# BE EMPATHETIC

*Know the kind of donor you are talking to so that you can make a pitch that matters.*

*Figure out whether you are talking with a Sustainer, Campaigner or Launcher donor.*

*Detail for each type of donor*

## Sustainer

- Cares about you and your nonprofit in general
- Gives multi year funding
- Does not micromanage
- Relies on your expertise
- Gets involved volunteer activities and outings

## Campaigner

- Cares about finding solutions to a major societal issue – like climate change or house-lessness
- Cares more about finding a solution to the major societal issue than you or any one nonprofit
- Offers short-term grants and you will only receive funding if you have a project that will move the needle on the specific major societal issue of concern
- Often hires staff or consultants with expertise in this issue that you need to work with in order to receive funding

## Launcher

- Cares about finding the gap that if filled can help to find a solution to a major societal issue – like climate change or houselessness.
- Offers a big chunk of funding the first 3-5 years of a launch and then tapers off with

the anticipation that you can find sustainer donors to keep the project, coalition or new nonprofit going over time

- Looks for an entrepreneurial nonprofit person to take charge and lead the effort to fill the gap

*Templates: Three different plans/packets to have in your back pocket so you are ready to hone your pitch for one of these three types of donors*

# Packet #1 for the Sustainer Donor

## What to include:

- Annual Report
- Strategic Plan
- List of upcoming events, outings or workshops with information about how to sign up.

# Packet #2 for the Campaigner Donor

## What to include:

- Short (no more than 3 pages) campaign description of the issue your nonprofit works on and then the major societal norm that needs to be changed in order for you to accomplish your organizations ultimate goal and mission.
- Annual Report
- Strategic Plan

## Outline for campaign short description

### Introduction

Include in your introduction the major issue your organization is working on and the number one hurdle that you must tackle in order to achieve your goals.

### Describe the win

Now discuss exactly what it will take to get from A to Z. What policies or activities need to occur and in what timeframe for success?

### Describe the challenges

Clearly outline any hurdles you will have to overcome to achieve success.

### Identify collaborations

Most campaigns require active collaborations with other organizations and so it is important to list your collaborators here so that the donor knows who else is helping out.

### Include a Project budget

Create a project budget that describes the cost of the campaign.

# Packet #3 for the Launcher Donor

### What to include:

- Short (no more than 3 pages) description of the issue your nonprofit works on and then the major gap that needs to be filled in order for you to accomplish your organizations ultimate goal and mission.
- Annual Report
- Strategic Plan

## Outline for launcher short description

### Introduction

Include in your introduction the major issue your organization is working on and the number one hurdle that you must tackle in order to achieve your goals.

## Describe the gap that needs to be filled

Now discuss exactly what it will take to get from A to Z. What policies or activities need to occur and in what timeframe for success. Then explain why it is necessary to fill a certain gap in order to ensure victory. Explain what will be missing if the gap is not filled.

## Describe the challenges

Clearly outline any hurdles you will have to overcome to achieve success.

## Identify a leader

Most issues that need a gap to be filled also require a charismatic leader to succeed. You will want to identify the person who will take charge of filling the gap right away in order to garner trust and ultimately funding for the project.

## Include a budget

Create a budget that clearly shows how the seed money from the launcher donor will leverage additional funding over time to allow the launcher funder to taper off support within 3-5 years.