

Seminar





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Fraternal Foundation Fundraising Bootcamp



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Things Fundraisers Should Know from Cygnus

About the Project

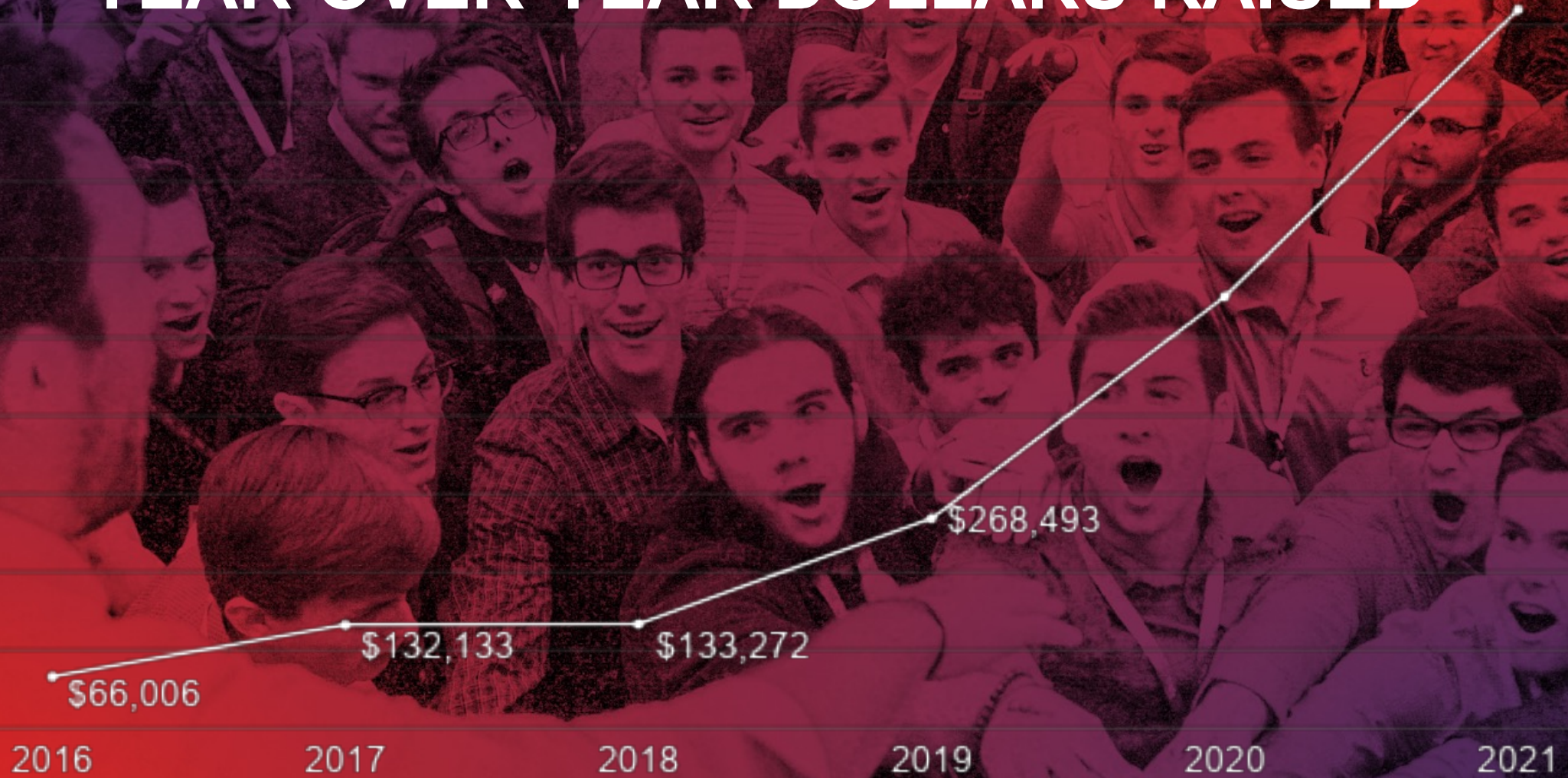
- Conducted by Cygnus Applied Research in 2011, 2015 and **2020**
- Two components: database analysis and survey
- **37 fraternal foundations** participated representing 23 traditional IFC fraternities and 14 NPC sororities
- Combined files included records of more than 4.6 million alumni/ae and almost 250,000 recent donors
- Effort yielded **128,351 respondents** from a total prospect list of over 1.87 million alumni/ae with valid email addresses



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YEAR-OVER-YEAR DOLLARS RAISED





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A Look at the Top 7 Data Points

Diving into the Data



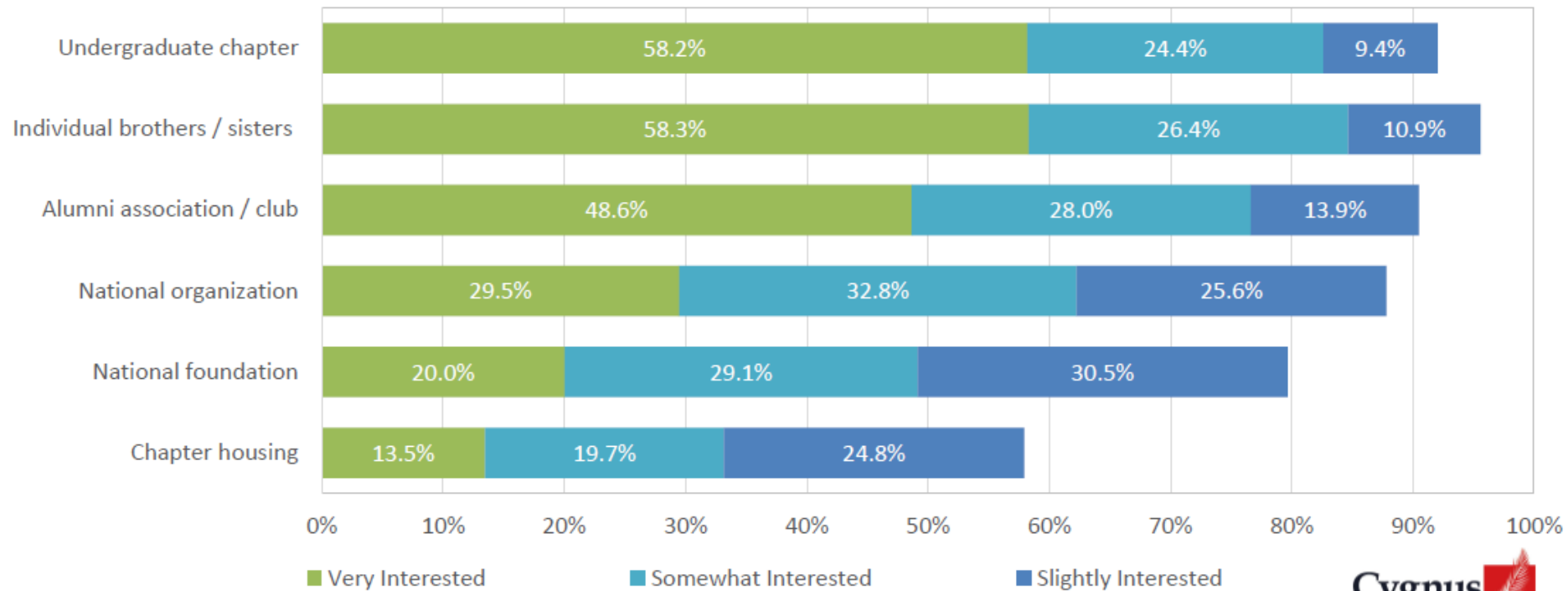
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#1: Local trumps all.

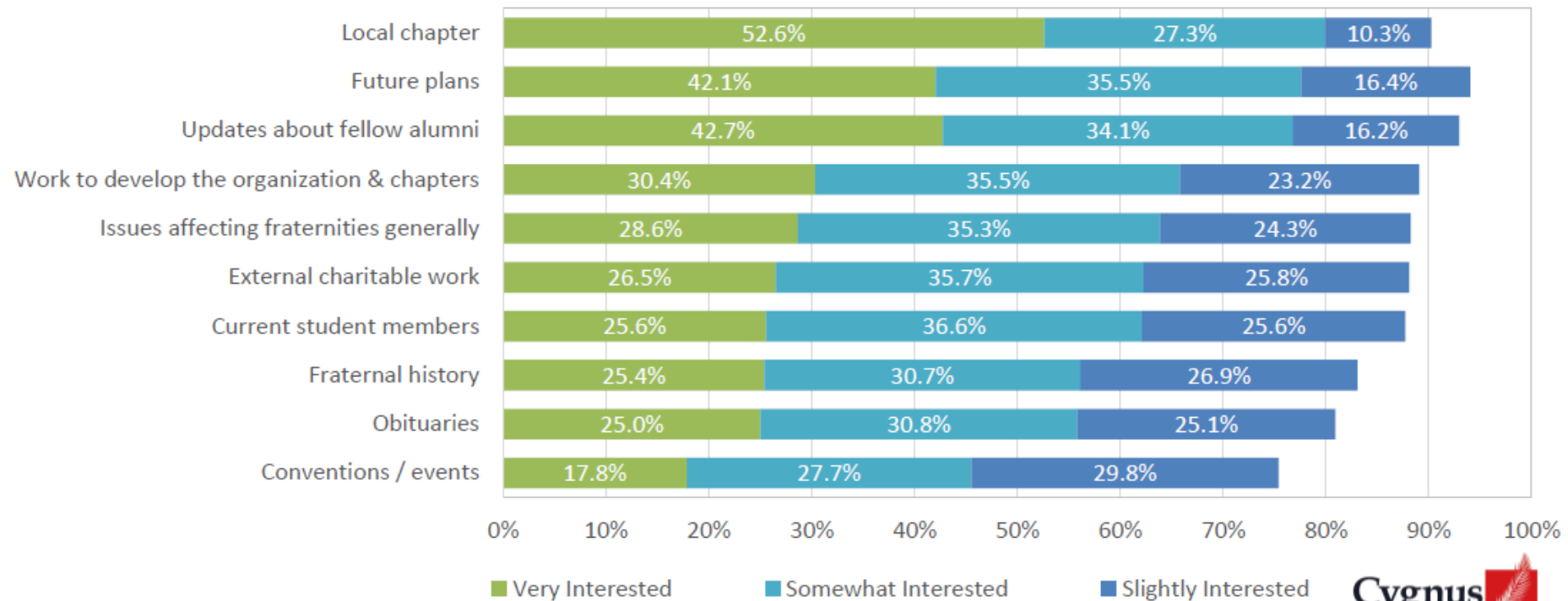
Desire for Information and Updates

Respondents were asked how interested they were in receiving updates from different branches of their fraternity.



Content Priorities for Publications

Respondents were asked about the kinds of topics they were most interested in reading about in fraternal publications.





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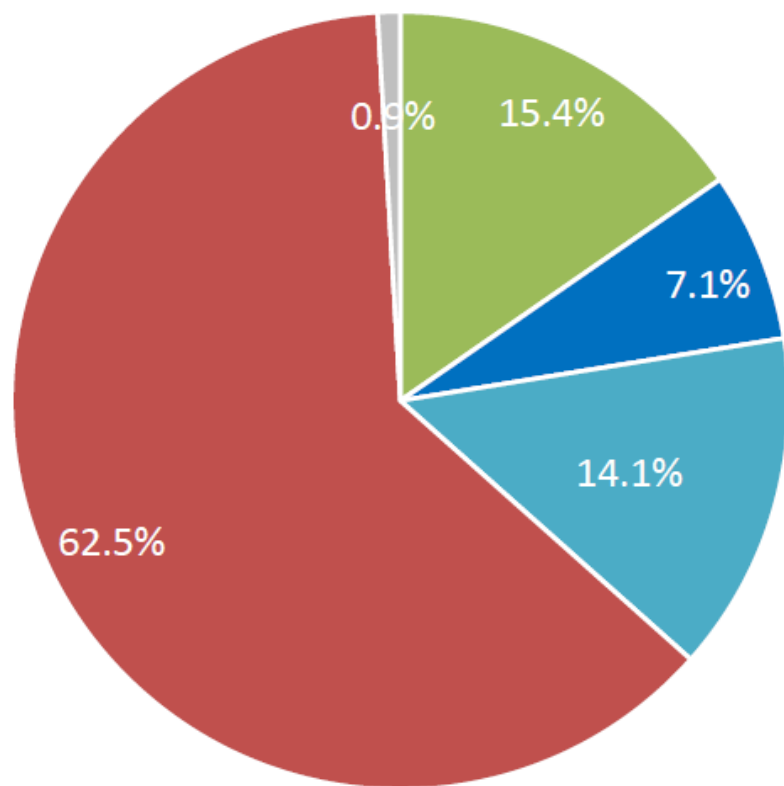
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**#2: There's tons of untapped
volunteer donor potential.**

Volunteering

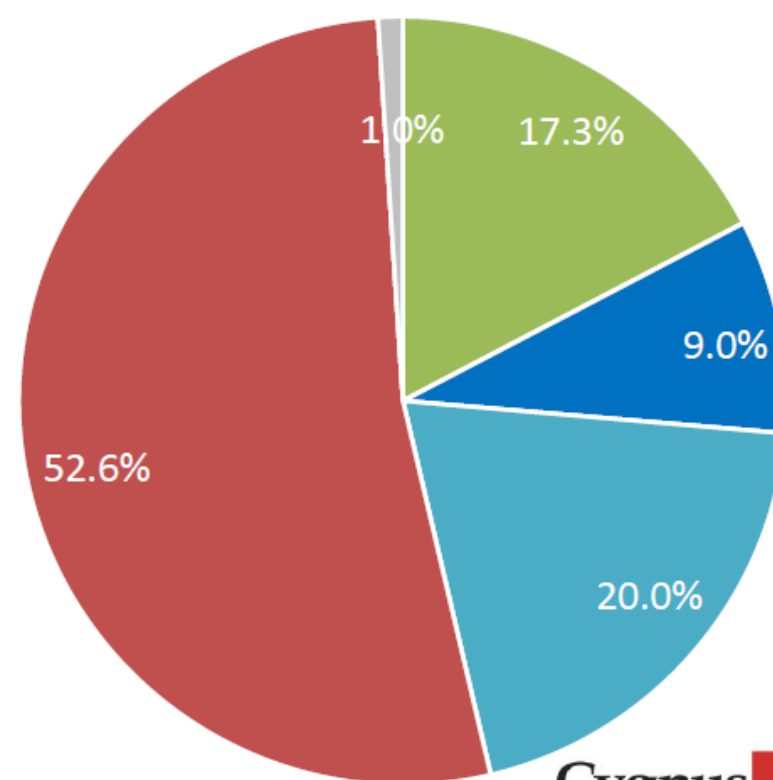
Percentage of respondents in the survey who have ever held a volunteer position with their fraternity since graduation.

Fraternities



- Yes, Current Volunteer
- Yes, Volunteered in the last five years
- Yes, Volunteered more than five years ago
- Never Volunteered
- Don't know

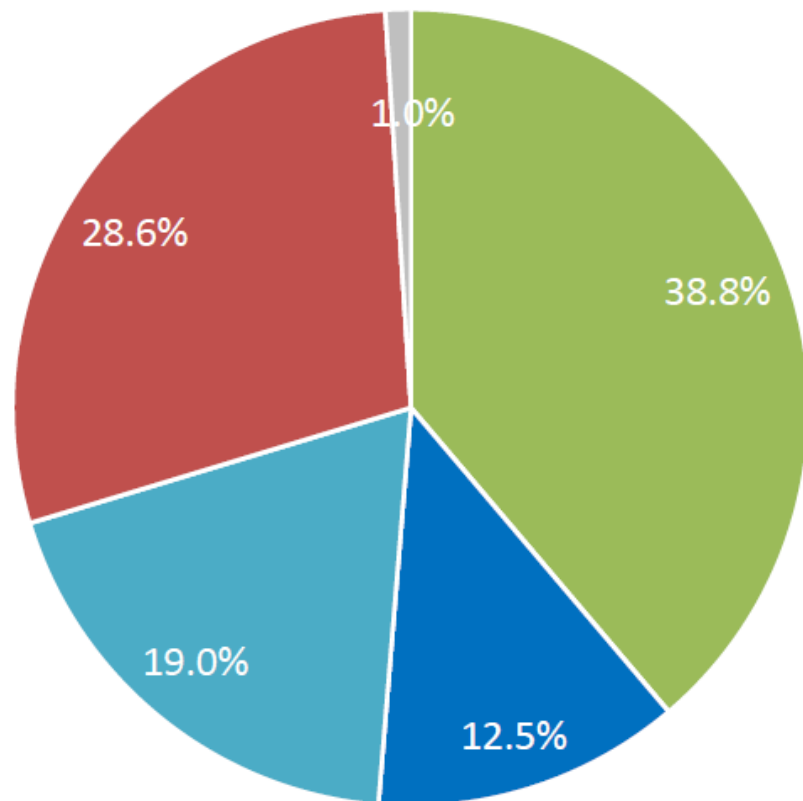
Sororities



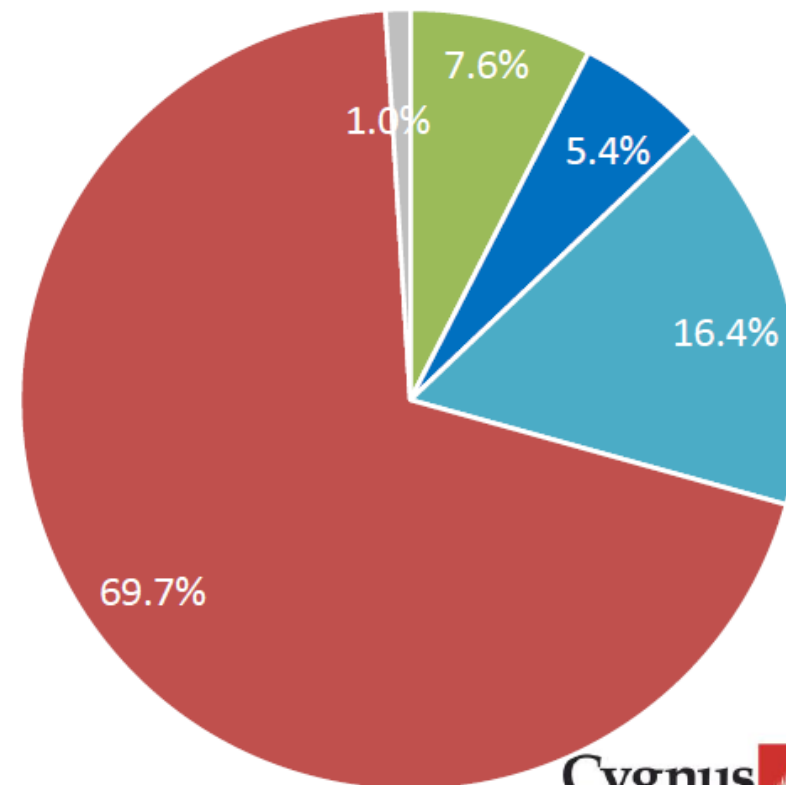
Volunteering

Percentage of respondents in the survey who have ever held a volunteer position with their fraternity since graduation by giving history.

Active Fdn Donors

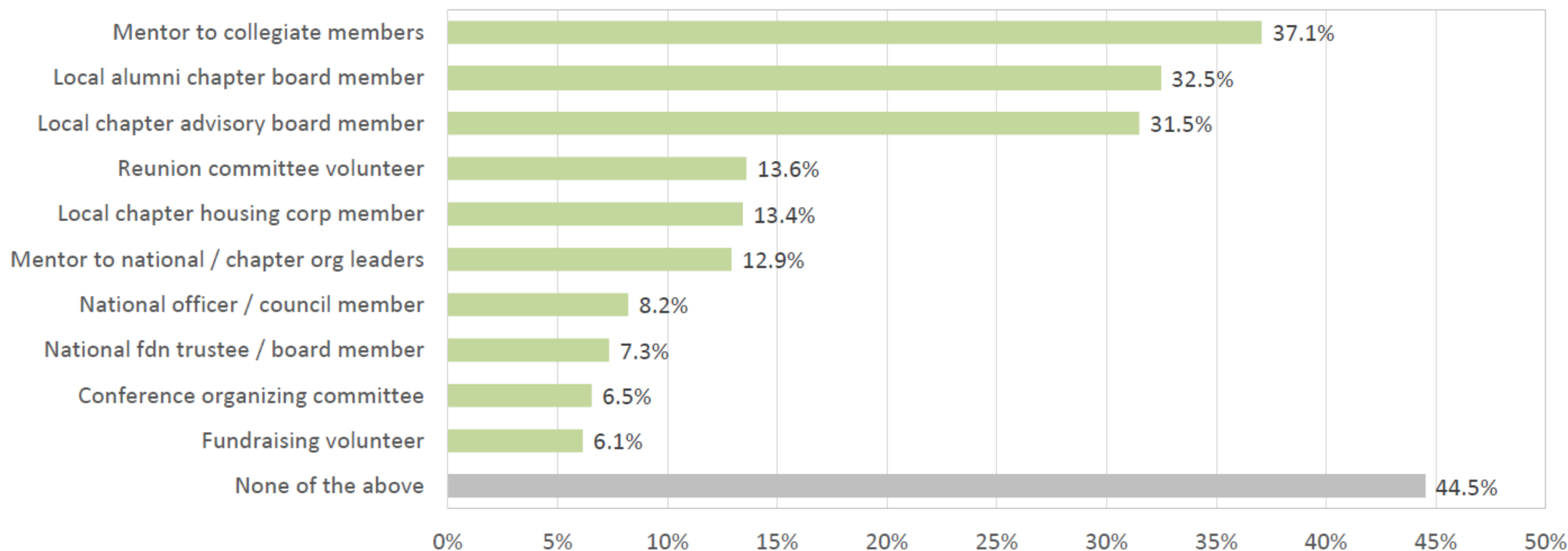


Non-Donor Foundation



Volunteer Potential

Percentage of non-volunteering alumni prepared to volunteer with their fraternity in the next 12 months in one the following roles:



Leveraging Volunteer Potential

- The strong interest in volunteering among so many alumni shows real readiness and interest for engagement (as did the overall response rate to the survey).
- Connecting more alumni with collegiate member and chapters through volunteer experiences will inevitably lead to deeper connection, involvement and indirectly generate content for communications.
- Volunteer activities positively correlated with giving and more generous/loyal giving.
 - Fraternal organizations should work to expand their volunteer programs and enhance their volunteer management capacity, knowing that these kinds of investments – in addition to providing significant benefits in their own right – will help support stronger fundraising results.



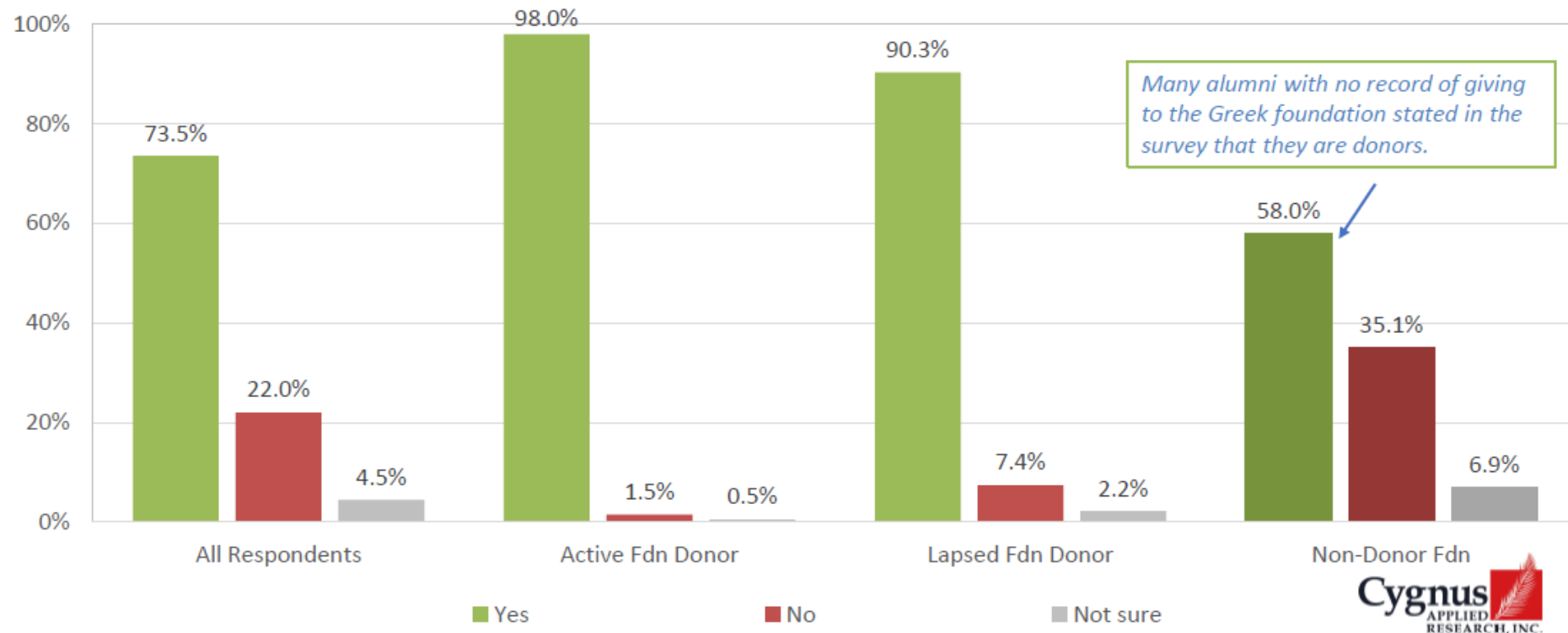
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**#3: Having a picture of the
entire operation matters.**

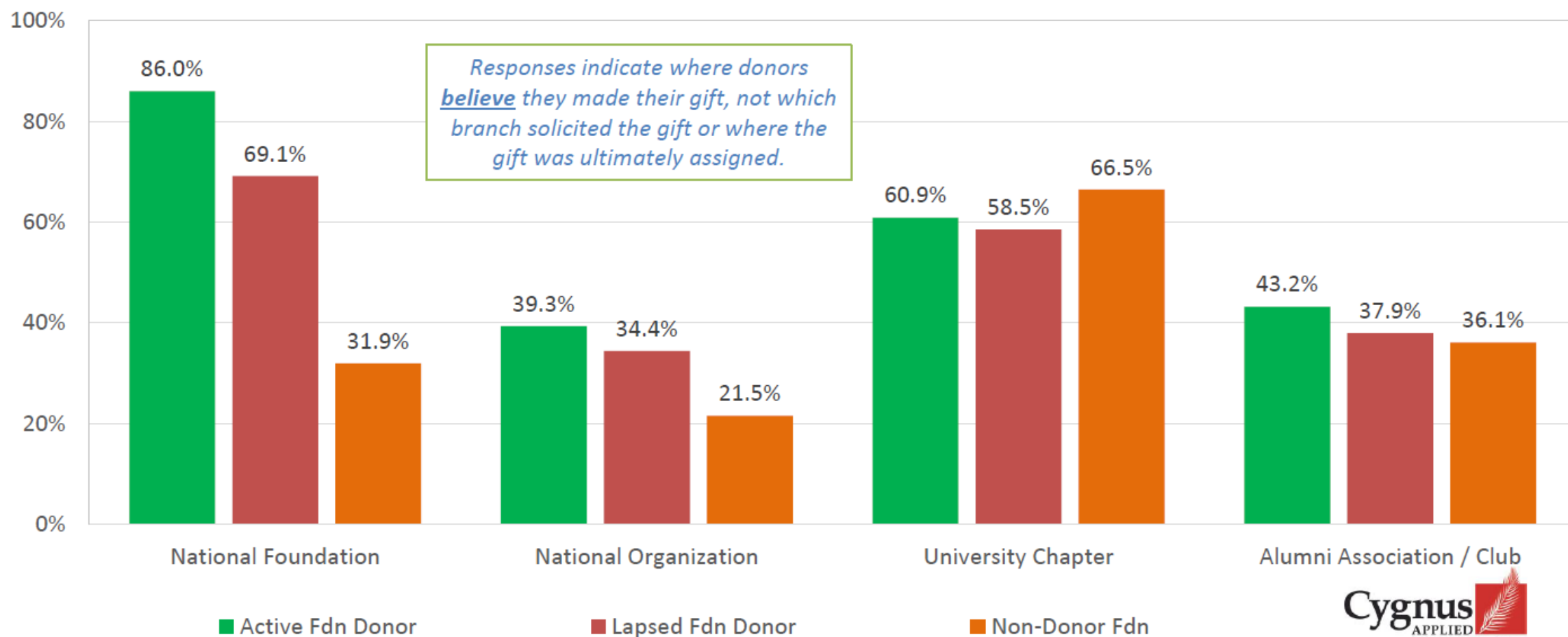
Reported Giving History

We asked respondents if they had ever made a monetary donation to any branch of their fraternity and compared that information with database records.



Supporting Branches – By Donor Status

Comparison of reported donation activities with Foundation database records about donor status.





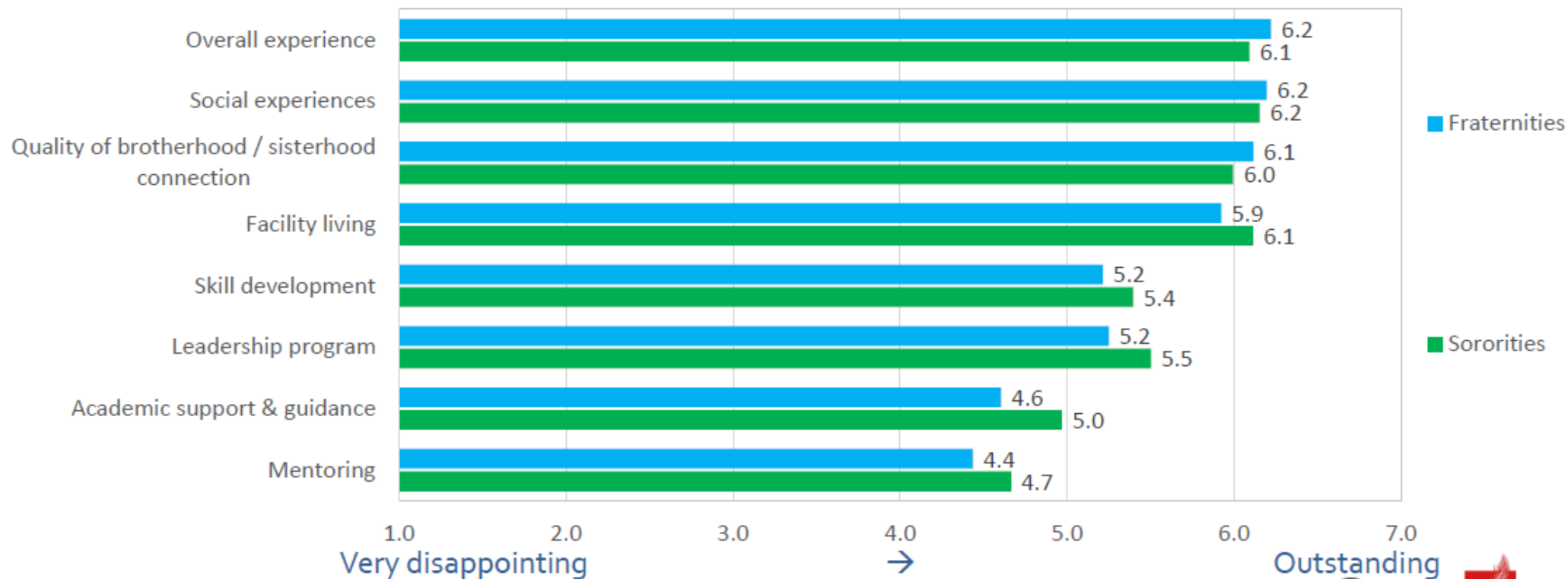
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**#4: Members are satisfied,
proud and believe the
experience is relevant.**

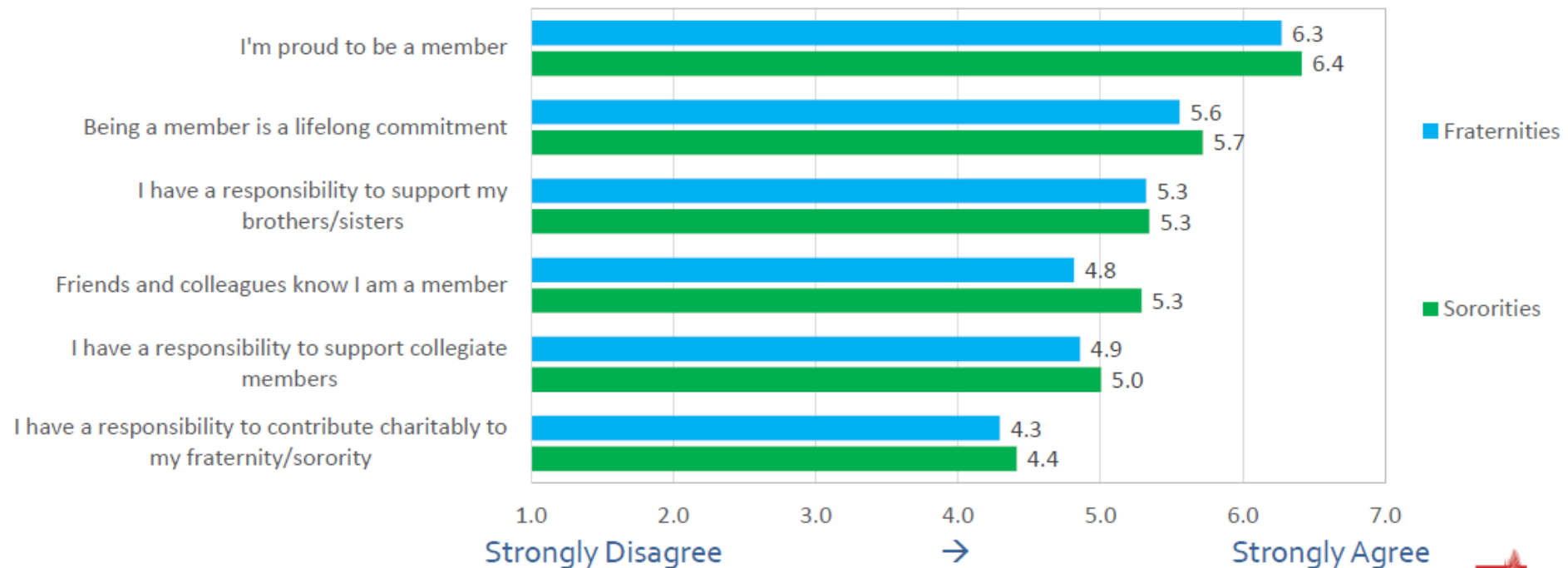
Fraternity Experience

Alumni were asked to rate various aspects of their experience while at college or university.



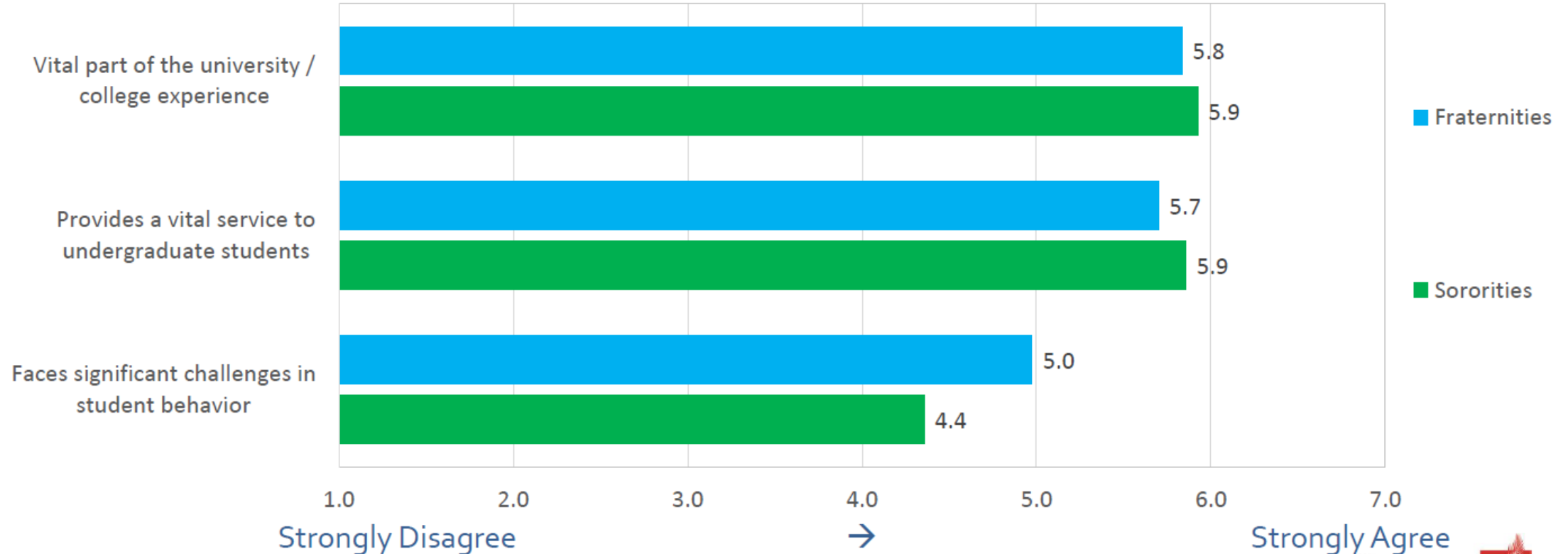
Relationship & Responsibilities to Greek Organization

Respondents were asked to agree or disagree with a series of statements about their relationship with their Greek organization.



Perception of Fraternal Organizations – University Experience & Behavior

Respondents were asked to agree or disagree with the following perceptual statements about their fraternal organization.





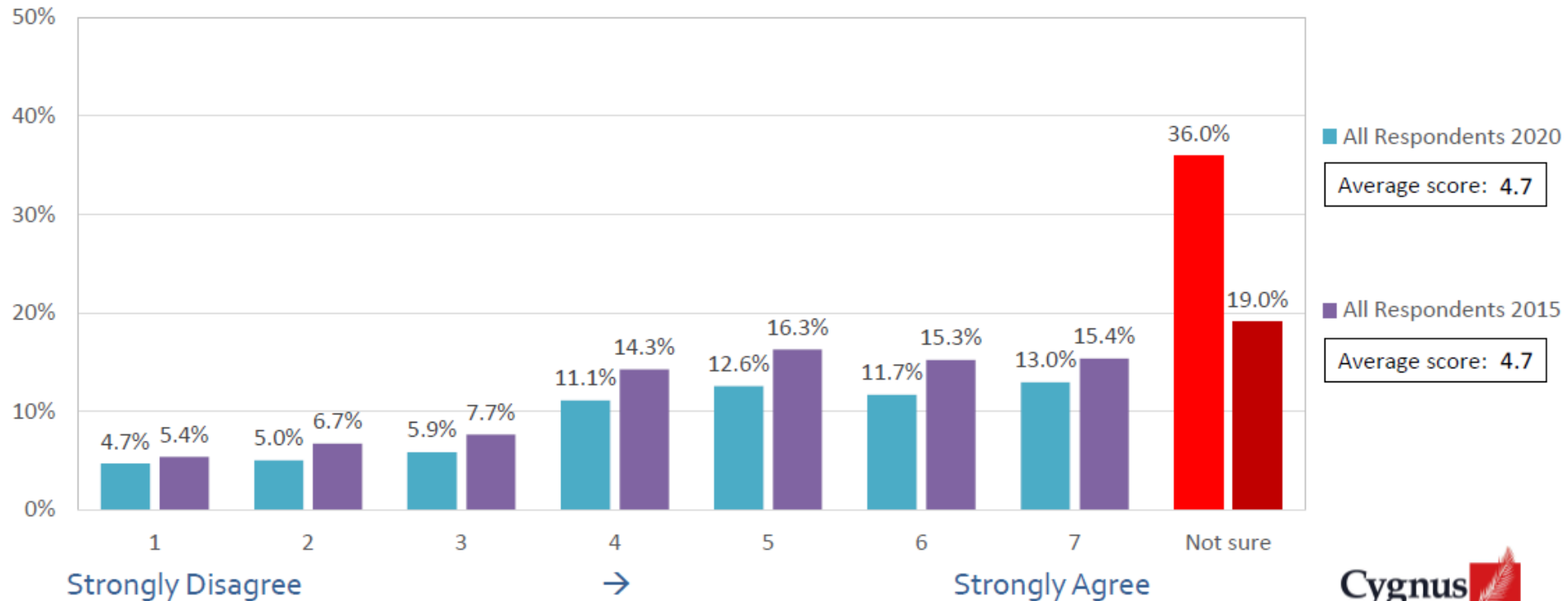
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**#5: BUT our case for
support is weak sauce.**

Perception of Fraternal Organizations – Fundraising and Finances

Respondents were asked to agree or disagree that their fraternity needed financial support.



Information on the Use of Contributions

More than 40% of active foundation donors do not recall receiving information about how their contribution was used.

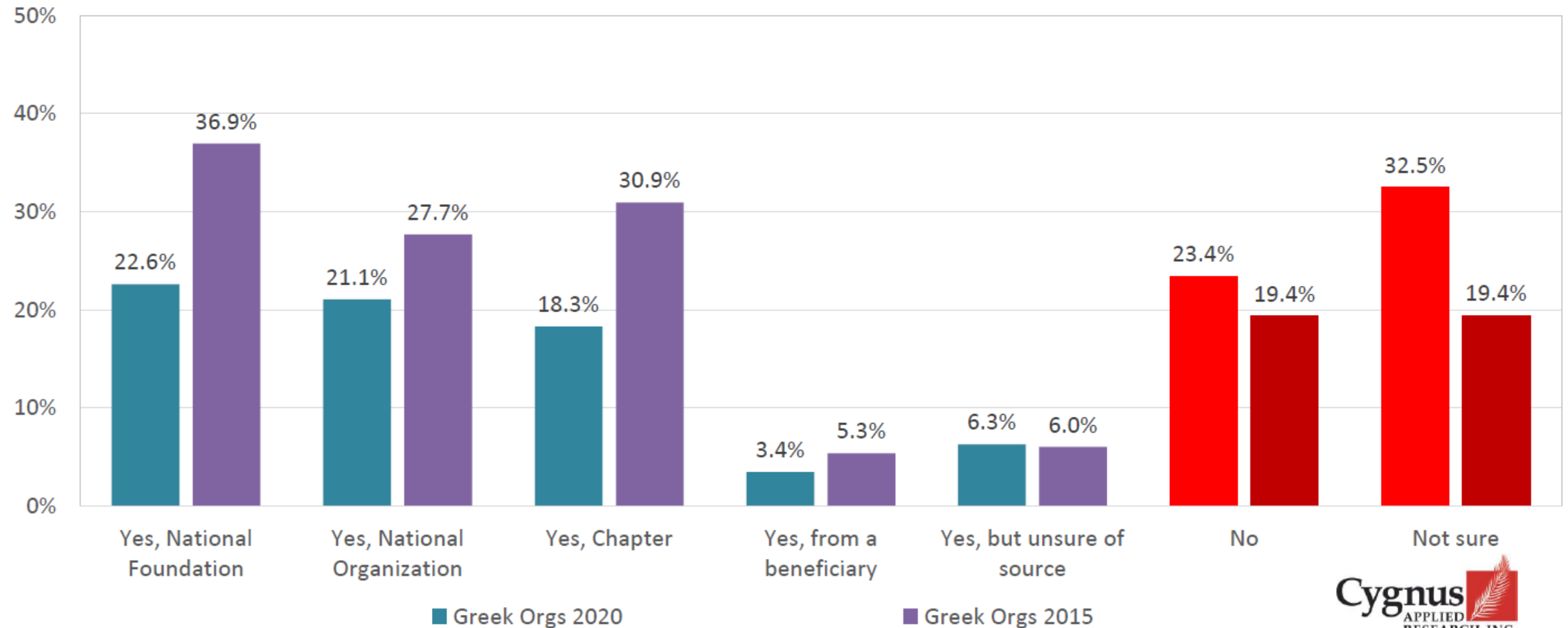
Nationally, donors report deriving information on the use of contributions from various branches of their fraternity or sorority, irrespective of where the gift was sent. (Note that information on contribution usage does not need to be a written document. Any tangible evidence of a gift's application, such as seeing improvements to facilities or students receiving scholarships can serve as evidence of how contributions enhance the fraternal experience.)

- 42.6% of current supporters said they either do not receive any information or are uncertain if they receive information on their gifts.
- Compared to 2015 results, there are notable declines in the number of donors reporting that they had received information on contributions, as well as greater uncertainty about whether they had ever seen this information.

Providing donors with information about their gift's application is important as it helps boost donor confidence and ensure repeat giving.

Receiving Information on Contribution Use – 2015 and 2020 Survey Comparison

Comparison of 2015 and 2020 responses: Have you received specific information on the use of your donation?





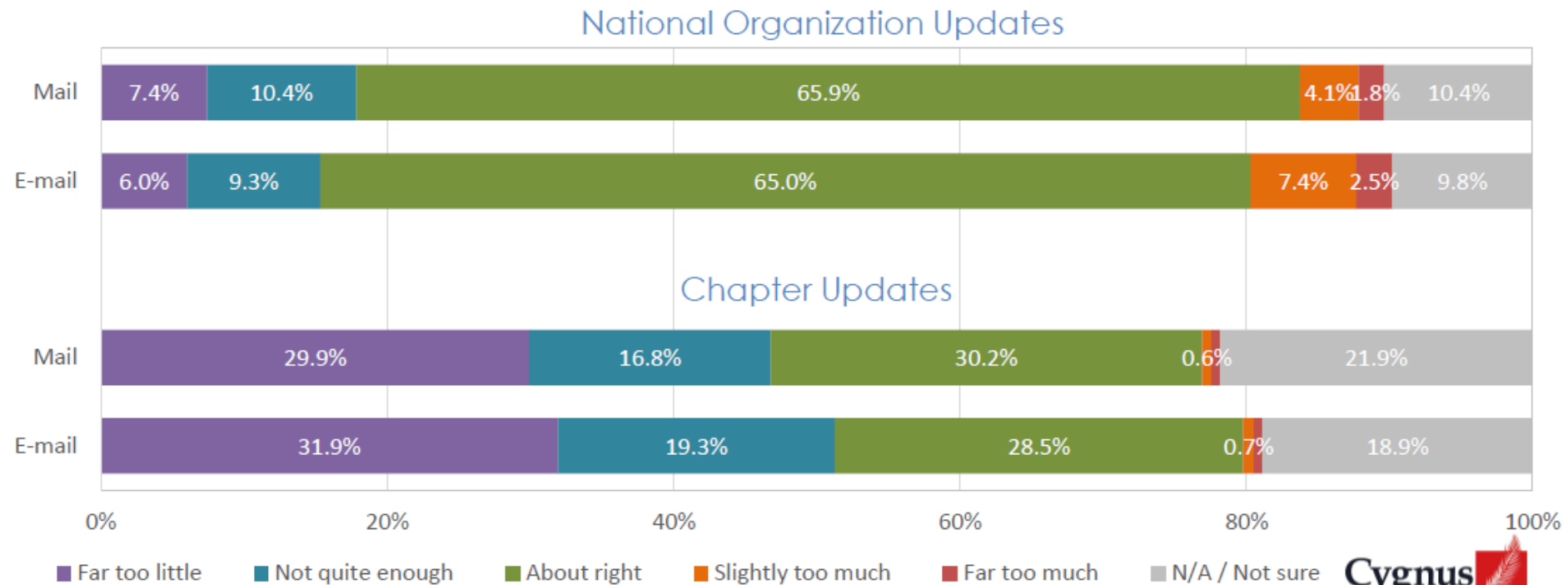
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#6: The people want more.

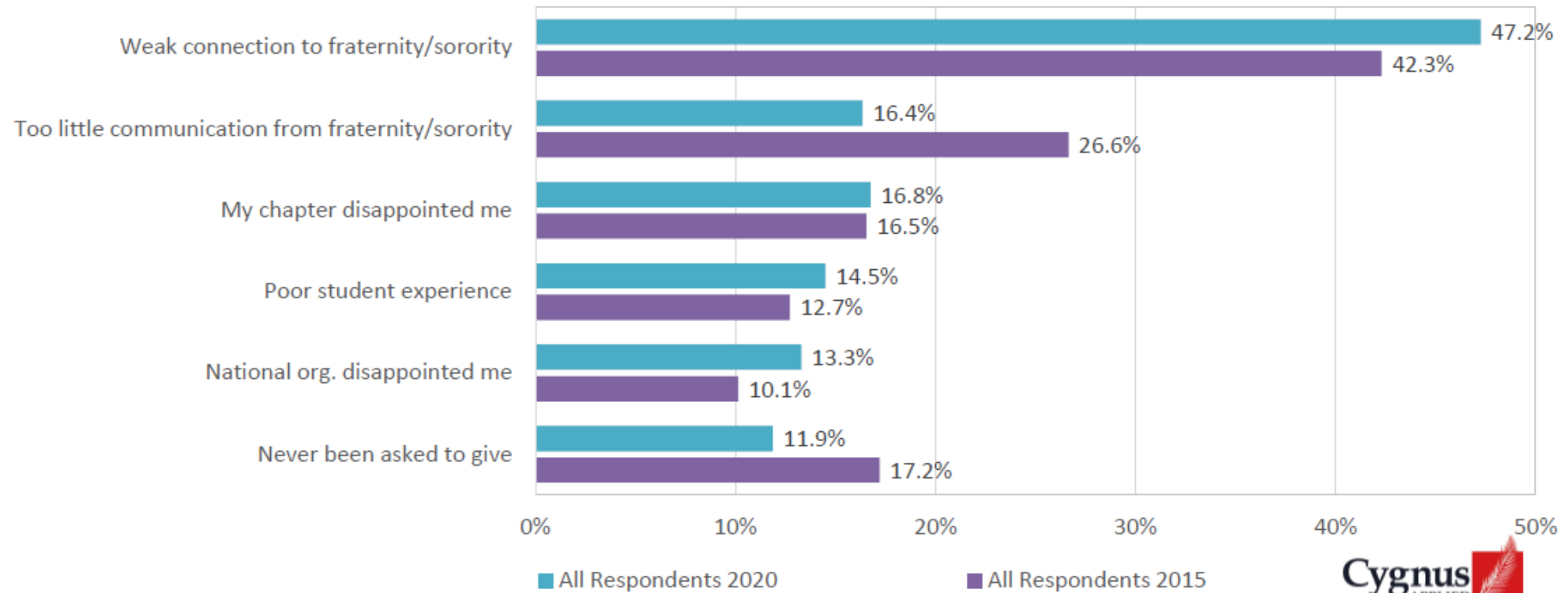
Satisfaction with Update & Newsletter Frequency

Recipients of print and email updates were asked how frequently they would prefer to receive them compared to their current experience.



Non-Donors – Experiential Barriers to Giving

Respondents who said they had never given to any branch of their fraternity were asked if any of the following were a factor:



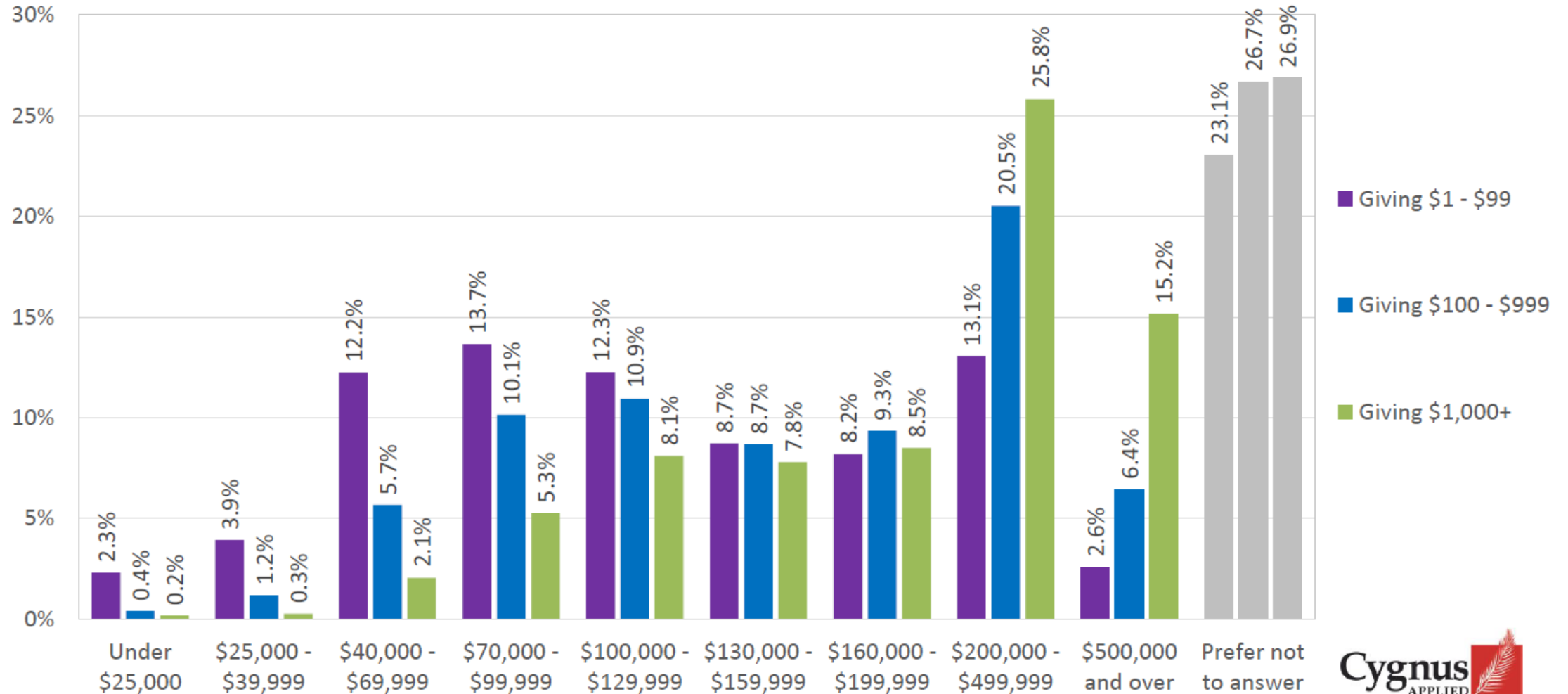


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**#7: We can grow with more,
better (i.e. personalized)
communication.**

Respondent Profile – Household Income by Donation Level





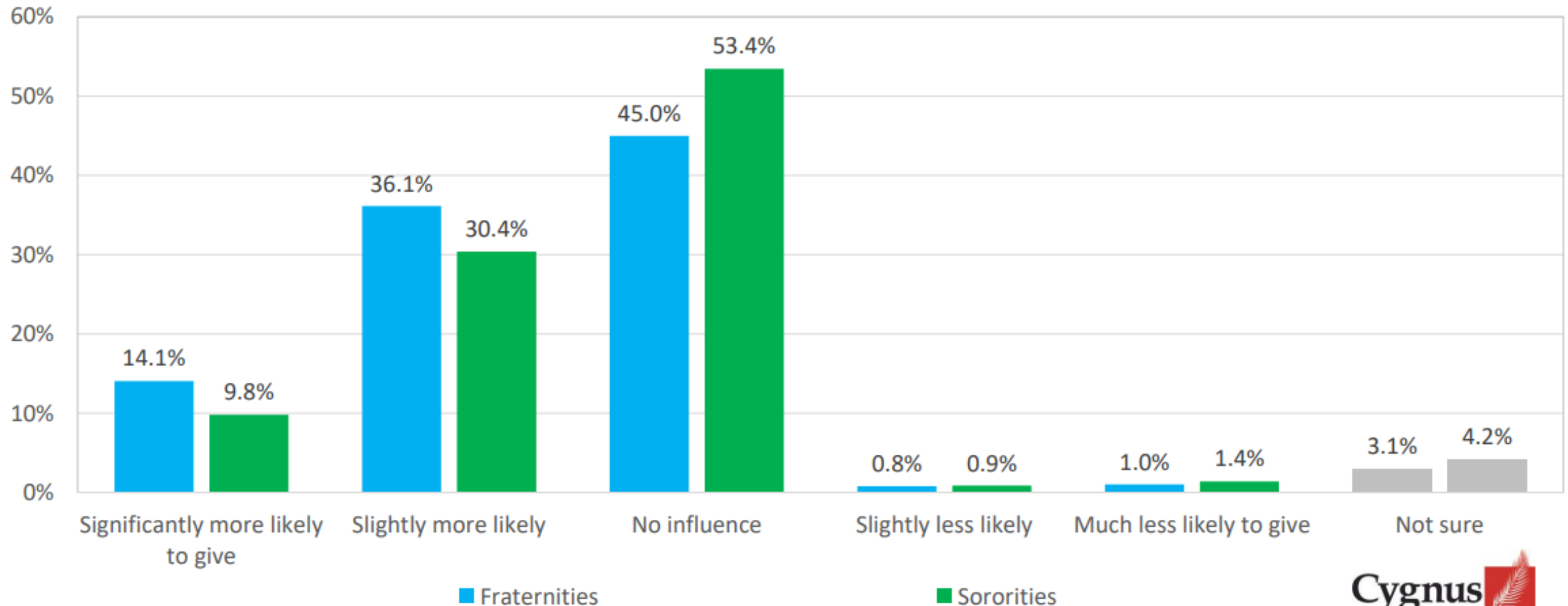
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#8: Donor lists/societies motivate.

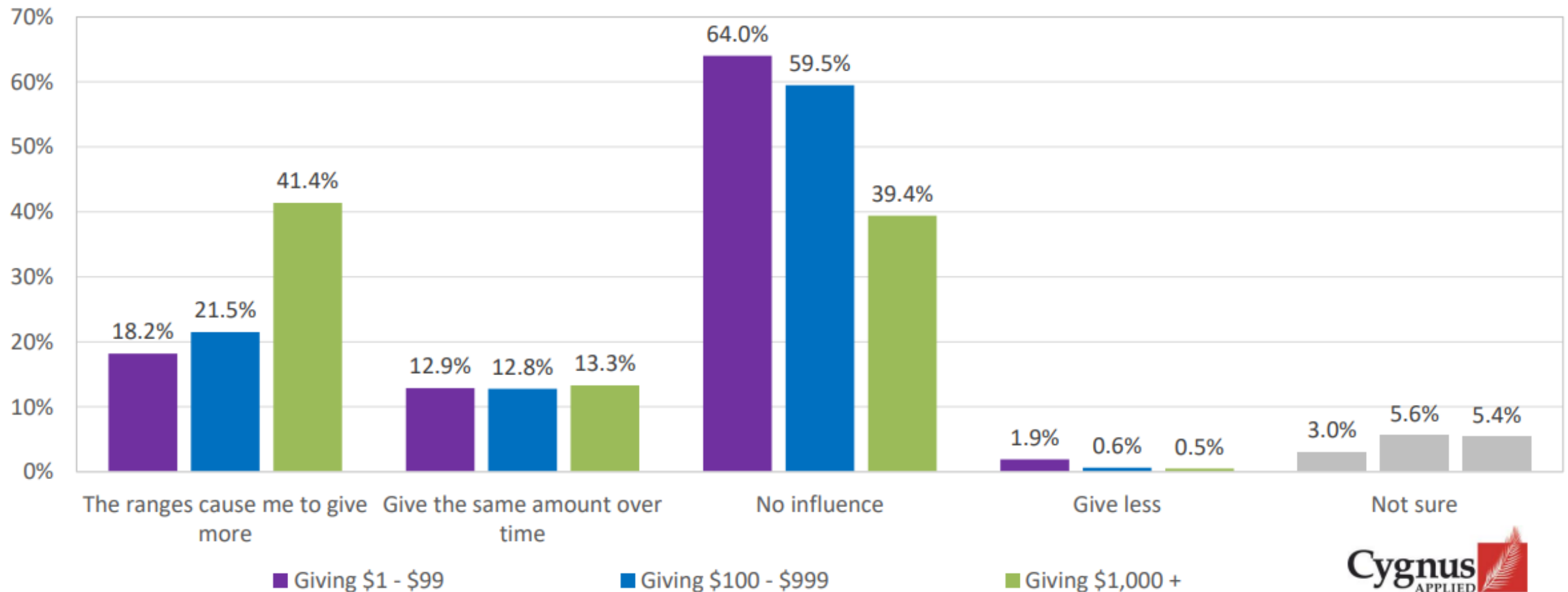
National Statistics: Donor Lists

Foundation donors were asked what impact, if any, printed lists of donor names had on their giving decisions.



Giving Societies

Sigma Phi Epsilon Foundation donors were asked what impact, if any, giving societies had on the value of their contributions.





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What now?

Research Application Framework

SigEp Day of Giving



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01

Local trumps all

- Chapter Competitions
- Affinity Group Competitions
- Chapter focused solicitations and impact

02

There's tons of untapped
volunteer & donor potential.

- Chapter Captains
- ChapterSpot's Mass Mailer
- Challenge Gifts

03

Having a picture of the entire
operation matters.

- Plant the annual day of giving flag - Its time!
- Know local giving occurs
- Educate the donors on their giving status (across all levels)

04

Members are satisfied, proud and
believe the experience is relevant.

- Ask for gift upgrades from the top 30 donors.
- Tap into member's pride
- Connect the national efforts to their support of chapter experience continuing

05

BUT our case for support is weak
sauce.

- Utilize Technology to track fundraising impact by chapter
- Educate on impact - # of chapter attendees, the continuation of a vital experience

06

The people want more.

- Wave the it's time flag!
- Educate them on their status before, during and after day of giving.
- Chapter Captains communicate local stories.

07

We can grow with more, better
(i.e. personalized)
communication.

- Because 41% of sub \$100 donors have income of \$100,000 or more, provide "insider" follow-up information to make them feel included.
- Personalization levels up your future major donors.

31%

first time donors!

of the 2841 donors, 883 were first time donors who contributed 13% of the dollars raised

- From 2020...
- Down 38 donors from 2020
- but, dollars raised tripled!

66%

Day of Giving retention.

66% of donors were repeat donors from the prior year's day of giving.

- Planting the flag matters!
- Personalized donor education
- Utilized reporting to have strong follow-up on LYBUNTs

1667%

challenge gift increase since 2018

Consistency and soliciting and stewarding gifts, and providing the technology reporting for diverse challenges enabled success.

- Over 30 different challenges
- Emails about each challenge/competition

700%

Amount raised by a Chapter with a captain.

Chapters without a captain raised \$1,040, but those with raised \$7,477!

- 90 total captains - Used ChapterSpot's MassMailer App
- 24 "influencer" captains - Staff sent MassMailer emails on their behalf!



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Use already available tools

Dear Joe,

Thank you for your generosity to the Sigma Phi Epsilon Educational Foundation in 2021. As the Fraternity implements a bold new [strategic plan](#), you are providing the crucial resources needed to reach SigEp men in every chapter through the programs, scholarships and learning community projects that will help them graduate ready to change the world.

your
IMPACT

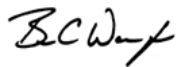
Your total tax-deductible giving to the Sigma Phi Epsilon Educational Foundation for the 2021 calendar year was \$605.00.

SigEp's Annual Fund provides critically important unrestricted dollars to meet the immediate needs of undergraduates we serve. Thank you for being part of a special group of our Annual Fund donors! You've made an unprecedented impact in 2021. SigEp's fiscal year runs from July 1 to June 30 each year — for your reference, your Annual Fund giving to date in the current 2021-22 fiscal year is \$1,205.00, and in 2020-21 it was \$21.00. Thank you for your Board of Governors membership this year! Your current level: Board of Governors Member.


[Your full, up-to-date giving history is available on mysigep.org.](#) If you haven't yet claimed your mySigEp account, click the "sign up" button and you'll be able to access your giving history, contact information, a membership directory and more. **If your address is already in mySigEp, you'll also soon receive an acknowledgment of your 2021 giving in the mail. With continued lengthy USPS delivery delays, we wanted to provide you with a digital record as well.**


On behalf of our 13,000 undergraduate brothers around the country, I am grateful for your support, this year and every year. If you have any questions, please reach out to Donor Relations Manager Korey Gardner at korey.gardner@sigep.net or 804.353.1901. Thank you again for your generosity to the Sigma Phi Epsilon Educational Foundation in 2021!


Fraternally,




Brian C. Warren Jr.


Emails


Inputs


Unsubscribers


Settings

Emails

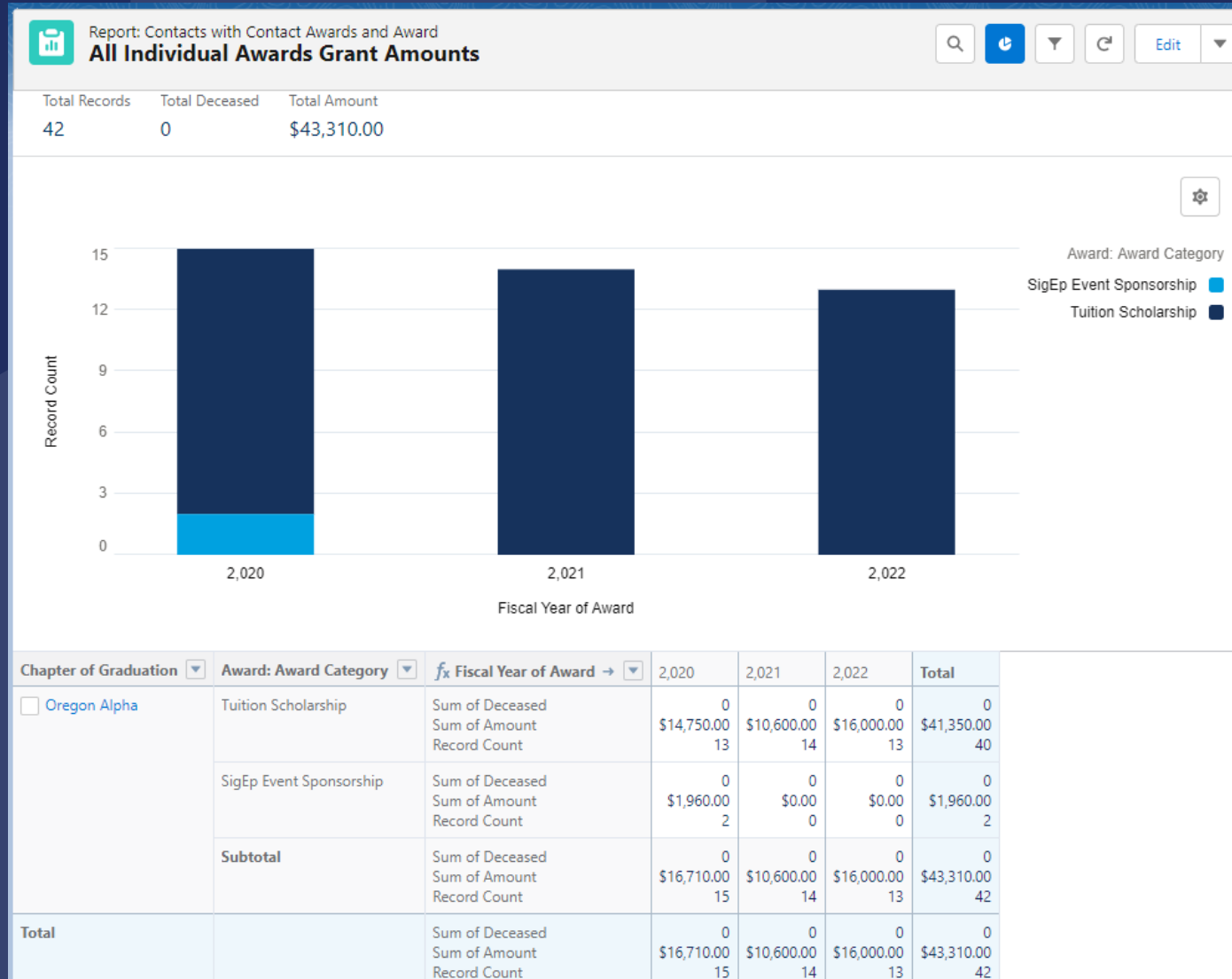
Send New Email

1,975 emails of 15,000 sent (13.17%)

Subject	Sent By	Sent On	Status	Number of Emails Sent	Number of Emails Opened	
Support Kansas Beta by midnight, brother!	Deleted	11/01/2021 06:48 PM	Sent	657	108	See Recipients
It's Founders Day! Let's give back to support Kansas Beta.	Deleted	11/01/2021 12:03 PM	Sent	659	96	See Recipients
SigEp Founders Day of Giving is here — Support Kansas Beta!	Deleted	10/31/2021 08:59 PM	Sent	659	109	See Recipients

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Local Impact Data in mail merge



Up Next, 9:30 – 11:30 a.m.

- Annual Giving: Austin/Boston
- Development Operations: Columbus
- Major Gifts: Santa Fe



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Sit with your team for our wrap up

(if there is more than one from your team here...)



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What's one new idea or action item you plan to implement following today's workshop?

What are some ways that you can increase cross-department/function collaboration?

Stay Engaged with FFE!

- Complete session evaluations!
- Be on the lookout: Post-conference follow up communication
- Save the date: **Seminar 2023 – August 28-30**
- Join the Facebook group, Coffee Chats or a future program!



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