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Overcoming The Six Fundraisers' Dilemmas

How to rise above and raise major funds

PHILANTHROPY & PARTNERSHIPS TRACK



Philanthropy & Partnerships
Track

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Today's Discussion Panel



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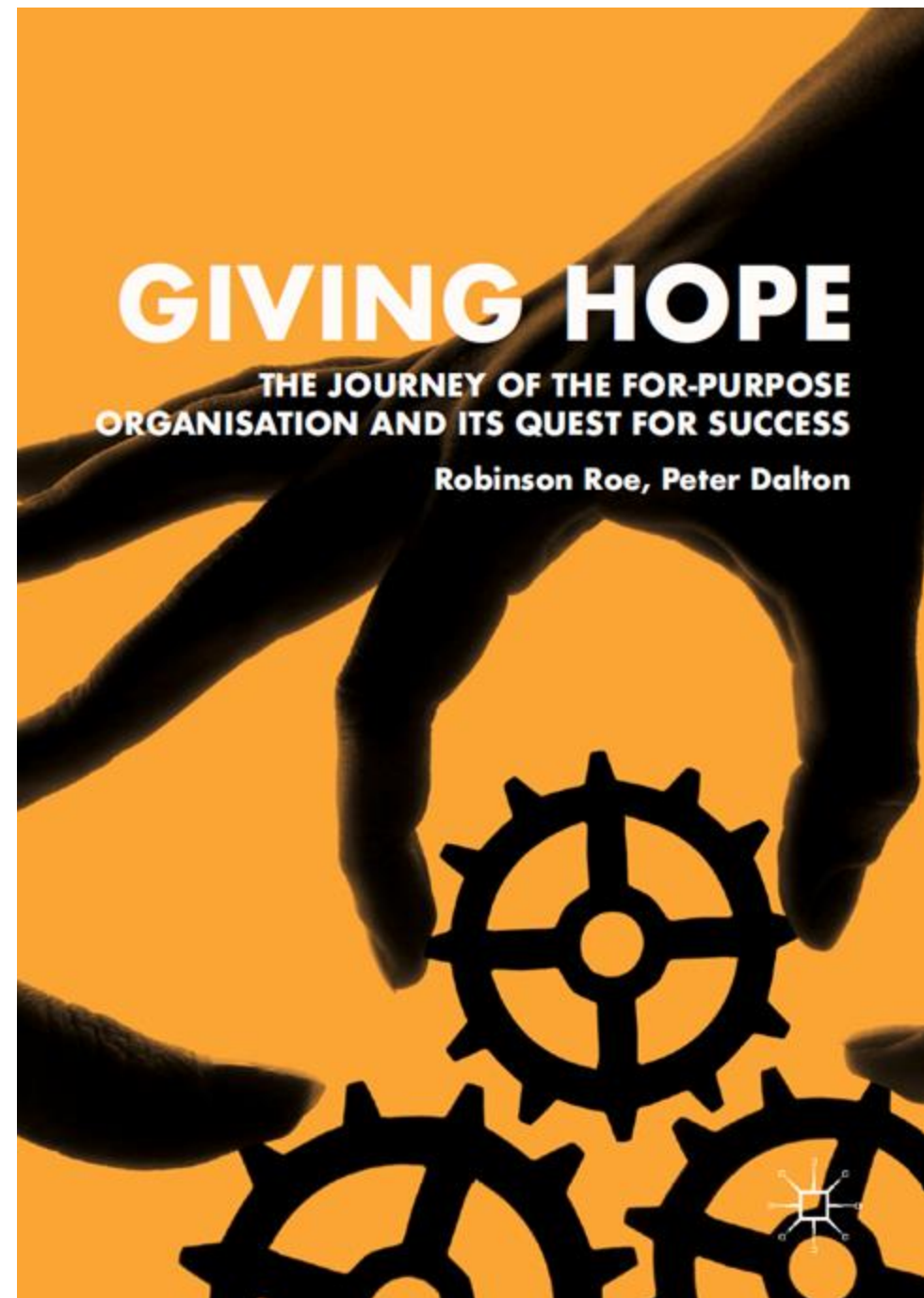
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The premise for Giving Hope





The Six Fundraisers' Dilemmas

#1

Staff Turnover
Dilemma

#2

Cost Ratio
Dilemma

#3

Tied Funding
Dilemma

#4

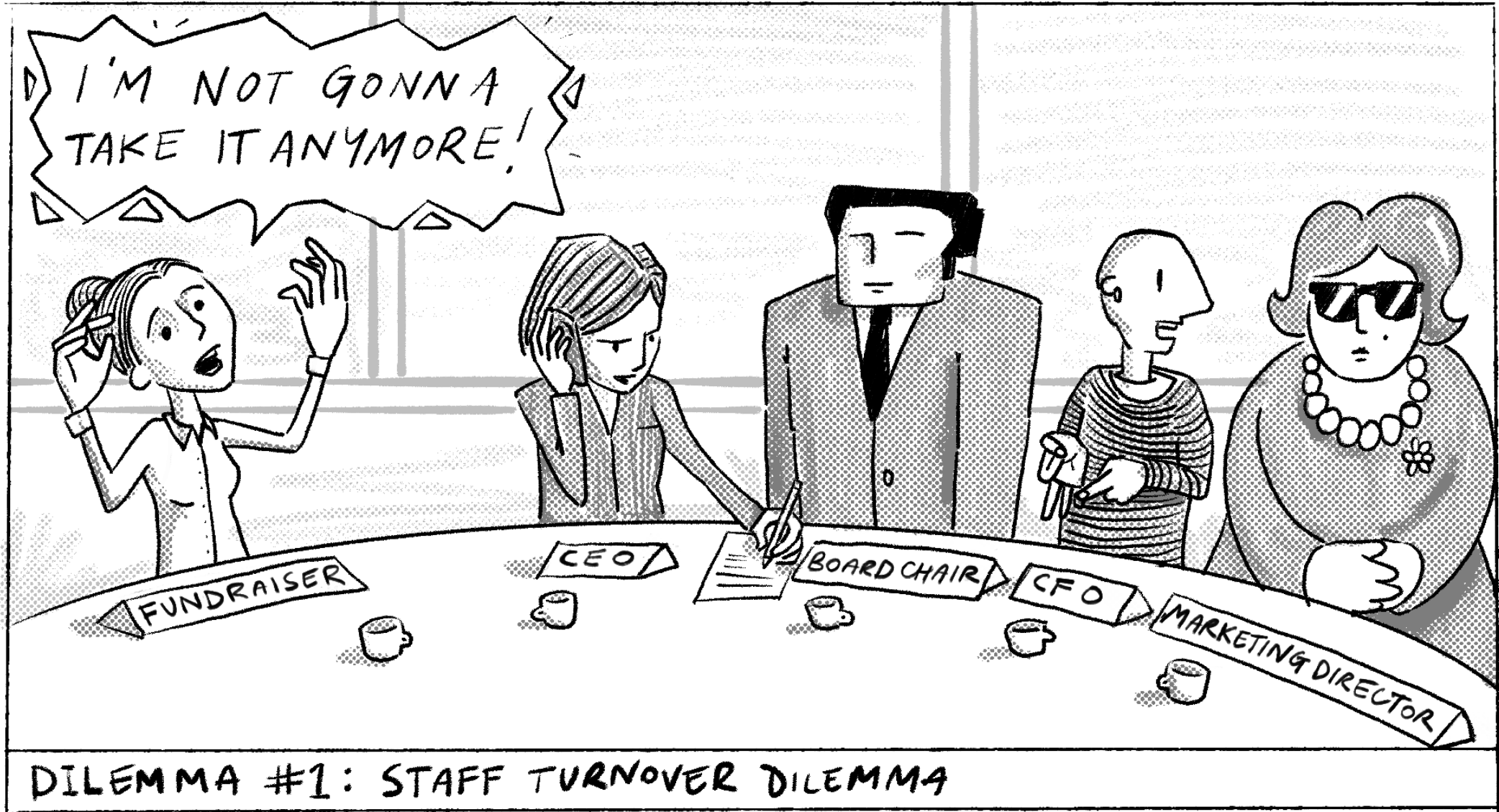
Product or Hope
or Misery Dilemma

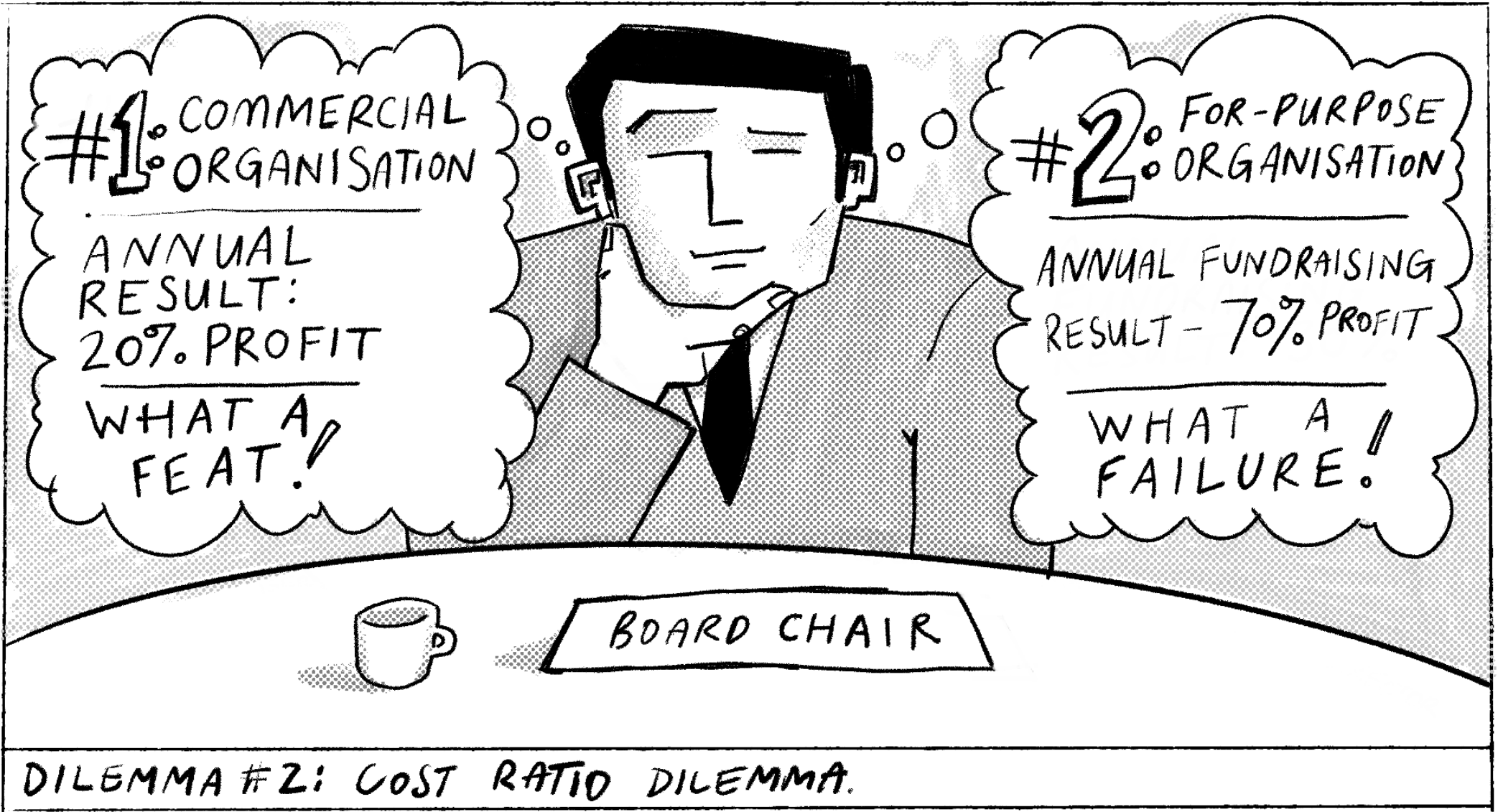
#5

Crowded Market
Dilemma

#6

Pecking Order
Dilemma





#1. COMMERCIAL ORGANISATION

ANNUAL RESULT:
20% PROFIT

WHAT A FEAT!

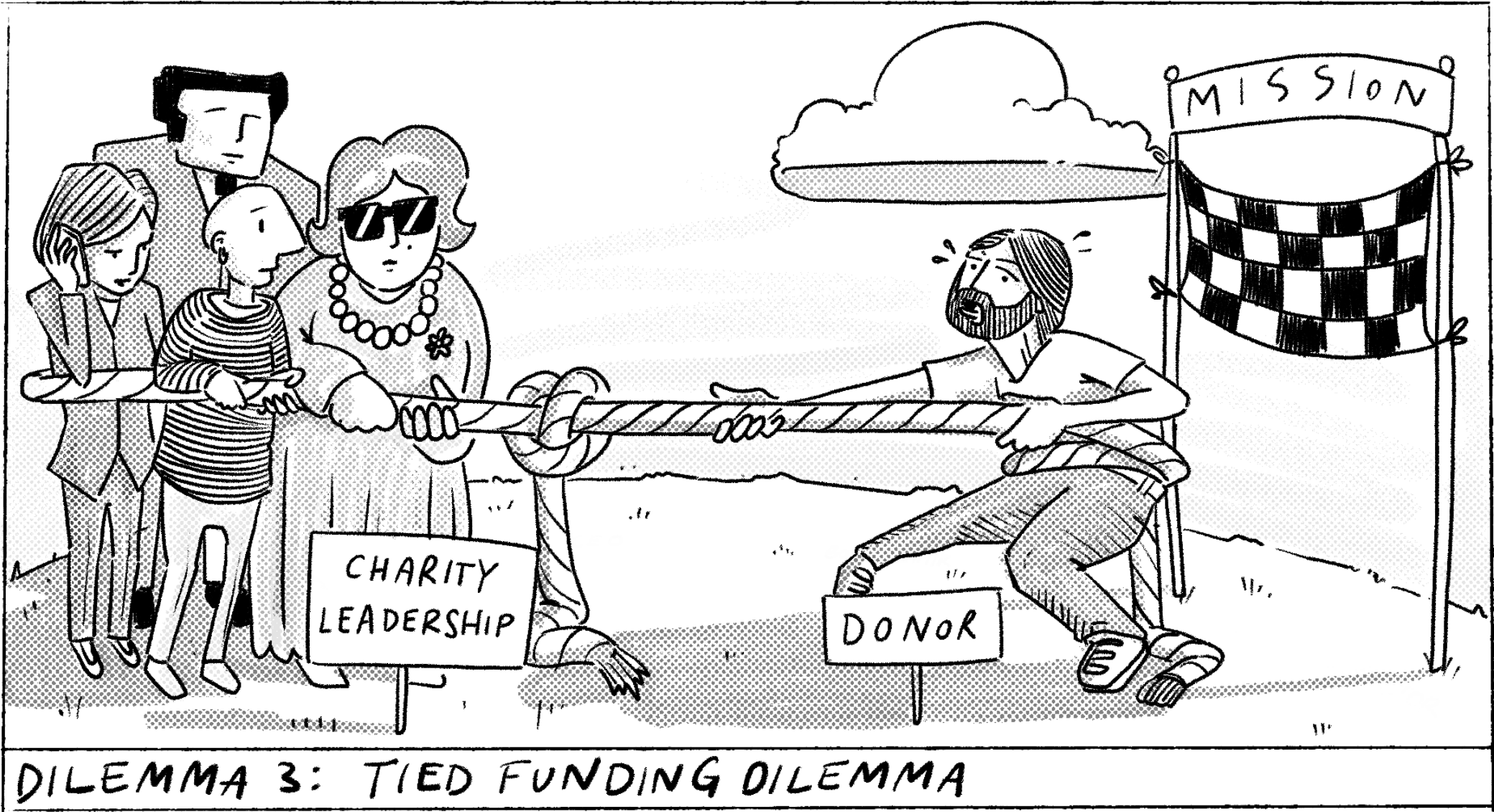
#2. FOR-PURPOSE ORGANISATION

ANNUAL FUNDRAISING RESULT - 70% PROFIT

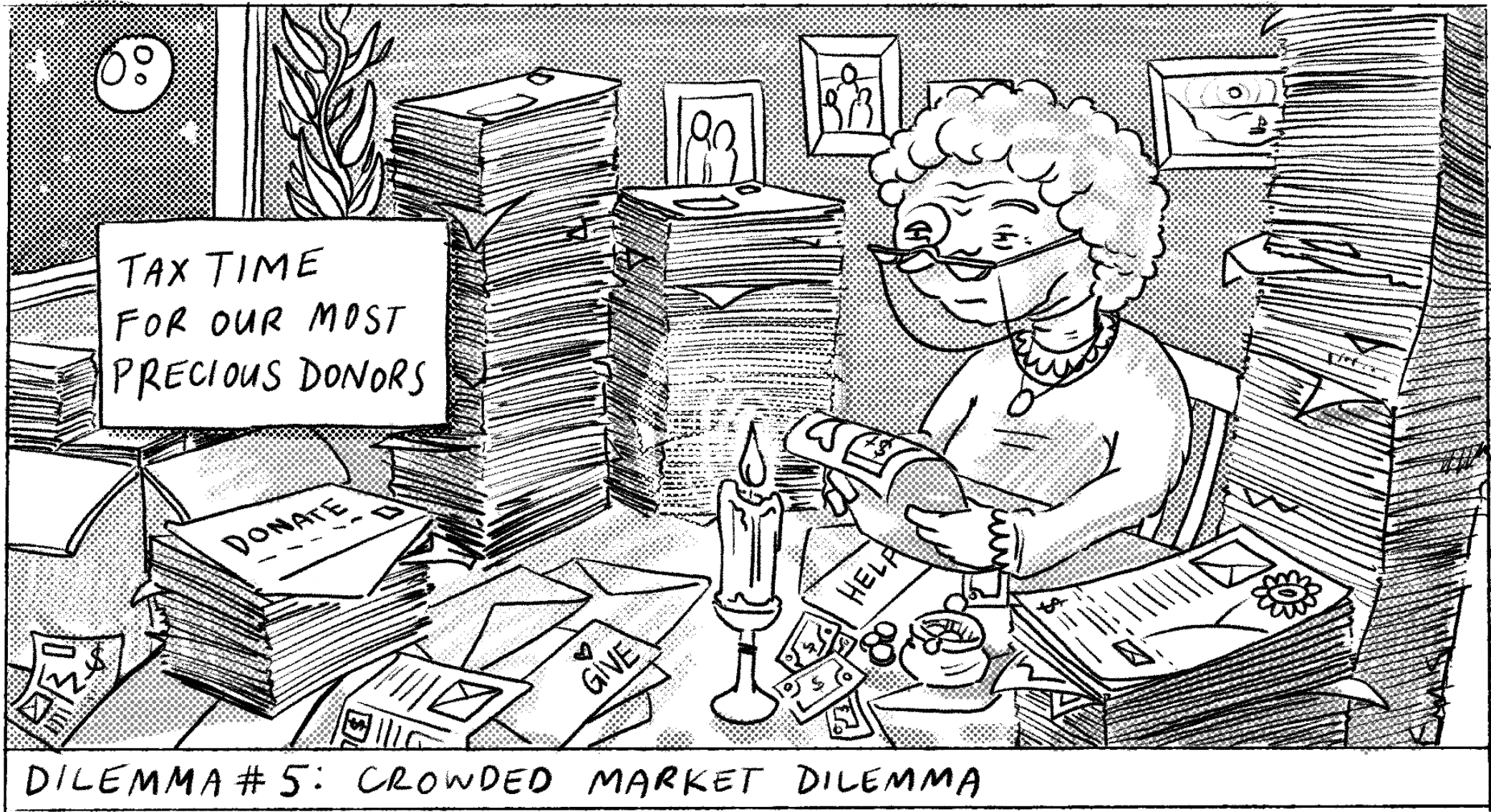
WHAT A FAILURE!

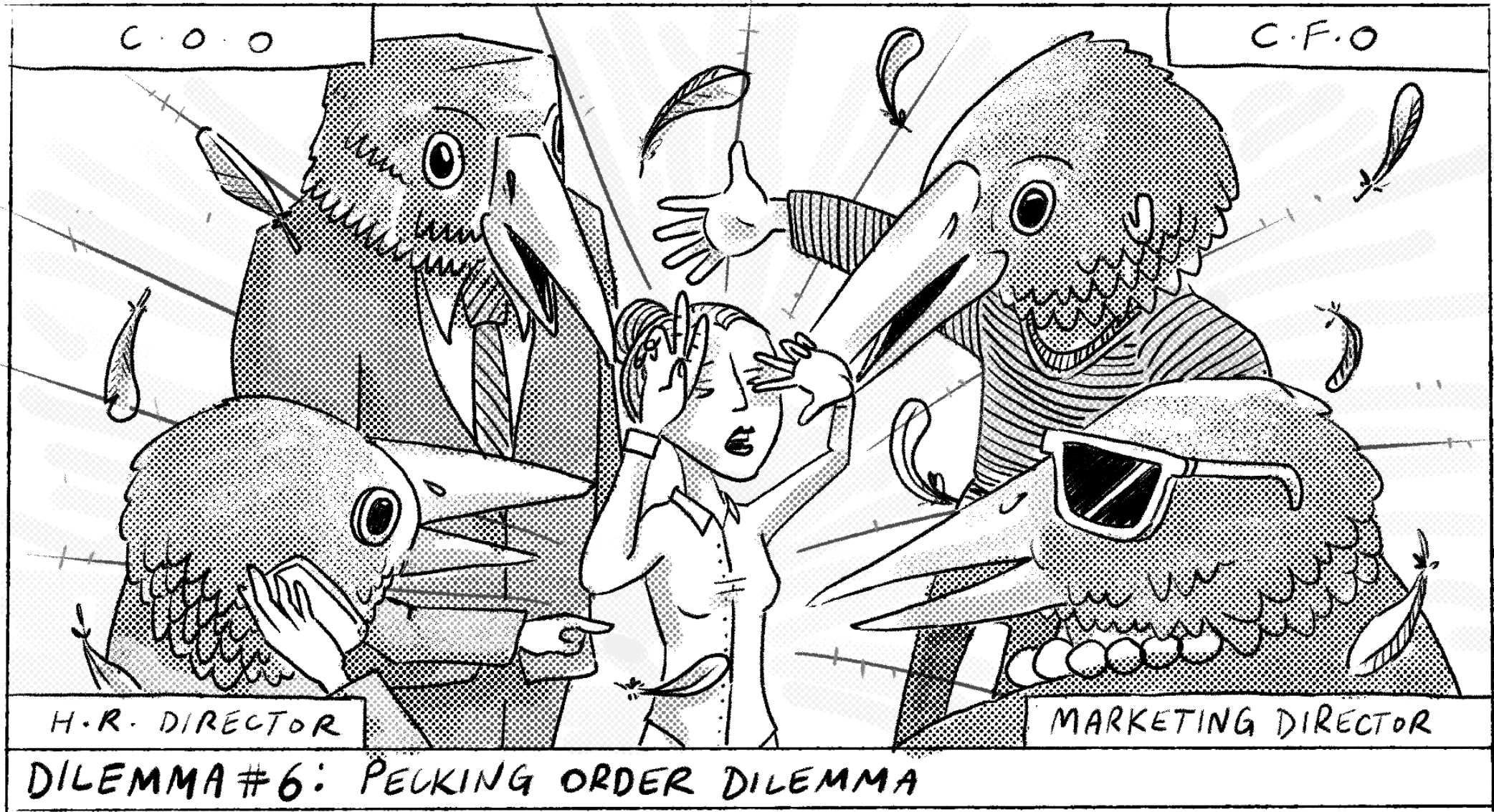
BOARD CHAIR

DILEMMA #2: COST RATIO DILEMMA.











Considerations to take home. **Are you...?**

... Protecting your biggest asset?

... *(Striving to)* create a healthy fundraising culture?

... Your Case for Support – *get it right!*

... Investing in long-term fundraising strategies?

... Managing up? – *you can make a difference*



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CAPITAL & COMPREHENSIVE CAMPAIGNS

MAJOR DONOR & BEQUEST PROGRAMS

FUNDRAISING STRATEGY DEVELOPMENT

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2024

Thank you



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