



U.S. OLYMPIC & PARALYMPIC FOUNDATION
Philanthropy, Fundraising and NGBs

Philanthropy, Fundraising and Asking

Philanthropy

- Voluntary action for the common good – Robert L. Payton
- Private initiatives for the public good – John Gardner
- The aim of philanthropy...is improvement in the quality of human life – Robert Bremner

Fundraising

- The servant of philanthropy – Hank Russo
- Fundraising helps engage people in philanthropy – Simone Joyaux

Making the Ask

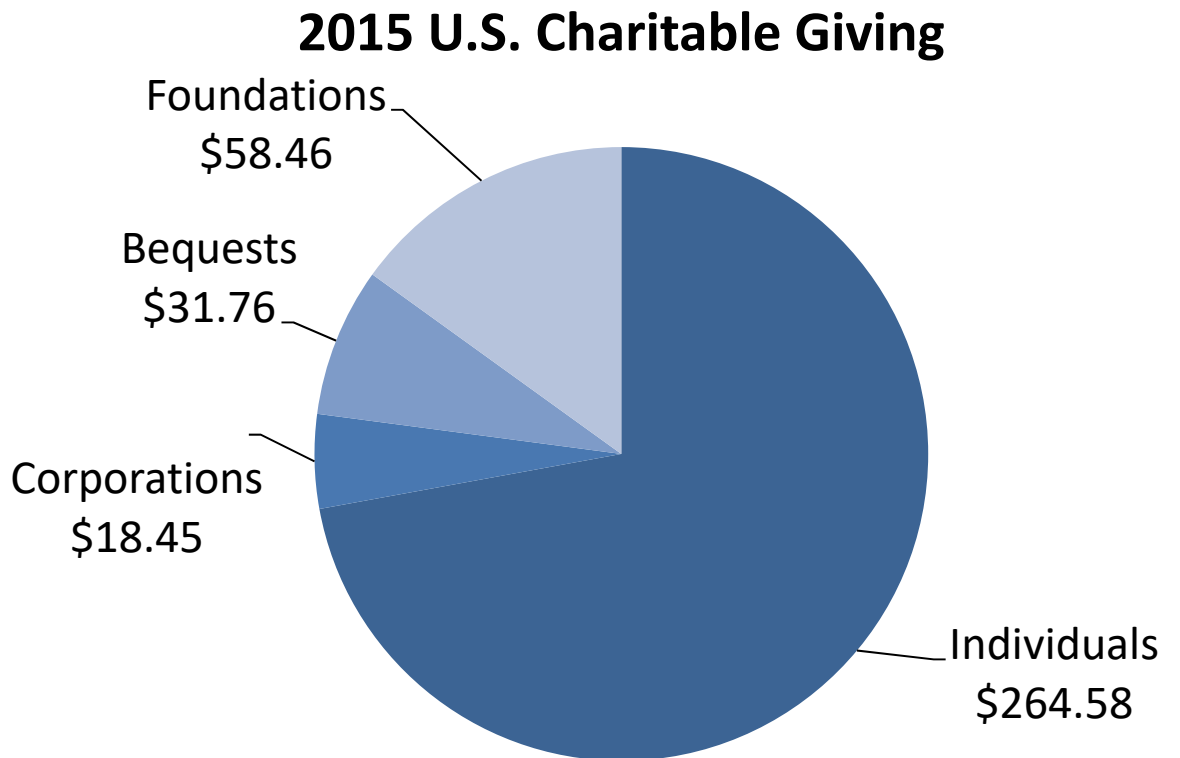
- When you ask for money you are not taking something away. You are giving someone the opportunity to feel good and to make a transformational difference. – Laura Fredricks

2015 US Charitable Donation Breakdown

Total Contributions: \$373.25 billion

- 2015 charitable giving is up by 4.1%.
- This was led by an additional \$9.7 billion given by individuals in 2015.

--Giving USA Foundation



USOC NGB Fundraising Services

- Position established in 2011, reports to VP for Strategic Partnerships and Chief of Paralympics and NGB Organizational Development
- Works to serve NGBs interested in starting or expanding fundraising operations
- Projects/offerings include
 - NGB challenge grant
 - NGB fundraising education sessions: webinars, Summit, etc.
 - NGB networking opportunities
 - NGB fundraising survey
 - Best practice and subject matter experts working individually with NGBs

NGB Fundraising Survey – Key Findings

Survey conducted in Q4, 2016. 33 out of 47 NGBs participated in the survey

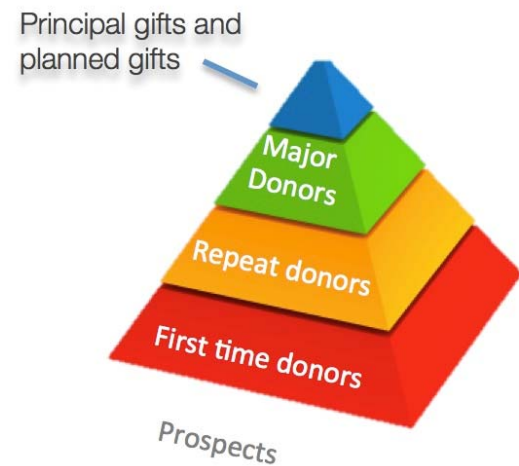
- **NGB funds raised are up:** 22 of responding NGBs projected they would end 2016 with more funds raised than they did in 2015.
- **NGB Board and Foundation Board giving needs improvement:** Only five NGBs reported 100% giving from their NGB board and only four NGBs reported 100% giving from their NGB foundation board.
- **More professional fundraising staff is needed:** For the second year in a row, the majority of survey respondents have one or less individuals on their staff dedicated to fundraising. Only 11 of the 33 responding NGBs reported having more than one staff person dedicated to fundraising.
- **Planned Giving = Opportunity:** Only four NGBs reported that they have been successful in soliciting planned gifts. Planned giving can be a great opportunity to speak with donors about leaving a legacy and engaging them with your NGB.



NGB Fundraising Challenges

Some of the biggest challenges have been:

- Not educating constituency and prospects that the NGB is a charitable organization and does not receive government funding
- Asking/expecting too much too soon, it is all about relationships
- No clear case for support
- Lack of appropriate pipeline of donors and/or donor pyramid
- Poor stewardship: not thanking existing donors in a timely manner (48 hours!) for their gifts and not updating donors specifically on how their gift was used



Success in NGB Fundraising

This is what is needed to run a successful fundraising program:

- Someone to drive the bus
- Realistic and attainable goals
- Supportive board members who contribute and understand the process
- Viable list of qualified prospects (or the time and resources to build one)
- Dedicated and engaged staff/volunteers

Success Stories:

- USA Rugby Trust (Raising more and more funds each year)
- USA Judo – board driven fundraising campaign has led to almost 100% giving with the goal to get to 100% by the summer

Board Engagement Essentials For Success

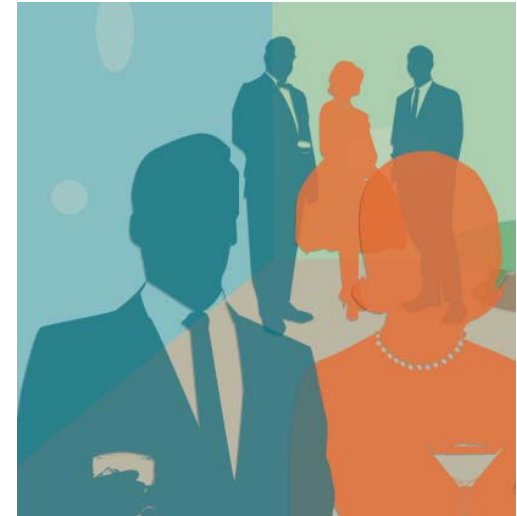
- Thank donors for their support
- Introduce prospects / advocate for the organization
- Go on visits with staff and ask great questions to get to know prospective donors
- Share your story with others – why are you involved with USA Table Tennis?
- Attend organization and fundraising events and be prepared to talk about funding priorities
- Host private receptions or special activities
- Send solicitation letters and emails
- Contribute financially

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So now what?

- Continue to partner and collaborate
- Be ready to continue to work
- Set reasonable expectations
- Remember why you are here!



Questions/Comments?

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