

# Fundraising Trends in Canada



You could ask, "What is 4-H Canada?"

But, "Who is 4-H Canada?" is a far more accurate question.

**I am a 4-H'er; And this is what 4-H Canada means to me.**

It means having the valuable opportunity to open my head to learning about me, and open my heart to developing meaningful, lifelong friendships.

It means using my hands to learn by doing and applying my skills and strengths to the health of myself, my club, my community, and my country.

Being a 4-H'er means I can be my own unique individual, yet join a passionate and driven group committed to affecting positive change.

Joining the 4-H movement means honouring the wisdom of the 4-H'ers in Canada who came in the 100 years before me.

It also means being a confident and responsible leader and an engaged role model. I lead by example and give life to the change I want to see in the world.

I am poised to explore and embrace the challenges of the future with innovation and tenacity in my own way, and on my own terms.

**I am a 4-H'er; And this is my 4-H.**

# Results!



Donors in Canada are looking for;

- Proof that you are doing good
- Proof that you are using their donation the way you said you would
- Proof that something is changing for the better

# Results!

- ▣ Are you doing a simple intake and follow up survey?
  - How are children and youth doing in school when they join 4-H and how are they doing one year later
  - Do 4-H children and youth volunteer more after they have become involved?
  - Why are they joining 4-H and what are their goals as well as their parents goals?
  - What are the graduation rates in your community and what are they among your participants?

# Results!

Donors in Canada are looking for;

- Connection with the children and youth you support



# Results!

Donors in Canada are looking for;

- A relationship that includes someone who knows their name and why they support you!

**I need to stop  
thinking about you.**

Because I know you're not thinking about me.

# Fun facts from Revenue Canada!

- ▣ Top donors contribute 83% of your gifts
- ▣ 84% of Canadians over age 15 made at least one gift
- ▣ On average donors give to 3-4 different charities
- ▣ Average annual gift is \$446.00
- ▣ People who volunteer donate more
- ▣ One third of Canadians donate when canvassed on the street or at a shopping centre
- ▣ 37% of donors didn't give because they didn't think the money would be used efficiently

# Telling your story!

- ▣ Who should tell their story?
  - Everyone
  
- ▣ What is your story?
  - Why do you volunteer?
  - What is a moment where you smiled today?
  - What are you doing and who is doing it with you?

# Telling your story!

## ▣ Social Media



# Telling your story!

- ▣ Social Media

Social media is for talking about your life;

4-H is part of your life!

# Alumni Fundraising

- ▣ If they aren't connected to your organization they will be connected to someone else's
- ▣ Need to collect the data and centralize it – people move! When they move you don't need to lose them.
- ▣ As the youth and children you work with become the leaders of communities across Canada their capacity to support increases financially but in other ways as well

# Alumni Fundraising

Waushara County 4-H



# Alumni Fundraising

- ▣ The purpose of the Waushara County 4-H Alumni Association is to
- ▣ Support the ongoing Waushara County 4-H Program
- ▣ Be an advocate for 4-H with local government, the community, schools, parents and other supporters
- ▣ Help develop financial support of new and innovative 4-H programs
- ▣ Develop fellowship links with other people interested in 4-H
- ▣ Develop communication via letter or newsletter distributed to membership at least 2 times a year

# Alumni Fundraising

- ▣ Why is it important?
  - They know what the program does
  - They have a personal story
  - They want to give back
  - They are living your results

# Alumni Fundraising

- ▣ The four components of alumni fundraising;
  - Volunteering
  - Mentoring
  - Donating
  - Networking