Draft of Fundraising Campaign

#abetterlibreoffice
## Income
- **Individuals**: 19.4
  - Donations: 7.2
  - Legacies: 2.2
  - Fees for services: 6.0
  - Fundraising: 4.0
- **Government Sources**: 15.0
  - Grants: 2.8
  - Contracts and fees: 12.2
- **Voluntary Sector**: 3.8
  - Grants: 2.9
  - Earned: 0.9
- **Investments**: 3.0
- **Private Sector**: 2.1
  - Donations: 1.0
  - Earned: 1.1
- **National Lottery**: 0.5

## Spending
- **Charitable Activities**: 30.1
  - Grants: 5.3
- **Cost of Generating Funds**: 5.4
  - Cost of generating voluntary income: 1.1
  - Cost of generating earned income: 3.9
  - Cost of managing investments: 0.4
- **Governance**: 0.9
- **Capital Expenditure and Retained for Future Use**: 2.0
% of total donation amount received by each cause 2016

- 20% Religious organisations
- 10% Overseas aid and disaster relief
- 8% Medical research
- 8% Hospitals and hospices
- 6% Homeless people, housing and refuge shelters
- 4% Education
- 4% Disabled people
- 7% Conservation, environment and heritage
- 8% Children or young people
- 7% Animal welfare
- 7% Other
- 2% Arts
- 5% Physical and mental health care
- 2% Elderly people
Why is fundraising so important?

• A successful fundraising program can change TDF’s future

• It can secure the resources that we need to deliver our mission and increase our impact, while establishing long-term supporter relationships

• Ultimately, it can strengthen our bottom line, for a sustainable future for TDF, LibreOffice and DLP
FOSS Projects Do Need $ 

- Bandwidth / Hosting
- Hardware
- Travel
- Meeting in Person
- and the all important tee-shirts
The Donor Pyramid

- Major Donors
- Mid-Level Donors
- Small Donors
Fundraising Stakeholders

- Donors
- Local community
- Press
- Beneficiaries
- Suppliers
- Trustees

Your fundraising
Inspiring Campaign
Good for Several Messages
Online Ads & Emails
Social Media

United Way for Greater Austin

March 4, 2013

Our own Rachel Weiner on how nonprofits are like co-ops (specifically Wheatsville Food Co-op): http://www.unitedwayaustin.org/.../invest-in-austin-how-giving...

Celebrate Amplify Austin & give back today: http://ow.ly/RTmB

December 5, 2013

We owe huge thanks to Gerald Ladner - he's challenged his industry to give more and championed the creation of the Insurance Industry Challenge!

Thank you, Gerald, for inspiring giving & leadership

#ThankYouThursday

I chose to give to UWATX because I want to be an owner in the success of our region.

Rachel Weiner
Director of Grants at UWATX

Thank you, Gerald!
Enterprise Involvement
Free as in Freedom,
So Who Pays for the Beer?

(inspired by Cat Allman)
Google Ads Mar 17 – Sep 18

- Mobile phones
- Tablets
- Computers

- Cost
- Impressions
- Clicks
Google Ads Jun 18 – Sep 18

Devices

- Mobile phones
- Tablets
- Computers

Cost

Impressions

Clicks
TOP 10 FUNDRAISING TRENDS FOR 2018
Top 10 Fundraising Trends 2018

• Donors Are Not Sure They Trust You
• The “Donor Experience” Reigns
• Advocacy is the new Fundraising Skill
• Sophistication is Increasing at All Levels
• Crowdfunding and Giving Days Have a Great Future
• Watch out for the New Philanthropists and Social Entrepreneur
• More Major Gifts Will be Available to All NGOs
• Internal Support for Fundraising is a Make or Break Issue
• Sustainer Fundraising Programs Will be King
• The ROI on Fundraising Investments is Real
Fundraising secrets of success

- Know the mission of the organization
- Know the goals of the organization
- Know how to ask for money
- Know how to overcome the fear of asking
- Know how to say thanks from the heart

If you don’t ask, you won’t receive
The only way to fail is by not trying
Why people give to nonprofits

- They feel a connection to the organization
- Their peers are giving
- Someone asks them to
- To make a difference
- For recognition
- For tax reasons
Why people don’t give to nonprofits

- Solicitation is infrequent or poorly communicated
- They don’t see how their gift would make a difference
- They never feel wanted or needed
- They receive no personalized appeal
- They gave an unacknowledged gift in the past
- They were not asked to give
- The timing wasn’t right
- The organization’s mission is not compelling
Summary

- **Current Situation**
  - ~800K donations per year
  - US & Germany top countries

- **Objectives**
  - Fundraise on top of donations
  - Reduce the risk of cannibalization (impact on donations)
  - Relate fundraising to improvements (donations are related to downloads)
Next Steps

- Targeting of current websites
- Timing of fundraising campaign
- Basic elements of fundraising plan
- What we can ask, what we can offer
- Finding the four elements
- Elevator pitch
documentfoundation.org

Individual Members

Individual Non Members

Organizations
Timing of fundraising campaign
Basics of the plan

- Objective: raise 400K euro per year (on top of donations), with 4 seasonal campaign raising 100K euro each
- What we are selling: growth of LibreOffice global community
- Resources: social media, stickers, swag (#abetterlibreoffice proud supporter), documentation, website elements (banners, images, videos, ...)
- Online strategy: refocus of Google AdWords to fundraising
- Responsibilities: Mike/Italo to coordinate, Florian to supervise, other team members for support in case of need
- Money collection and management: current channels
Who can we ask for funds?

- Governments (Local, Regional, Country, Agencies, ...)
- Organizations and enterprises - not FOSS - supporting open source software, document standards, digital democracy, openness, digital transformation, ...
- Patrons
What can we offer?

- Visibility on websites and blogs
- Logo and materials for website & social media
- Participation in open source community events
Finding the four elements

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Elevator Pitch
Elevator Pitch

Elevator Pitch sentence structure:
FOR (target customer), WHO HAS (customer need), (product name) IS A (market category) THAT (one key benefit).
UNLIKE (competition), THE PRODUCT (unique differentiator).
Fundraising background

- What the LibreOffice projects does, who it helps, why it matters to the world and the donor, where is heading
- Background with more details for information requests
- Complete info on materials: project name & URL
- Number of people involved and where
- Profiles of volunteer contributors in different countries
Stewardship

- Thanking donors
- Letting donors know how their gift made a difference
- Maintaining donor relationships
  - Thank you letters
  - Donor recognition activities
  - Invitations to special events
  - Updates from the organization
Please read:
A personal appeal from Wikipedia founder Jimmy Wales
From Wikipedia Founder Jimmy Wales

If everyone reading this donated a dollar, we would be able to keep Wikipedia strong, secure, and ad-free.
Not everyone can or will donate. And that's fine, because each year just enough people support Wikipedia with a small donation. If you feel it's your turn, please make a small donation of $10, $20, $35 or whatever you can to keep Wikipedia free.

Most people don't know this, but I'm a volunteer.
I don't get paid a cent for my work at Wikipedia, and neither do our thousands of other volunteer authors and editors. When I founded Wikipedia, I could have made it into a for-profit company with advertising banners, but I decided to do something different.

Commerce is fine. Advertising is not evil. But it doesn't belong here. Not in Wikipedia.
Wikipedia is something special. It is like a library or a public park. It is like a temple for the mind. It is a place we can all go to think, to learn, to share our knowledge with others. It is a unique human project, the first of its kind in history. It is a humanitarian project to bring a free encyclopedia to every single person on the planet.

Every single person.
We're a small organization, and I've worked hard over the years to keep us lean and tight. We fulfill our mission, and leave waste to others.

To do this without resorting to advertising, we need you. It is you who keep this dream alive. It is you who have created Wikipedia. It is you who believe that a place of calm reflection and learning is worth having.

This year, please consider making a donation to protect and sustain Wikipedia.

Thanks,

Jimmy Wales
Wikipedia Founder
Imagine a world in which every single person on the planet has free access to the sum of all human knowledge.

—Jimmy Wales, Founder of Wikipedia
Ultimate resource
Questions?