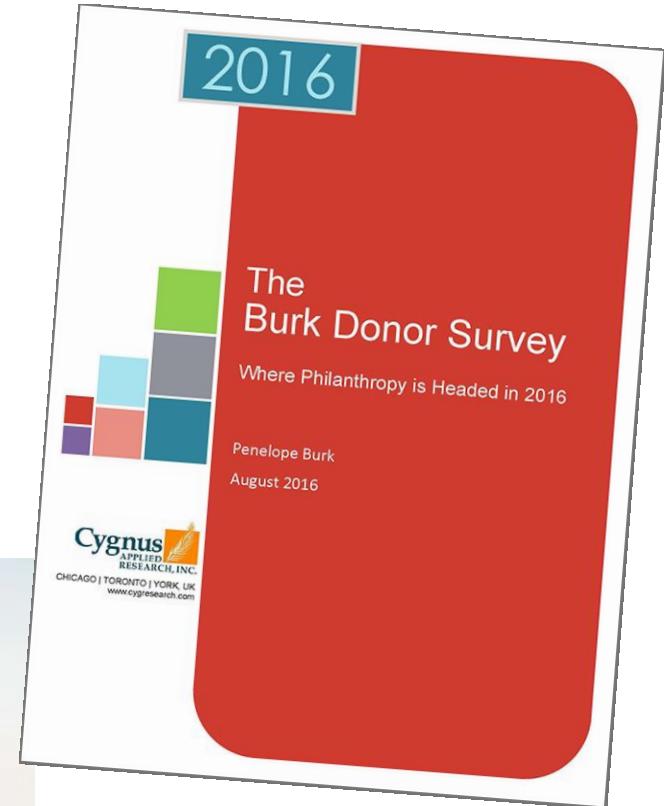
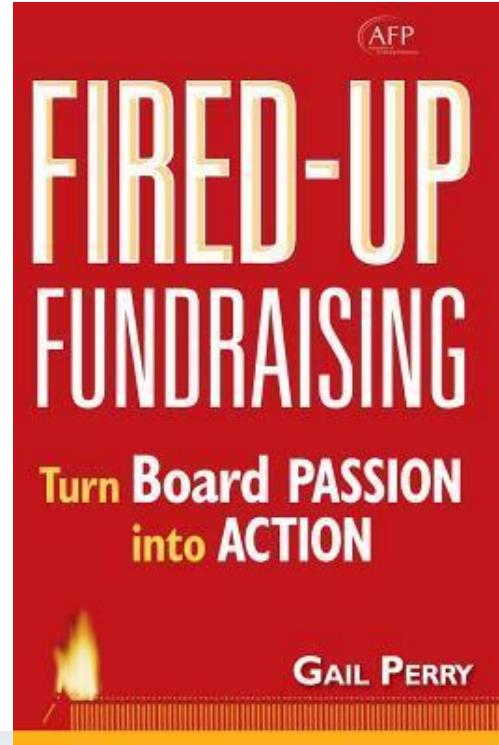
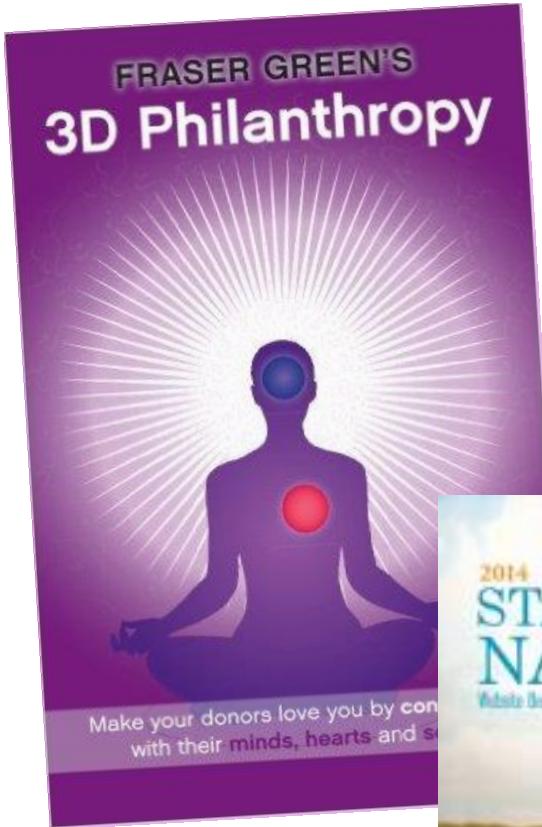
PRHC making great care
FOUNDATION possible at your hospital.

Breakout session

What was your last ask and how could you now communicate impact?

High touch, low touch and medium touch efforts – what audience?

Resources



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Questions?

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Thank you!