

**BRAKELEY**

FUNDRAISING & MANAGEMENT CONSULTANTS

# Donors in the Downturn

**Why the recession provides a perfect opportunity to build better relationships**

Mark Carrigan, Senior Consultant

Brakeley Ltd

14<sup>th</sup> May 2009

EAPG, London

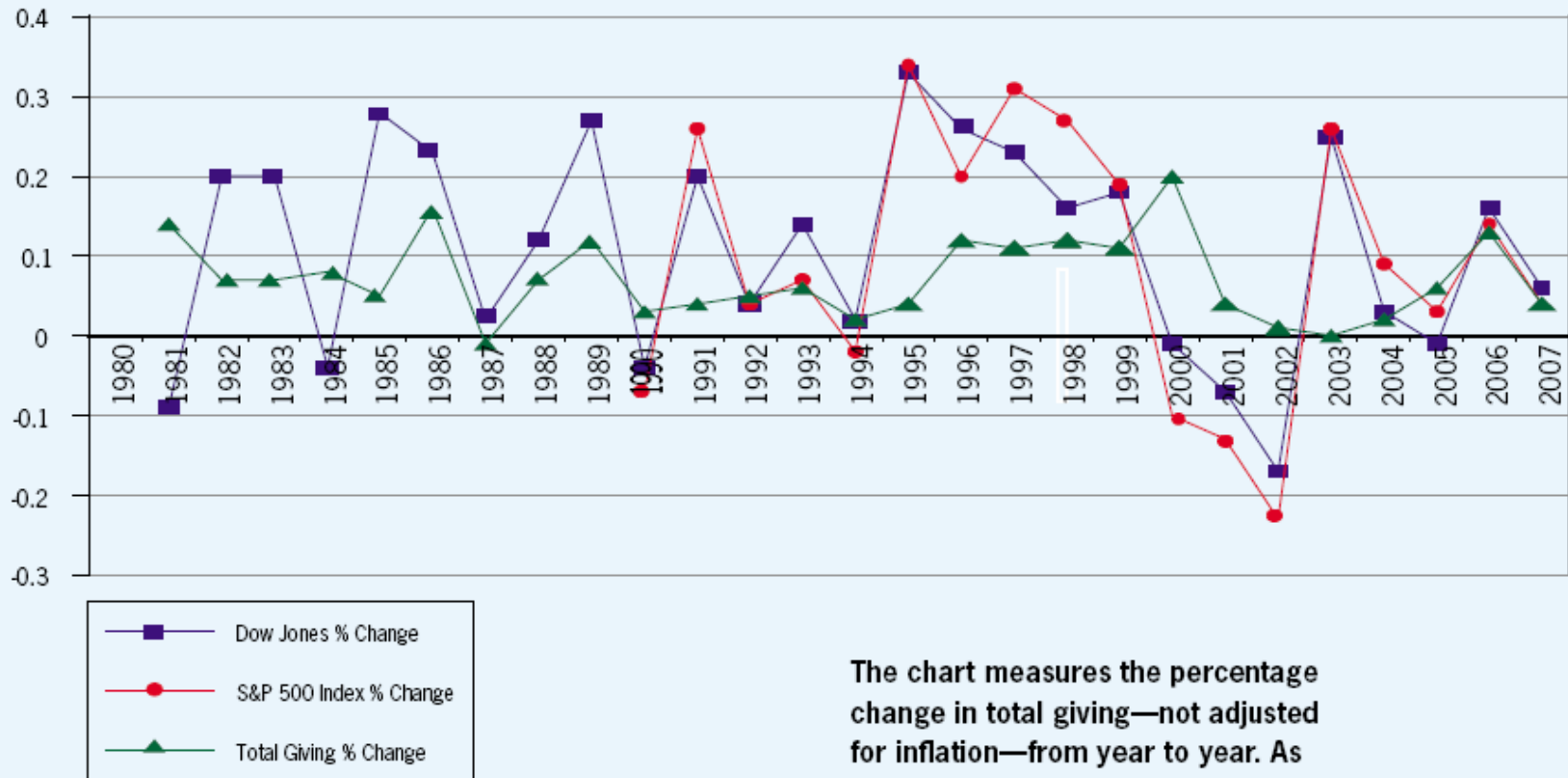
© Original Artist  
Reproduction rights obtainable from  
[www.CartoonStock.com](http://www.CartoonStock.com)



search ID: hsc4287

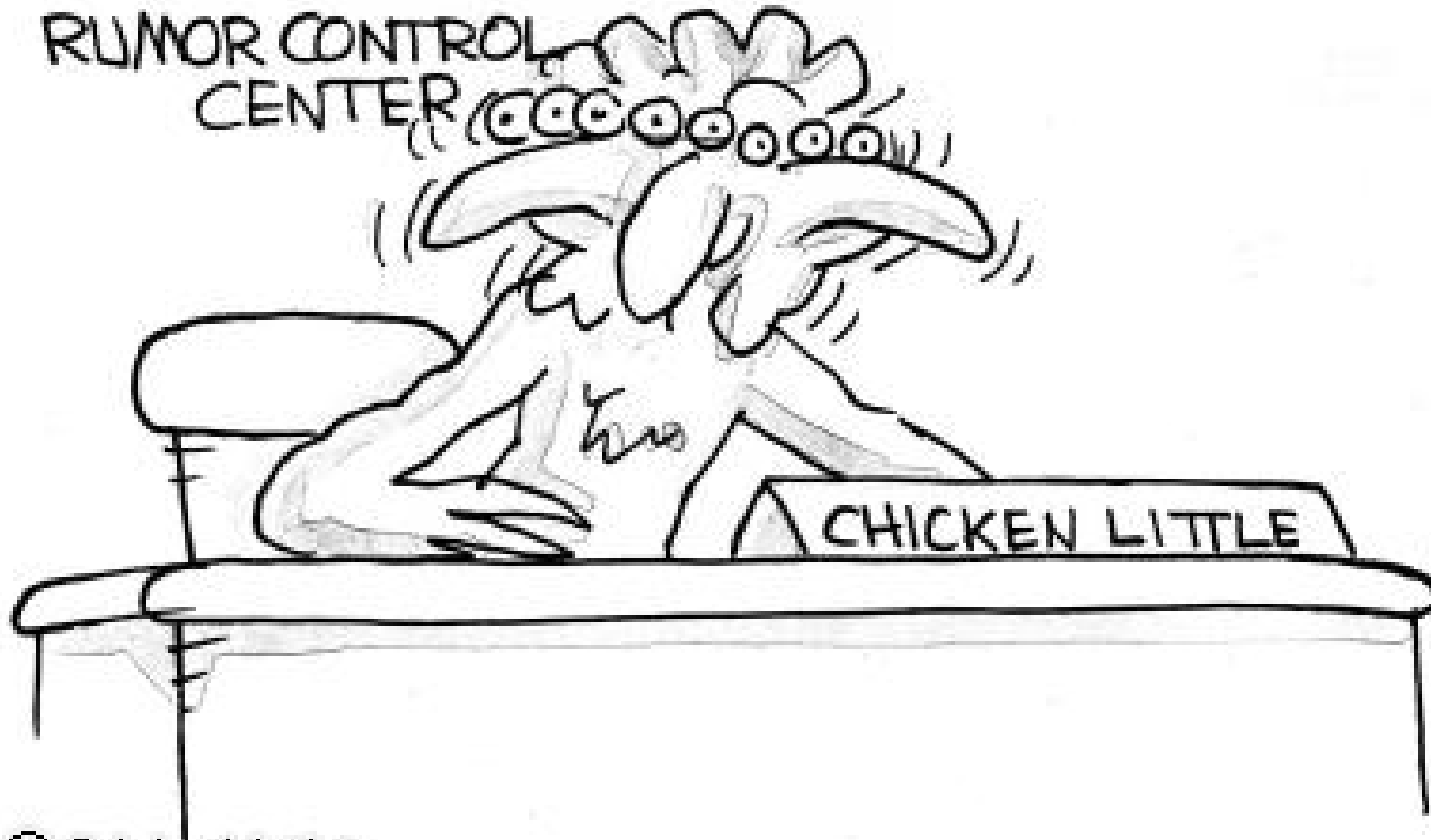
"THE BULL MARKET HAS PEAKED! THE BULL MARKET HAS PEAKED!"

**Table 2: Percentage Change in Dow Jones Average, S&P 500 Index, and Total Giving from Year to Year, 1980–2007**



The chart measures the percentage change in total giving—not adjusted for inflation—from year to year. As long as the trend stays above 0, giving shows an increase (the only exception is 1987, when there was a 1 percent decrease from the previous year).

RUMOR CONTROL  
CENTER



search ID: jco0011

© Original Artist  
Reproduction rights obtainable from  
[www.CartoonStock.com](http://www.CartoonStock.com)

## **Markets....**

**Equity markets fallen FTSE & Dow 40%, ISEQ 70% in the year**

**Housing markets crashing up to 50%**

**Banks still in liquidity crisis**

**Unemployment now over 2million in UK, Ireland and US approaching 10% and 26 year highs**

**Certainty is the rarest commodity**

## **Donors....**

**\$1.4 Trillion vanished from personal wealth of worlds billionaires**

**Gates 45-27(40%),Buffet 37-12(68%),Slim 35-10(71%)**

**The world's richest down on average 23%**

**Decline in household wealth of 15%**

## **Non Profits....**

**53% expect overall income to decrease in 2009**

**Corporate and State cut backs cited as biggest cause**

**25% cutting back on Events and Direct Mail**

**88% indicating a desire to increase activity in regular givers and individual donors**

© Original Artist  
Reproduction rights obtainable from  
[www.CartoonStock.com](http://www.CartoonStock.com)



## **Results of European giving study**

**(Survey Sampling International – 20 November 2008)**

**Three out of four donors still giving**

**One in ten has stopped giving**

**One in five is giving less**

**Emphasis on humanitarian and medical causes**

**UK has largest percentage of population giving to charity in Europe**

## **The Facts....**

## **The Reality....**

**We don't have control over it,  
... .. we never did!!!**

**There is much less money than there was,  
... .. there will be much more than there is!!**

**This is creating opportunities,  
... .. if we can look ahead and prepare now!!**

## Opportunities....

Recognising **donor needs** and values

Quantifying **performance and return** for donor

Rationalising and Refining **donor focus**

Creative and pragmatic **engagement**

# Donor Needs and Values



## **Communicating your KPI....**

**What is our story?**

**What are we good at?**

**What are we best at?**

**How visionary and inspiring can we be?**

**How can we measure and show impact?**

**Can we relating the single biggest unit to the smallest multiple unit?**

**How specific and simplistic can we make it simple?**

**Can we show funding is a multiplier?**

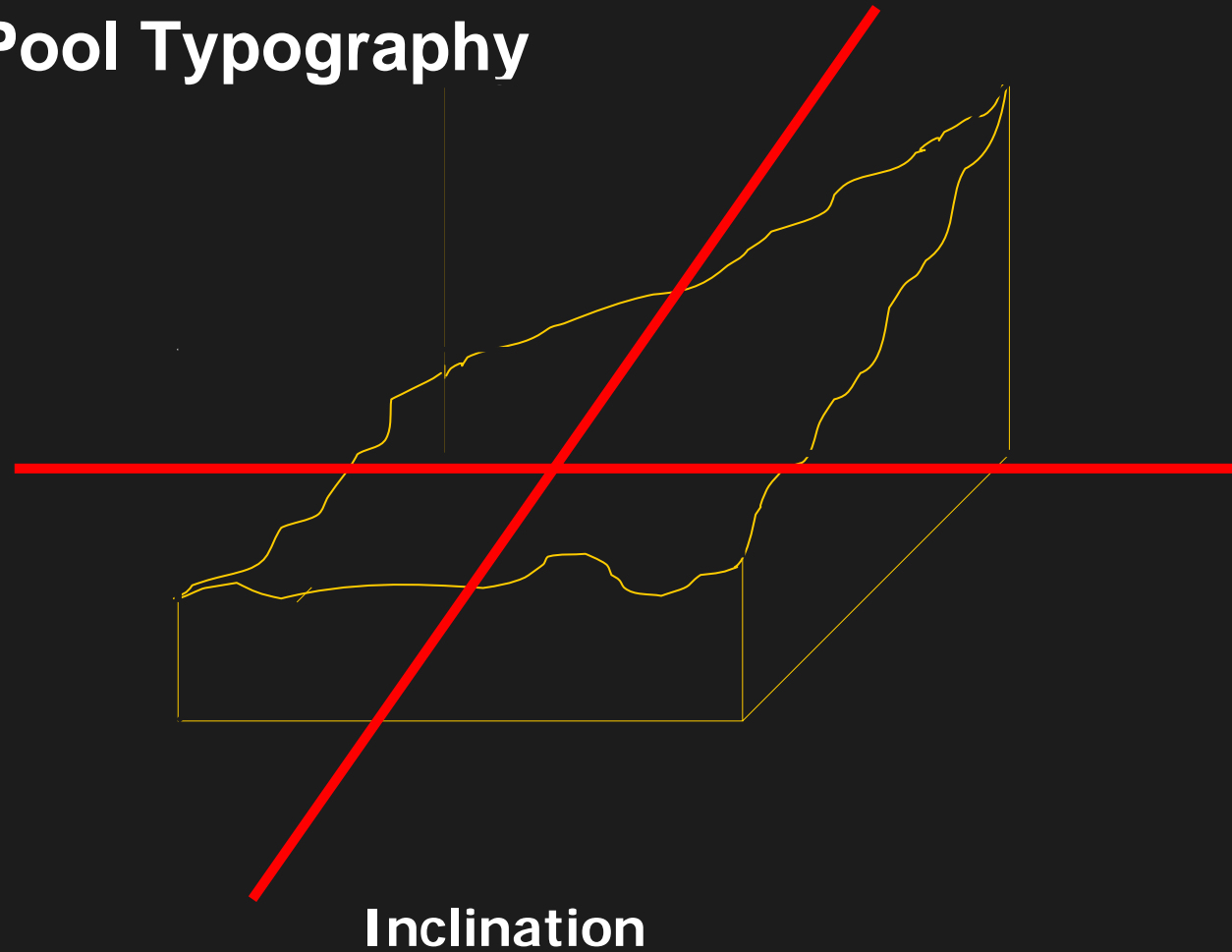
**Where do we want to improve?**

**Who can help with that?**

# Rationalising Donor Segmentation

## Prospect Pool Typography

Ability



# Systematic and Pragmatic Engagement



We will get there

Being sensible

Taking the

Getting out

Best

when



# **BRAKELEY**

FUNDRAISING & MANAGEMENT CONSULTANTS

**For more information or to request a meeting please contact**

**[info@brakeley.com](mailto:info@brakeley.com)**

**[www.brakeley.com](http://www.brakeley.com)**

**T: +44 (0)20 7287 3361**

**F: +44 (0)20 7287 8705**

**BRAKELEY ©**

**Helping you fund your future**