

Make It Last:

*Tips to sustain your
fundraising flow*

MARIA LONGLEY

MARCH 17, 2025

FOR THE CALIFORNIA-PACIFIC CONFERENCE
OF THE UMC

a little about me . . .



SMU | PERKINS SCHOOL
OF THEOLOGY



goals this evening

**TO PLANT SEEDS FOR YOU AND
YOUR MINISTRY TEAM TO:**

- 1. KNOW YOUR STORY**
- 2. TELL YOUR STORY**
- 3. DIVERSIFY FUNDING
SOURCES**
- 4. MIND YOUR MANNERS!
THANK YOUR DONORS
REGULARLY**

and:

**GAIN RESOURCES
TIME FOR Q&A
WORKSHOP IDEAS**

1. KNOW YOUR STORY

"Nonprofit storytelling helps give a **face** and a **name** to the mission your organization carries out. Storytelling makes it **personal** and **transforms the heart and mind** of your target audience by showing them why something is important, instead of just telling them."

Bloomerang

<https://bloomerang.co/blog/the-quick-and-no-nonsense-guide-to-nonprofit-storytelling>

Takeaway:

Any donor, visitor, or follower should not leave your campus, meeting, or social media page without knowing what you do, who you serve, and how they can help

Every member of your team should know this!



When you know your mission, you know your story.

Only then can you get others excited about it.

According to Bloomerang, a mission statement answers the question, "What would happen if your organization disappeared?"

example:

Aldersgate UMC has a robust Mission & Outreach Committee that supports Sunday Supper at St. Paul's Episcopal Church on the third Sunday of every month.

If Aldersgate did not support Sunday Supper in the form of volunteers and food donations, there would be a shortage of both, disrupting Sunday Supper distribution and negatively impacting those served.



So . . . it's important that our Mission & Outreach team communicate effectively and often that:

Sunday Supper feeds an average of 80 individuals and families in need a homecooked meal each week

These are predominantly unhoused and/or marginalized **neighbors** in the Tustin area

Anyone can help by **donating supplies** on the 3rd Sunday of the month after worship or by **signing up to serve** on the AUMC team

When you know your mission, you know your story.

Takeaway: Ask your team members to answer these questions at your next meeting. Are you on the same page?



what they do



who they serve



how others can help

2. TELL YOUR STORY

Stories are the “most effective form of communication available” because they immediately engage your donors or followers on an emotional level.

Bloomerang

Studies suggest **we are 22 times more likely to remember a fact when it has been wrapped in a story.**

Because **stories are memorable.**

Stories **trigger our emotions.**

The **combination of both data AND story satisfies both left and right brain thinking** and will **ignite your audience to act.**

Forbes

www.forbes.com/sites/kateharrison/2015/01/20/a-good-presentation-is-about-data-and-story



Zoe Empowers

November 28, 2024 · 3

...

This Thanksgiving, we're deeply grateful for YOU. Because without supporters like you, stories like Ruth's would not be possible.

Because of your generosity, Ruth found hope when she needed it most. After enduring unimaginable loss, neglect, and stigma, she joined Zoe Empowers and transformed her life. Today, Ruth has built a home, created a thriving baking business, and is a source of strength and kindness in her community. She shares bread with neighbors in need, advocates against early marriage, and is an example of resilience.

This Thanksgiving, we thank YOU for believing in young women like Ruth to overcome adversity, achieve their dreams, and create a brighter future. See less



so where do we start?

Know your mission, know your story

What you do / who you serve / how others can help

What is your most recent success?

What is your current challenge?

Did you recently have an event?

Who was helped? Did you take photos?

Do you have PERMISSION to use photos?

Would recipients be willing to answer questions about the impact? Ask, **What would happen if the gift/benefit was no longer available?**



extendthetableministry
San Jacinto, California

Takeaway:

If you are doing ministry, you have a story! Stewardship, Mission & Outreach, Trustees, Children & Youth, Cal-Pac task forces, ALL have stories to share.

Visit/revisit your mission then brainstorm stories at your next meeting.



07
2025

Shepherd of the Hills' Knit Wits Share 3,000th Prayer Shawl

By Rev. Jennifer Burns

For Rev. Jennifer Burns when Rev. Tracy Brown challenged the congregation to "Imagine what You can do!" the phone rang to Marita Miller's cell and said "Call her up." Having moved to a prior "Marita" herself, she thought she could learn to do that. She called a friend so much for advice, invited others [.]

DON'T FORGET

a call to action

"So what can you do? You're never too old or too young, too unskilled or unqualified. God has called you to love your neighbor. You never know where a simple act of taking the very next faithful step will lead. So...what can You do?"

Rev. Jennifer Burns, March 7, 2025
Cal-Pac website

*big
takeaway:* **TELL IT ON SOCIAL MEDIA**

Dedicate photo taking to 1-2 skilled volunteers (Youth are great)



Dedicate account access to trusted and CURRENT volunteers only



Create a shared folder/drive for photos

Schedule posts. The BEST DAYS are Tues/Wed/Thurs. The WORST DAY is Sunday!

Sprout Social: <https://sproutsocial.com/insights/best-times-to-post-on-social-media>

Follow the 60/30/10 Rule: 60% stories, engaging content / 30% industry stats, shared content / 10% ask



Dr. Alyssa Fisher

DIRECTOR OF COMMUNICATIONS, CAL-PAC

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3. DIVERSIFY FUNDING SOURCES

"The pandemic disrupted traditional fundraising models and reinforced a critical truth: nonprofits with diversified revenue streams were better positioned to adapt and sustain their missions."

Bloomerang

<https://bloomerang.co/blog/6-strategies-for-diversifying-nonprofit-revenue-in-uncertain-times/>

Takeaway:

Explore recurring gifts.

Offer event sponsorships.

Cultivate legacy gifts.

Look beyond local grants to those that are mission-aligned.

Leverage peer-to-peer fundraising.

Stay in tune with giving trends.



4. MIND YOUR MANNERS! THANK DONORS REGULARLY

“Prompt and thoughtful gift acknowledgments are central to effective fundraising. The best prospects for future support are current donors, and thanking them sincerely is a primary form of donor stewardship.”

Council of Nonprofits

<https://www.councilofnonprofits.org/running-nonprofit/fundraising-and-resource-development/gift-acknowledgments-saying-thank-you-donors>

Send as soon as possible. Within 48-72 hours is ideal.

Make it personal. “Your donation means young women like Ruth can achieve their dreams of self sufficiency.”

Get in a rhythm with **FIVE NOTE FRIDAY or **THANK THEM THURSDAY**.**





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**"You did not choose me but I
chose you. And I appointed
you to go and bear fruit, fruit
that will last."**

John 15:16

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RESOURCES + Q&A

Takeaway:



Bloomerang
bloomerang.co

Non Profit Hub
nonprofithub.org

Follow and subscribe to Cal-Pac!

Follow UM News for inspiration

Resource UMC

Who do you already admire/support?

Other conference resources: Jason Moore workshops,
Cal-Pac Foundation Educational Models

Thank you
for being
here!