1121 Olivette Executive Parkway, Suite 100 St. Louis, MO 63132

(314) 370-1602
LBH-stl.com I (888) LBH-YOU1
LetsBuildHope@LBH-stl.com

LET'S BUILD HOPE
Transforming Nonprofits through Partnership

Active vs. Passive Fundraising (example)

INITIATIVE	ACTIVE	PASSIVE
E-blast asks with no supporting cultivation or stewardship with generic ask amounts		
Mid-level giving clubs with Board member BOGO strategy, staff asks, and house parties		
Galas or other "sit down" events where donors can be inspired, motivated, and actively asked		
Direct mail asks with no supporting cultivation or stewardship and generic ask amounts		
Giving days: set up a page and see what happens!		
Meeting with individual major donors using the life cycle of philanthropy		
Social Media: posting and hoping!		
Hosting an event and sending invites or trying to sell individual tickets through social media		
Envelopes in the annual report		
Newsletter asks		
24-hour campaigns with Board and staff support that includes posting, texting, calling, and securing matching gifts from their personal contacts		

Metrics and Indicators per Initiative:

- Gross Revenue
- Expense
- Net Revenue
- CDR (Cost per Dollar Raised)
- Donors/Attendees
- Staff Time
- Retention/Attrition