

# **Draft of Fundraising Campaign**

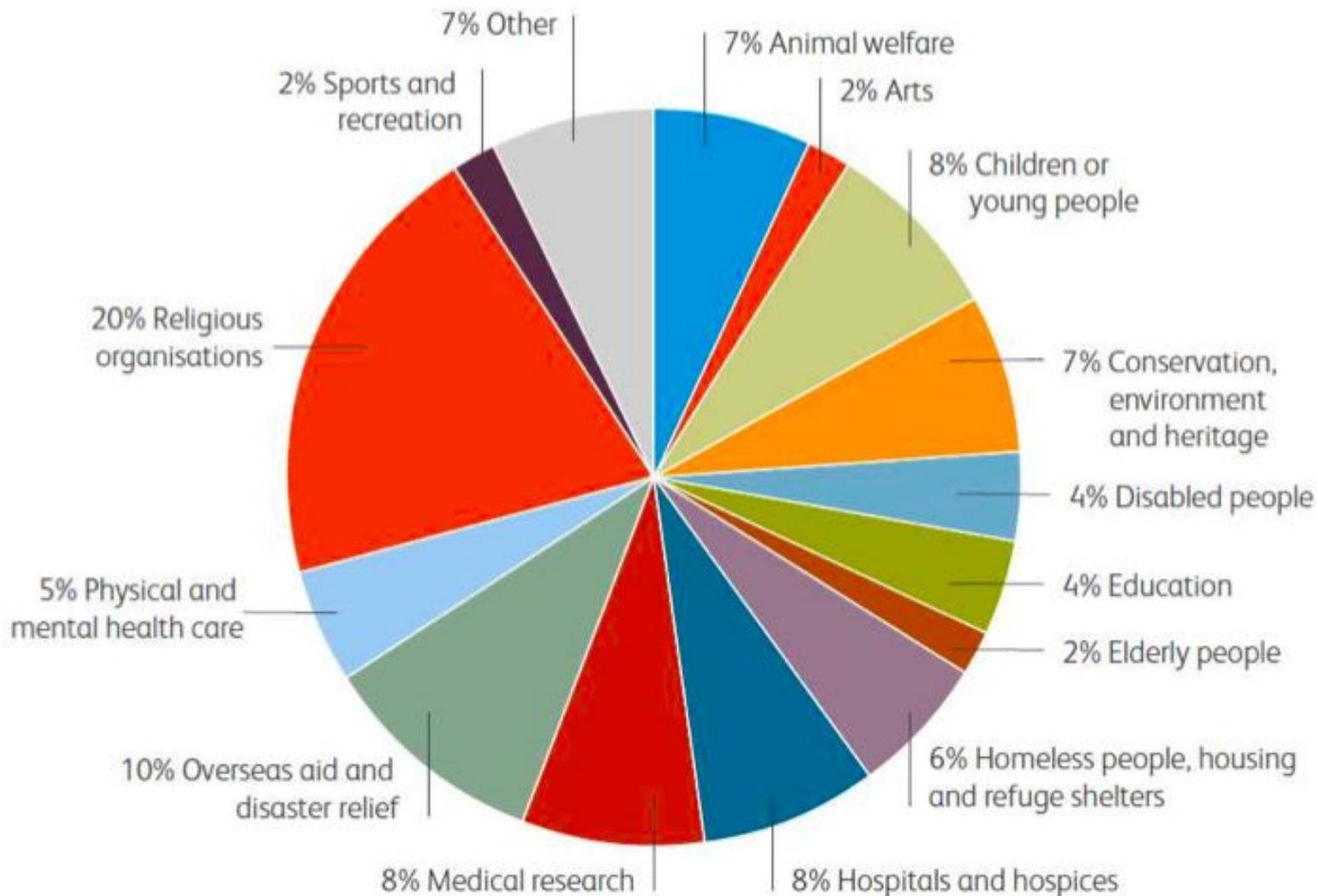


**#abetterlibreoffice**





## % of total donation amount received by each cause 2016





# Why is fundraising so important?

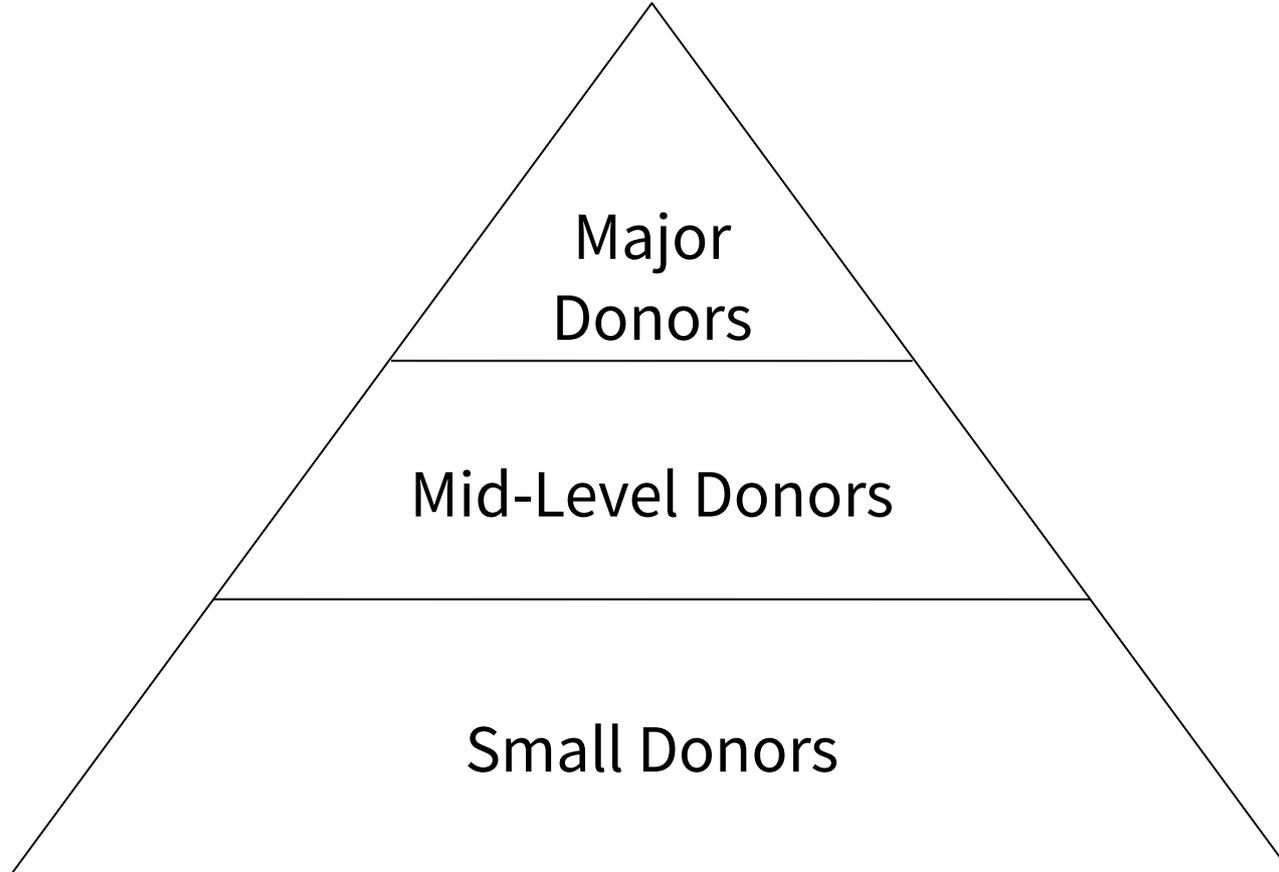
- A successful fundraising program can change TDF's future
- It can secure the resources that we need to deliver our mission and increase our impact, while establishing long-term supporter relationships
- Ultimately, it can strengthen our bottom line, for a sustainable future for TDF, LibreOffice and DLP



# FOSS Projects Do Need \$

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

# The Donor Pyramid



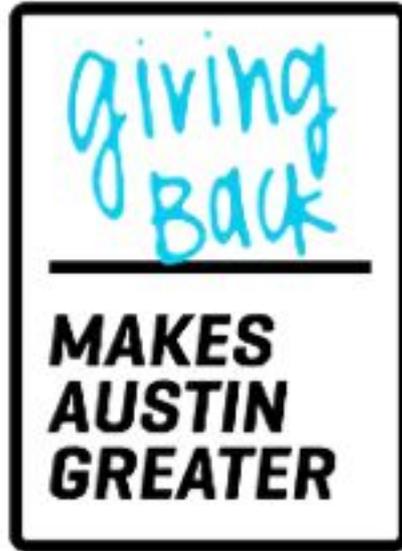
# Fundraising Stakeholders



# Inspiring Campaign



# Good for Several Messages



# Online Ads & Emails

**OVERCOMING  
BARRIERS  
TO SUCCESS**

United Way  
United Way for Greater Austin

---

**MAKES AUSTIN  
GREATER**

**DONATE** Just \$5 can help make  
a big difference

**INVESTING LOCALLY**

United Way  
United Way for Greater Austin

---

**MAKES AUSTIN  
GREATER**

**DONATE**

**TIME + MONEY  
+ GENEROSITY**

---

**MAKE AUSTIN  
GREATER**

United Way  
United Way for Greater Austin

**Helping Our  
Most Vulnerable  
Kids**

---

**MAKES  
AUSTIN  
GREATER**

United Way  
United Way for Greater Austin

Donating to the United Way for  
Greater Austin can make a big  
difference. Even **\$5 per week** can  
help 94 children obtain tutoring.

Visit us online and  
**DONATE TODAY!**  
[www.uwatx.org](http://www.uwatx.org)

# Social Media

United Way for Greater Austin is with Rachel McEnroy.  
March 4, 2013 · 2

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

Celebrate Amplify Austin & give back today: <http://jow.ly/8TH8>



Megan Carroll, Christa Lee Berry and 37 others · 7 Shares

Like Comment Share

United Way for Greater Austin · December 5, 2013 · 2

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

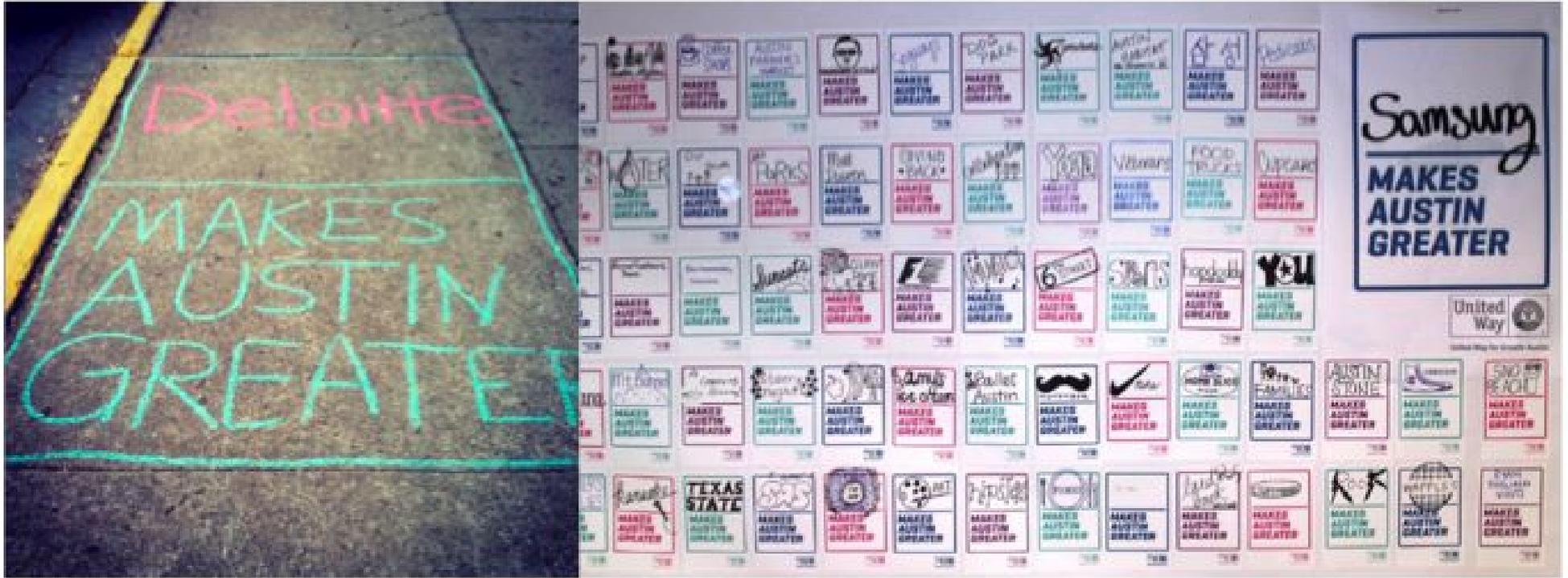
Thank you, Gerald, for inspiring giving & leadership!  
#ThankYouThursday



Christa Lee Berry and 4 others

Like Comment Share

# Enterprise Involvement



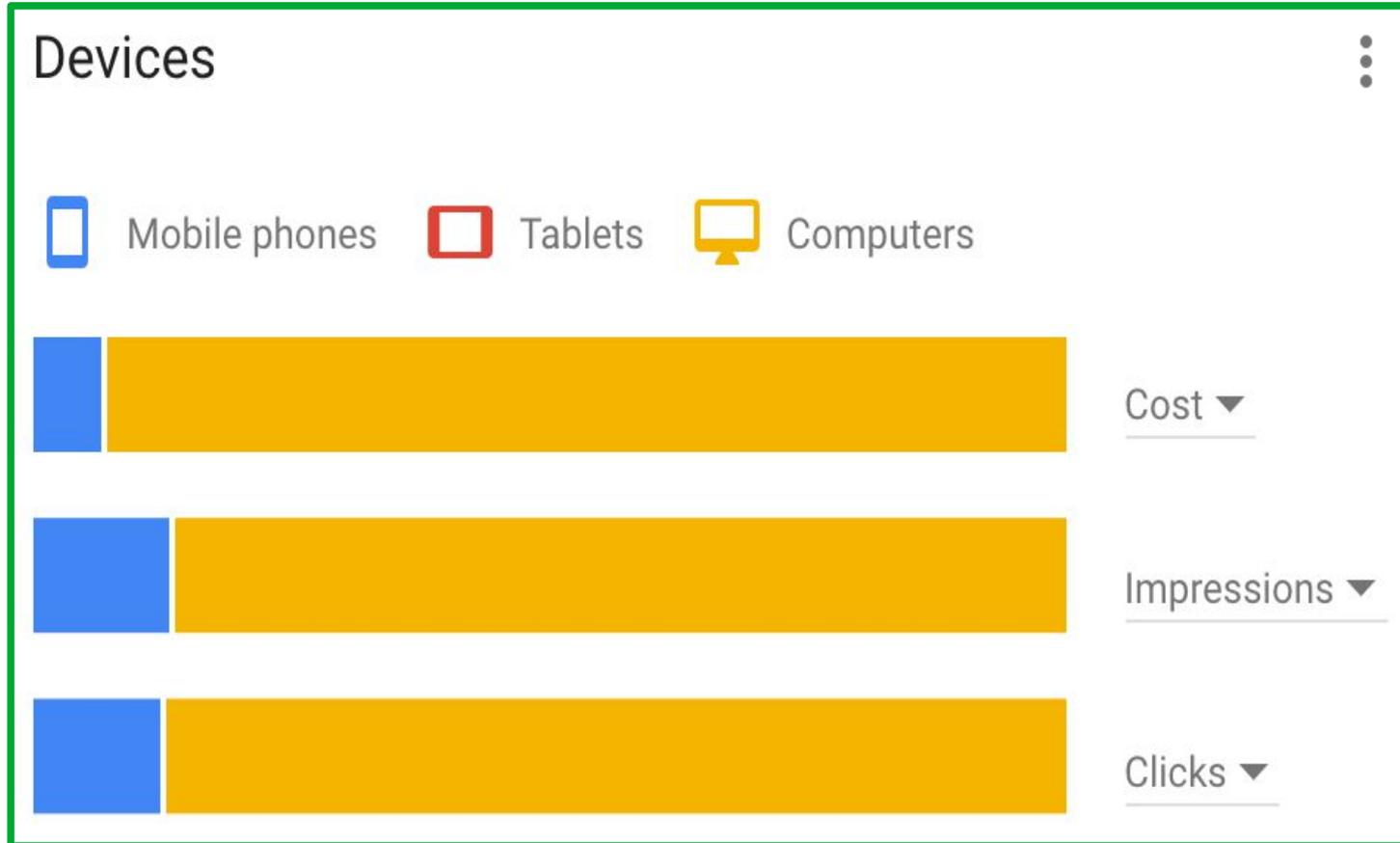


**#abetterlibreoffice**

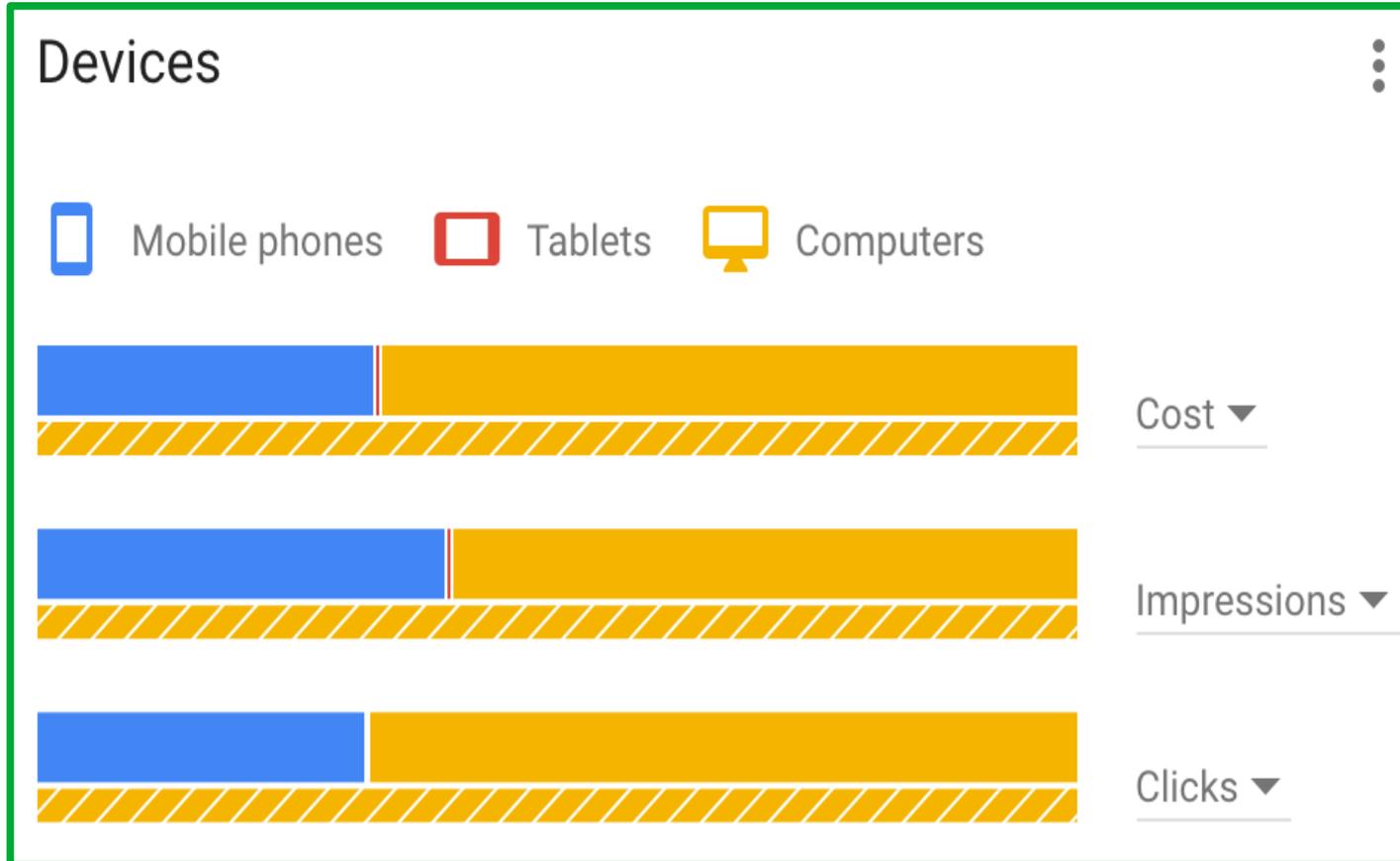
**Free as in Freedom,  
So Who Pays for the Beer?**

**(inspired by Cat Allman)**

# Google Ads Mar 17 – Sep 18



# Google Ads Jun 18 – Sep 18





# 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**

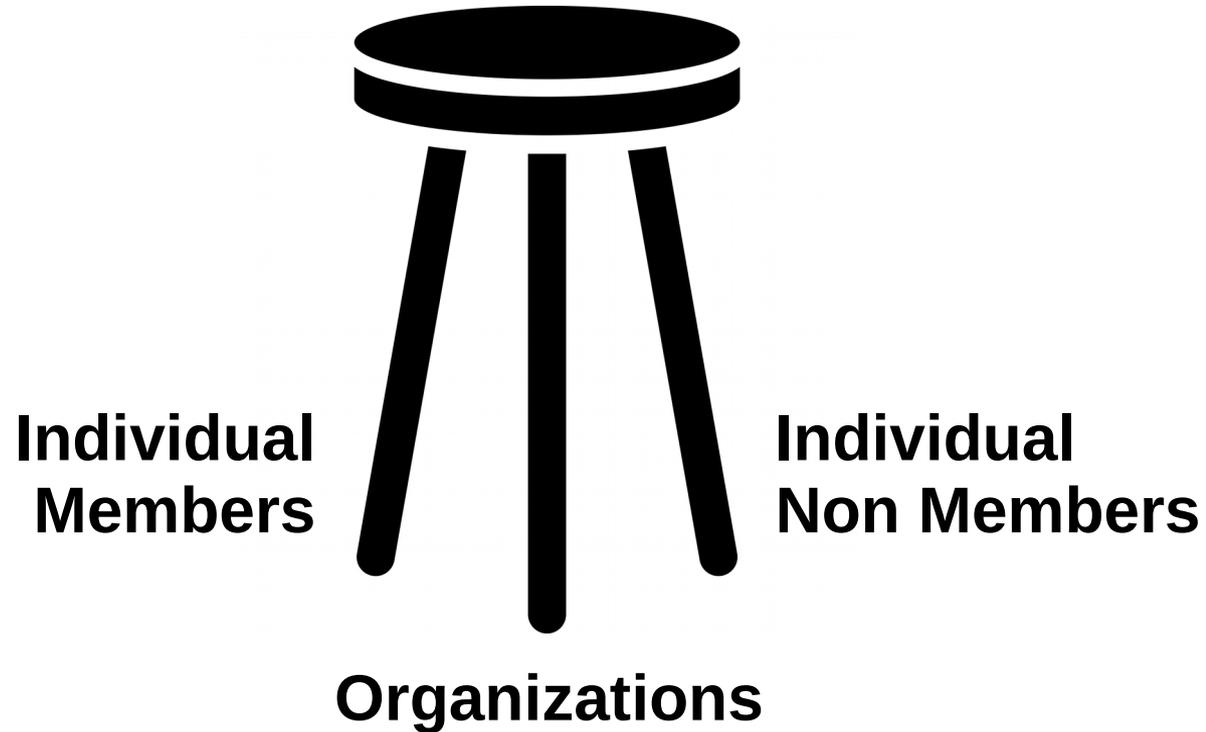
- Fundraise on top of donations
- Reduce the risk of cannibalization  
(impact on donations)
- Relate fundraising to improvements  
(donations are related to downloads)



# Next Steps

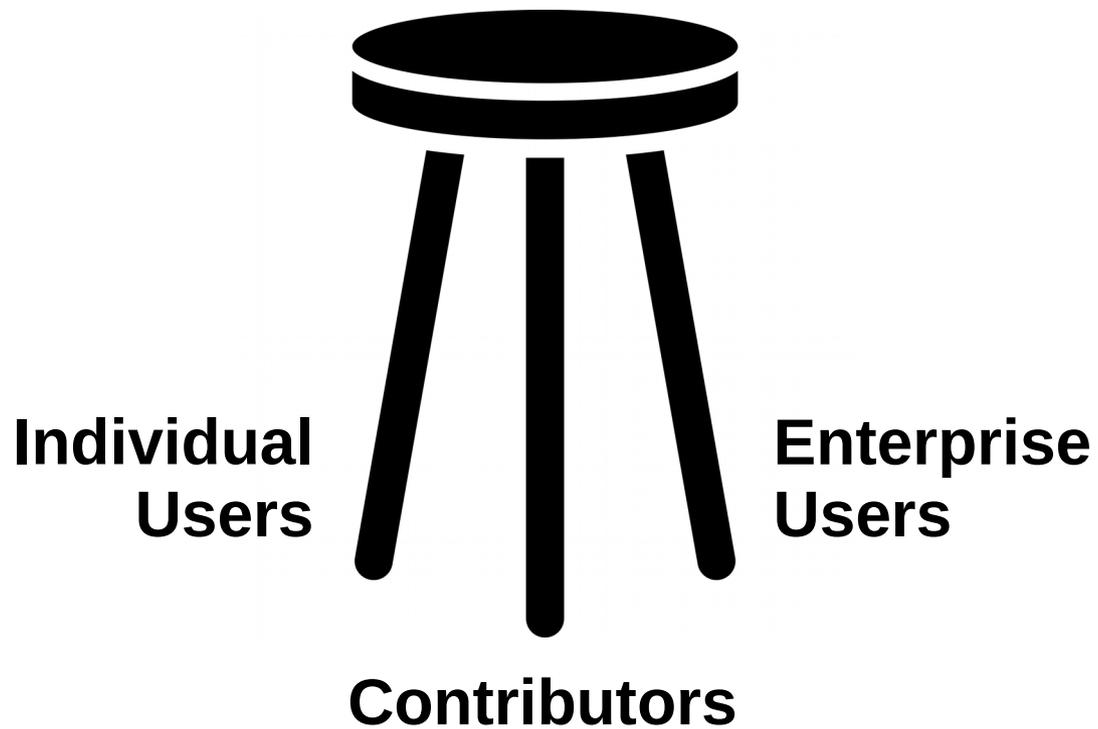
- Targeting of current websites
- Timing of fundraising campaign
- Basic elements of fundraising plan
- What we can ask, what we can offer
- Finding the four elements
- Elevator pitch

# documentfoundation.org





# libreoffice.org



# 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?

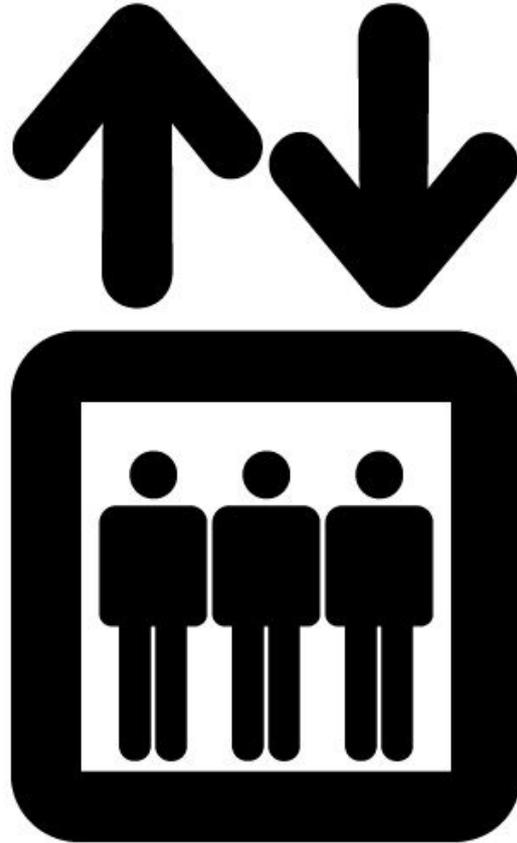
- Visibility on websites and blogs
- Logo and materials for website & social media
- Participation in open source community events



# Finding the four elements

VISION	ENEMY	HERO	RECIPIENT

# 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



# 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



### Where your donation goes

- **Technology:** Servers, bandwidth, maintenance, development. Wikipedia is the #5 website in the world, and it runs on a fraction of what other top websites spend.
- **People:** The other top 10 websites have thousands of employees. We have about 50, making your donation a great investment in a highly-efficient not-for-profit organization.

## Make your donation now

### Select your gift amount:

20  35  50  100  
 Other:  USD - \$ ▾

Donate by Credit Card

Donate via PayPal

If you'd like to make an automatic monthly donation please [click here](#).

Wikimedia Foundation  
Citibank International PLC  
1-5 Rue Paul Cezanne  
75008 Paris  
France

**IBAN** FR76 1168 9007 0000 6566 9500 597  
**BIC** CITIFRPP

\* \* \*

We do not store your credit card information, and your personal data is subject to our [privacy policy](#).

For more information or other ways to give, [click here](#). For answers to frequently asked questions please [click here](#).

“ 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



Please complete your donation below ...

Name

Email address

Amount

Card number

Security code  [Where is this?](#)

Expiration date

Street

City

State

Postal code

Country/Region

Donate by Credit Card

Your credit card will be securely processed.

## Wikimedia Foundation, Inc.

### Your order summary

Descriptions	Amount
--------------	--------

<b>One-time donation</b>	\$20.00
--------------------------	---------

Item number: DONATE

Item price: \$20.00

Quantity: 1

---

<b>Item total</b>	<b>\$20.00</b>
-------------------	----------------

**Total \$20.00 USD**

### Choose a way to pay



▶ [Have a PayPal account?](#)

Log in to your account to pay

▼ **Pay with Bill Me Later<sup>®</sup>, Debit or Credit Card**

Pay with your debit or credit card, or with Bill Me Later<sup>®</sup>

Country

Bill Me Later<sup>®</sup>, a PayPal service

**Get more time to pay.**

Subject to credit approval. [See Terms](#)

Credit Card

Credit card number

Payment Types    

Expiration date mm / yy  
 /

CSC

[What is this?](#)

First name

Last name

Address line 1

Address line 2 (optional)

City/State

# Ultimate resource

GRANTLAND<sup>®</sup>



Reprinted with permission of Grantland, 103 Park St., Montclair, NJ 07042 (201-509-7688).



**Questions ?**