



Cultivating Generosity

Putting the FUN into Fundraising
Practical Tools & Tips to Fuel your Mission &
Find your Fundraising Style

Presented by Jakelle Hoffmann



**What comes to
mind when you
hear the word
FUNDRAISING?**




Who am I & Why am I here?

I am a:

- Child of God
- Wife, Mother, Daughter + Friend
- Eternal Optimist + Chronic Procrastinator
- Huge Bison Fan
- I have a deep passion for Connecting People with Purpose and Possibilities
- The most important job I have is raising the two humans who call me mom
- My Philanthropy Story



The Secret to Success in Fundraising



**“Fundraising
is not about
money, it’s
about
meaning.”**

CHANGE LIVES

**WHERE MISSION
& MONEY MEET**

SUSTAIN SUCCESS

MISSION



Purpose & Goals



Programs & Impact



Community Needs

MONEY



Donations & Grants



Fundraising & Revenue



Resources & Sustainability

**MISSION
+ MONEY**

**Fueling Impact
& Growth**



The Main Thing.....

- **Why does what we do matter?**
- **Why are we best positioned to do this work?**
- **What would happen if we didn't do what we are doing?**

Mission Engagement

is EVERYONE's Job

It's All About Mindset

- Keyword is Willingness
- Invite vs. Ask
- Don't be afraid of the word NO

Head and Heart

Stories = Connection

Data = Context + Accountability

Arm yourself with:

- Stories + Stats
- Tools that travel

7 P's

- 1) Purpose + Priorities
- 2) Prepare + Plan + Practice
- 3) Personalization
- 4) Patience + Pace
- 5) Persistence
- 6) Passion
- 7) Permission

Listen to Learn, Not to Respond

Open Ended Question

Always look for your “reason to return”

Think BIG.



Consistency is Key

- Prospecting
- Discovery
- Ask
- Stewardship
- Gratitude

Details & Language Matter.



Relationships. Relationships. Relationships




Two Visit Rule

Visit 1: listen, learn, and share mission.

Visit 2: offer a specific giving opportunity—lower pressure, higher like likelihood of a “yes.”

**Be Abundantly
Grateful.**






**Sometimes you
have to spend
money to make
money.**

Collaboration over Competition.





**We often get
so busy doing
our job, that
we forget to
do our job.**

Turn Insights into Action

Five Simple Actions to Make an Impact

- 1) Snap a Picture
- 2) Write a Note
- 3) Make a Call
- 4) Share a Story
- 5) Schedule a Touchpoint

What does the Data Tell Us?

Good news!

Total charitable giving is up 3.3%



2024 Charitable Giving by Source

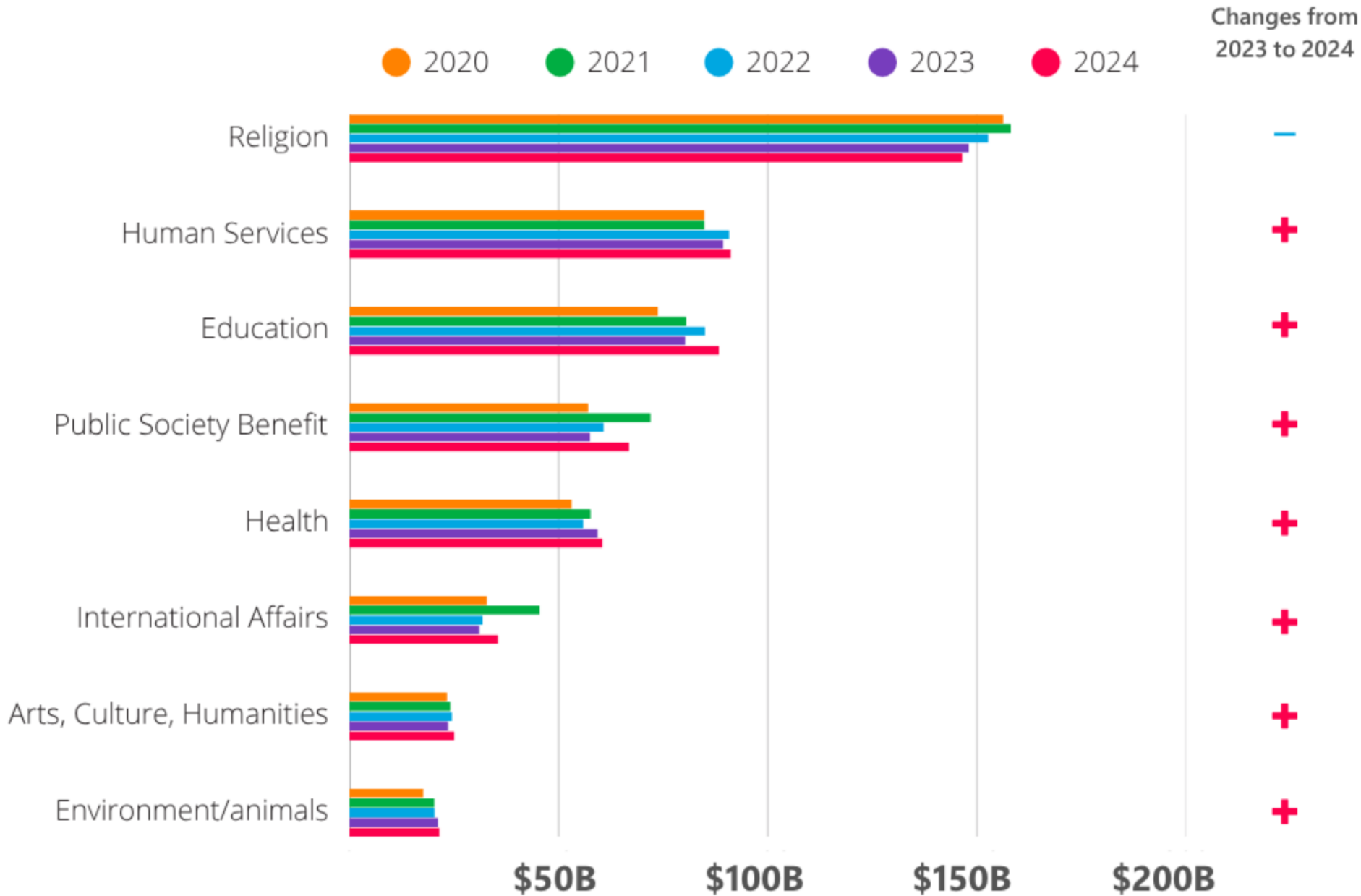
Source	Up/down	Amount	Adjusted for Inflation
Total	↑ 6.3%	\$592.50 billion	↑ 3.3%
Individuals	↑ 8.2%	\$392.45 billion	↑ 5.1%
Foundations	↑ 2.4%	\$109.81 billion	= -0.5%*
Bequests	↓ 1.6%	\$45.84 billion	↓ 4.4%
Corporations	↑ 9.1%	\$44.40 billion	↑ 6.0%

*Change of less than + or - 1% is considered flat

Other Stats

- Donor Participation dropped 4.5%
- Giving as a Share of Income held steady at 1.8%

Sector Total Giving the Last 5 Years



www.bwf.com/giving-usa-2025-report-insights

Tips for 2026 Based on the Data

- Embrace the Everyday Donor
- Prepare for the Great Wealth Transfer
- Tap the Growing Potential of DAF's and Foundations





Thank you

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SOURCES:



www.businessinitiative.org/statistics/non-profit/philanthropic-landscape-2025

www.bwf.com/giving-usa-2025-report-insights