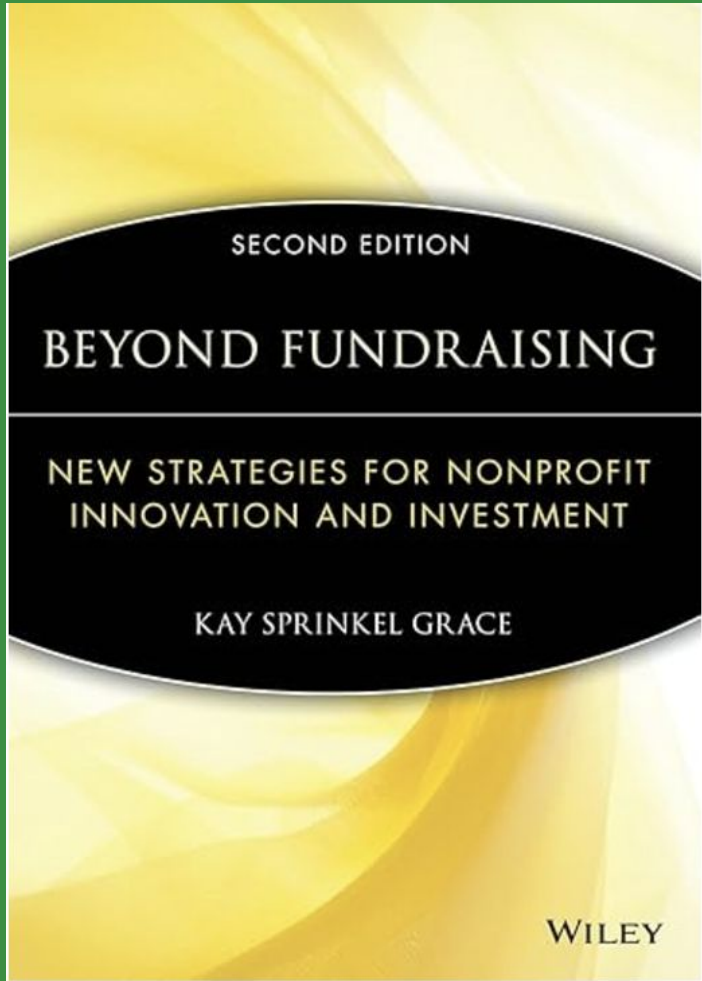


Storytelling, Networking, and Strategy

Three keys to successful fundraising

Amy Parker, CFRE
Chief Funding Officer
OpenSSL Foundation
amy.parker@openssl.org



“Let go of the idea that fundraising is a *begging* process based on the needs of the organization and view it as an *investment* process based on the needs the organization is meeting.”

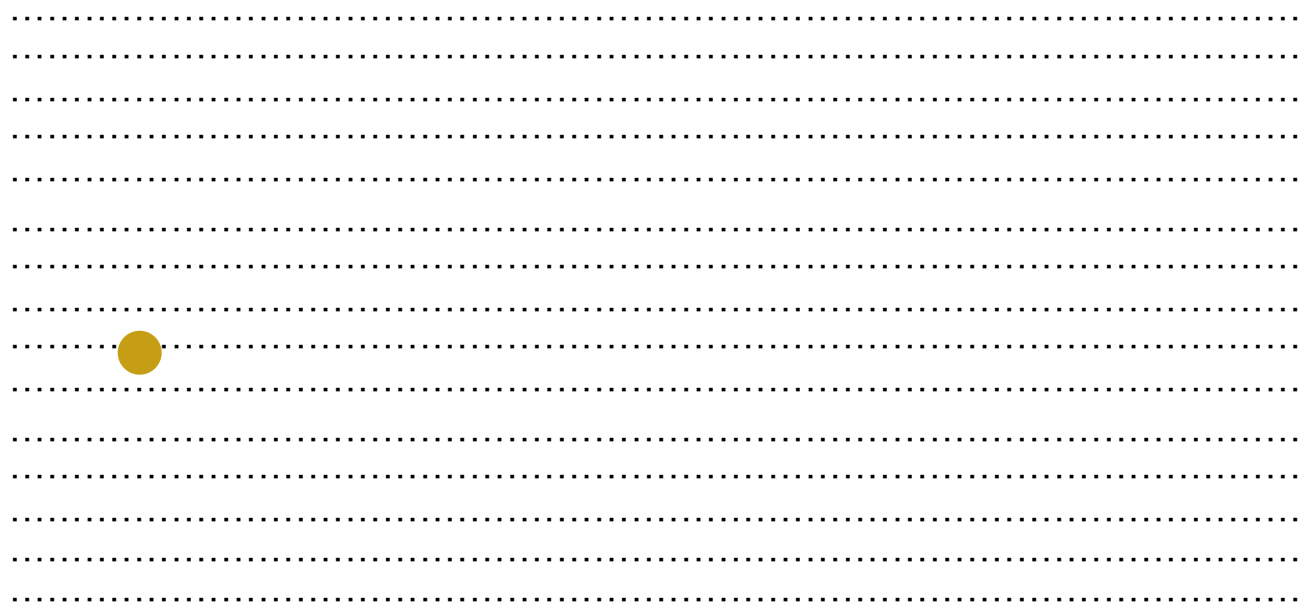
Kay Sprinkel Grace, *Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment*, 2nd edition, 2005.

Different types of fundraising

- Small-dollar gifts (sometimes called “annual giving”)
 - Online and email
 - Direct mail (postal mail)
 - Telemarketing
 - On-the-street campaigns
- Membership programs
 - For individuals
 - For corporations
- Major gifts
- Principal gifts
- Planned gifts (includes gifts in wills and other complex gifts)
- Corporate sponsorship
- Foundation grants
- Special events (galas, fundraisers, etc.)

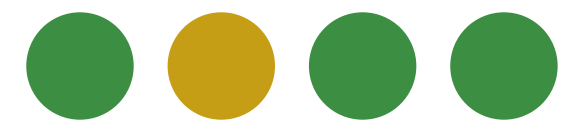


Email solicitation to a large group



1 in 1,500

Personal solicitation of well-qualified prospects



1 in 4





**Giving
USA™**

A public service initiative
of The Giving Institute



**LILLY FAMILY
SCHOOL OF PHILANTHROPY**
INDIANA UNIVERSITY

67% \$374.40 billion

Giving by Individuals

↑ grew by 1.6% from 2022

19% \$103.53 billion

Giving by Foundations

↑ increased 1.7% over 2022

8% \$42.68 billion

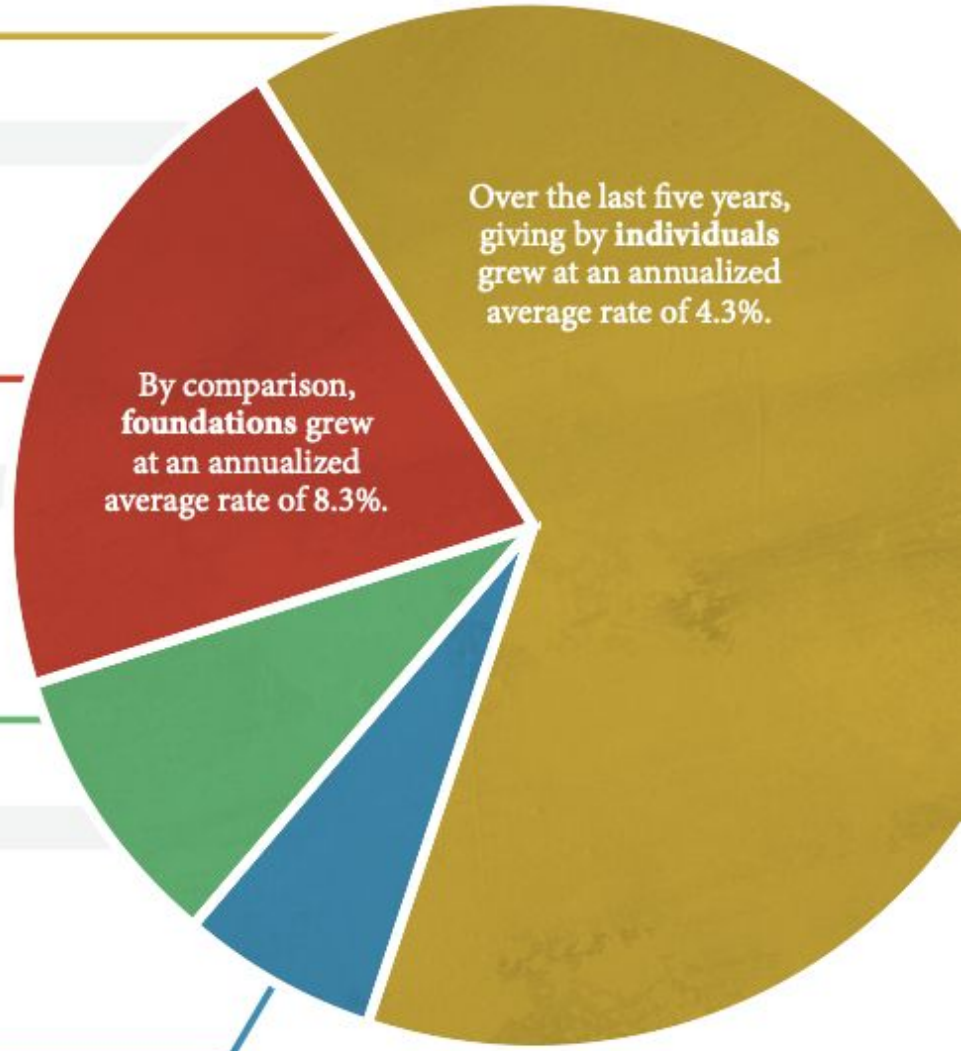
Giving by Bequest

↑ increased 4.8% over 2022

7% \$36.55 billion

Giving by Corporations

↑ increased 3.0% over 2022



*All figures on this infographic are reported in current dollars unless otherwise noted. Inflation was slightly higher than average in 2023, at 4.1%, and results may differ when adjusted for inflation. Learn more in the chapters.



Dear Friends,

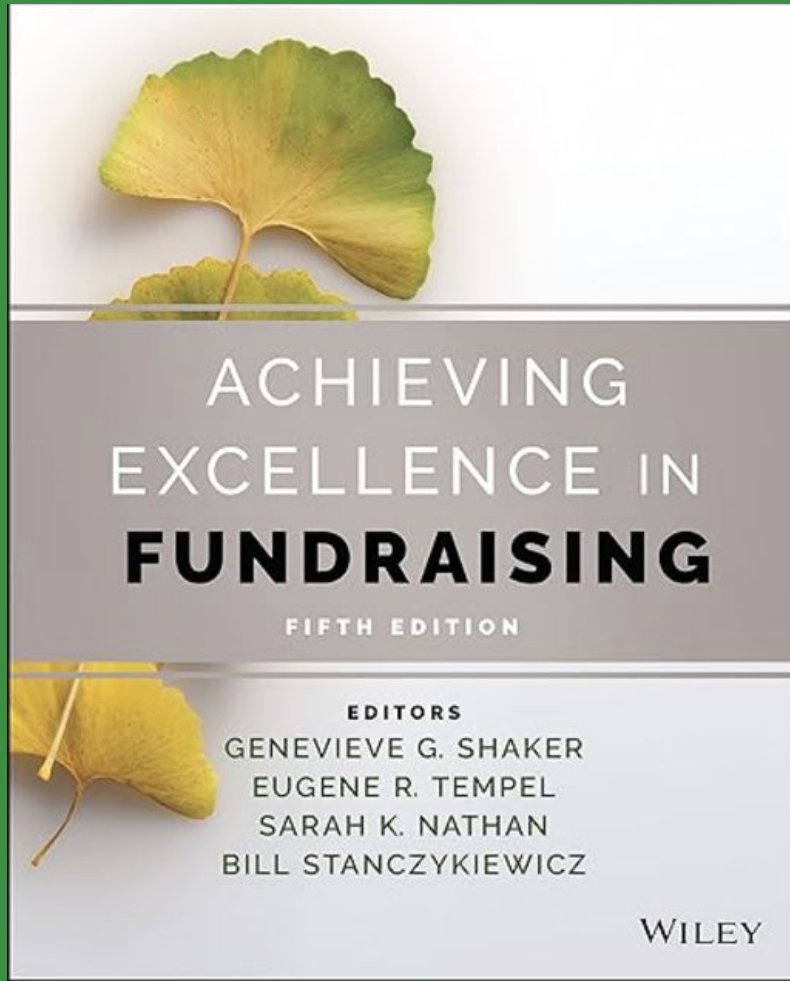
In the face of Haiti's ongoing turmoil, I write to you with gratitude for the resilience and dedication that define our mission. Recent events—gunfire at aircraft, disruption of ports and escalating violence in the capital—present new challenges for all of us.

The closure of our airports for at least 30 days, and potentially much longer, has severe implications for Haiti, especially for institutions like Hôpital Albert Schweitzer (HAS). Critical supply chains are disrupted, threatening the delivery of emergency medicine, essential supplies, and relief efforts.

Despite these obstacles, I want to reassure you that HAS remains unwavering in our commitment. Our doors are open, and we continue to serve every patient who seeks our care. The Artibonite community depends on us, and we will not falter. **Even now, we care for 150 hospital inpatients and perform 500 outpatient or community health consults – every single day.**

Our team's perseverance is inspiring. With limited resources and increased demand, they continue to provide lifesaving care, adapt to daily challenges, and ensure that even in the most trying circumstances, HAS fulfills its mission.

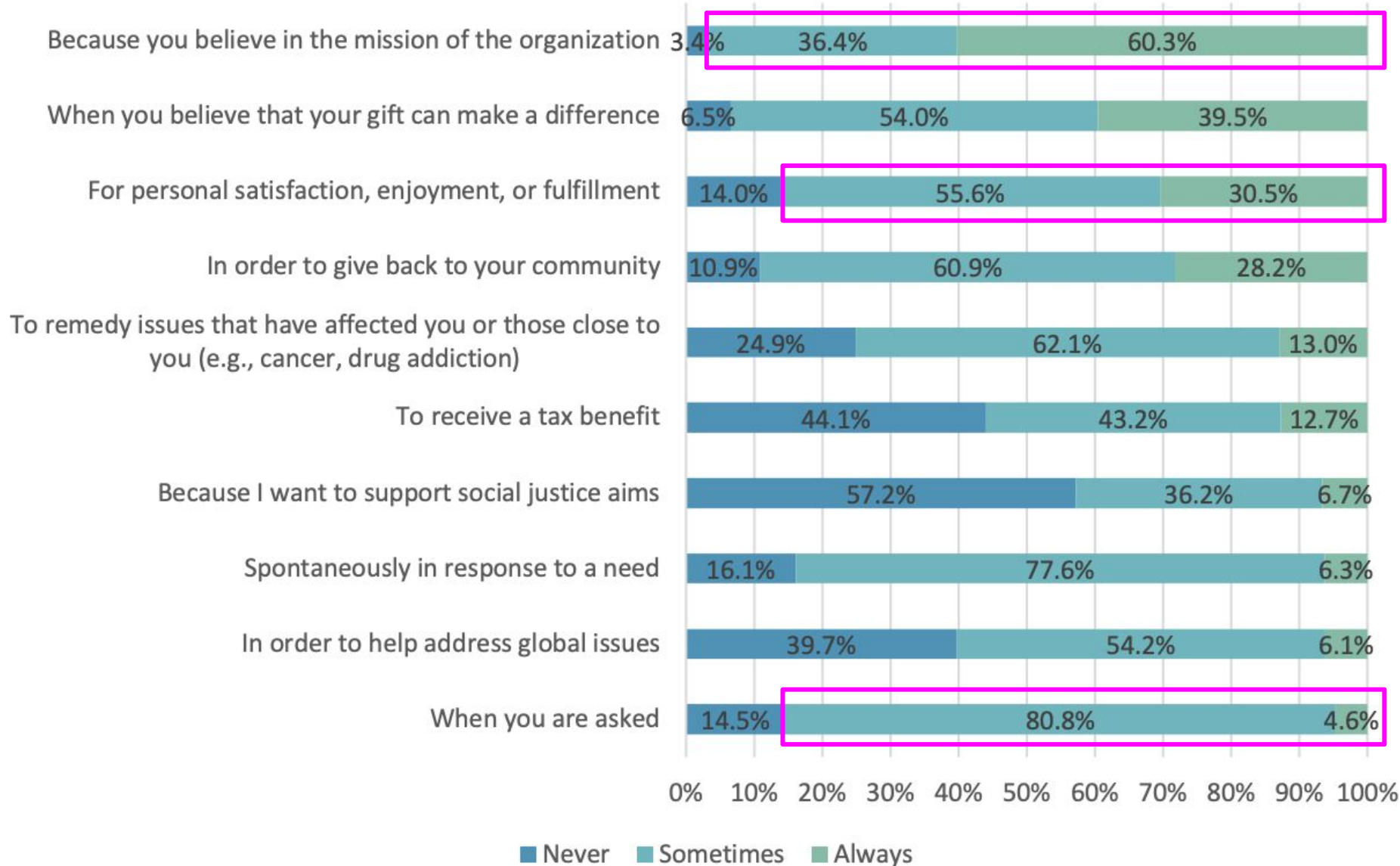




“Fundraising is the gentle art of teaching people the joy of giving.”

Hank Rosso, *Achieving Excellence in Fund Raising*, 1st edition, 1991.

AFFLUENT DONORS REPORTING GIVING BASED ON MOTIVATION TYPE



mission

happiness

being asked

Why companies give

Companies exist to make profit; there are only a few reasons they will give money away.

1. Advance their own business objectives
 - a. The nonprofit's work addresses issues that are of interest to the company
 - b. They want to connect with the nonprofit's constituents/communities
2. Increase corporate visibility
 - a. More eyes on their work
 - b. "Reflected glory" - the nonprofit's reputation rubs off on them by association
3. Be seen as good corporate citizens (CSR, corporate social responsibility)
4. Take advantage of tax deductions



the right ask
to the right person
at the right time

storytelling

networking

strategy

the right ask
to the right person
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storytelling

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strategy



OpenSSL

What we do

OpenSSL is a robust, commercial-grade, full-featured toolkit for general-purpose cryptography and secure communication.

OpenSSL Mission

Why we do it

We believe everyone should have access to security and privacy tools, whoever they are or whatever their personal beliefs are, as a fundamental human right.



“I decided to contribute to OpenSSL because it has a great mission and purpose.”

“Supporting projects like OpenSSL feels like contributing to the essential infrastructure of the internet, akin to paying for utilities like water, electricity, or submarine fibre-optic cables.”

“I have personally had identity theft earlier in my life.”

Why do you donate to the OpenSSL project?

“I've seen some of the damage that bad actors (especially the state-sponsored ones) can do, especially when an identity is compromised”

“Privacy and security are fundamental rights and a cornerstone of liberty and freedom. They are essential in safeguarding individuals and populations, especially those that are most vulnerable.”

“I believe that future wars will be first fought in cyberspace and our best defense is proper encryption.”



Why Your Support Matters

Your gift to StoryCorps does more than preserve stories—it builds connections that last a lifetime.

Every story recorded:

- Connects us to our past
- Deepens our appreciation for our loved ones
- Inspires meaningful conversations for years to come

Dear Amy,

When was the last time someone asked you a profound question?

The kind of question that asks you to think deeply about the people that you love, the dreams you have, or maybe even the fears that keep you up at night.

A question that, no matter how personal, invites you to open up and be a little bit vulnerable. These questions hold enormous power.

The heartfelt stories StoryCorps shares with you each week begin with questions like these. They capture the essence of what we do, whether it's family members interviewing each other, or strangers coming together through our One Small Step initiative.

Amy, this year many of us have been seeking ways to reconnect meaningfully with each other. Conversations online or in the news have felt polarizing, but personal stories remind us of our common ground and shared histories.

StoryCorps bridges these divides by recording and sharing heartfelt stories. Can you help us make sure it's available for the next generation of listeners and participants by making a tax-deductible donation today? Thanks to a generous gift from The Kaplen Brothers Fund, your gift will be matched and have twice the impact. That means your gift of \$55 or more will go twice as far!



Storytelling

- Put your mission at the center of your fundraising
- Donors give because they want to accomplish something; their gift facilitates you doing that the work necessary to have that impact
- With individuals, the gift has to resonate on a personal/emotional level
- With corporations, the gift has to make business sense (but don't forget that corporations also are made up of people!)



the right ask
to the right person
at the right time

storytelling

networking

strategy

Well-qualified prospects

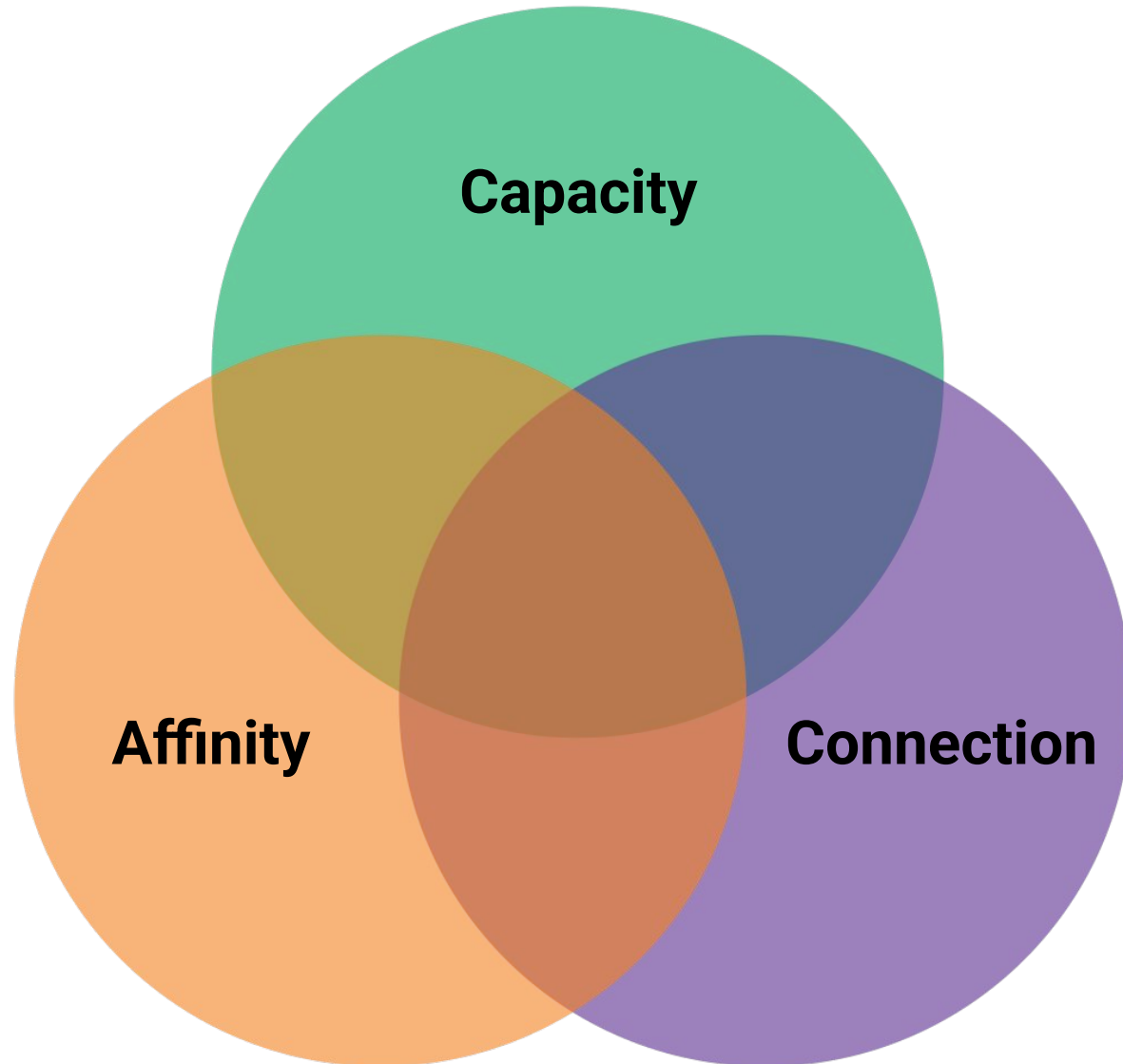
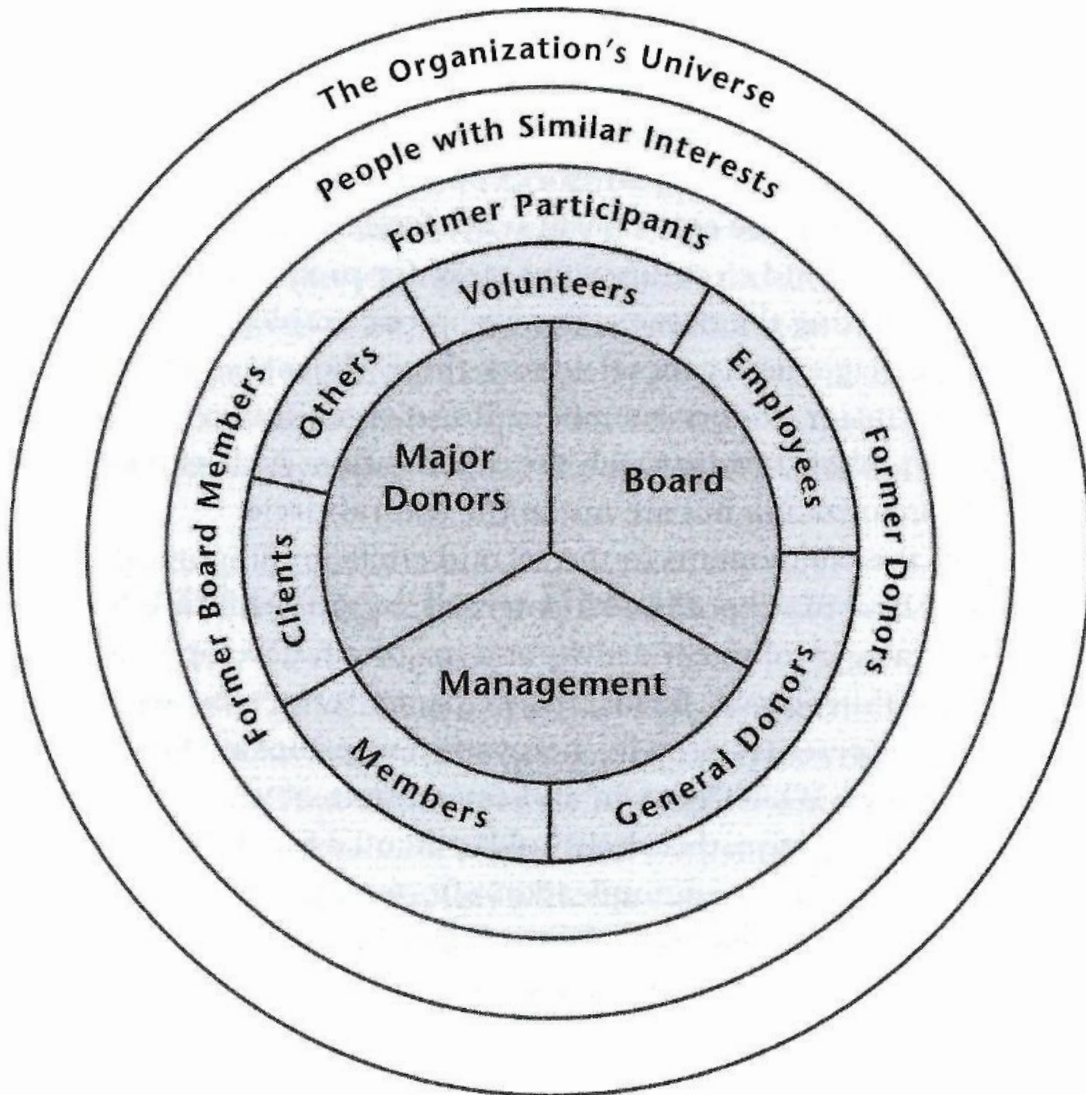


FIGURE 5.1. THE CONSTITUENCY MODEL.



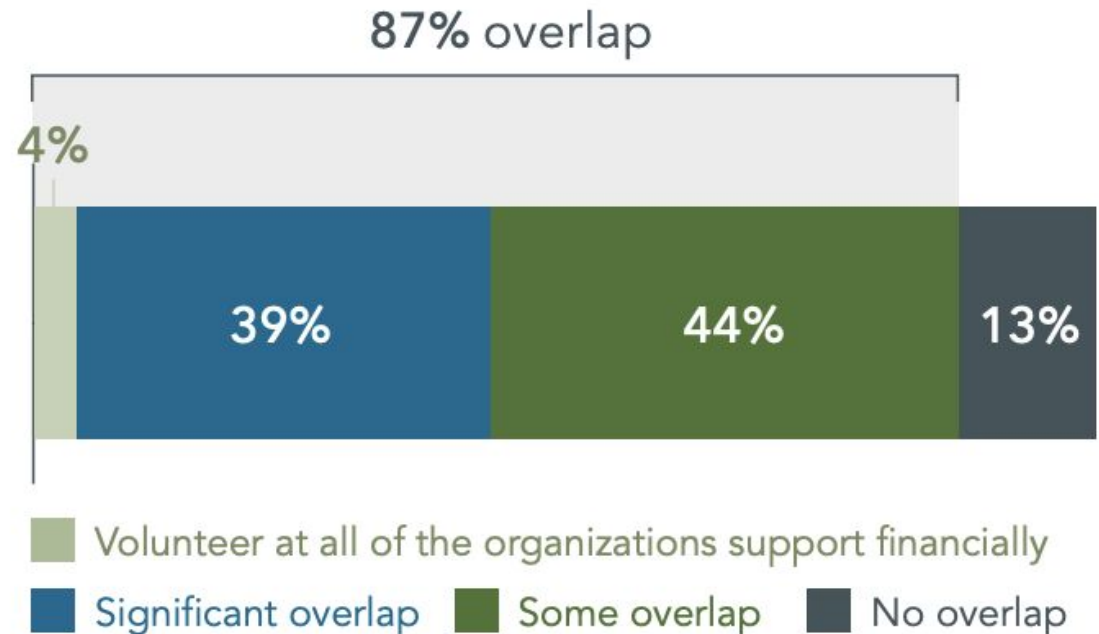
- Core constituency is at the center
- As you radiate outward, the action, energy, and bonds with the organization diminish
- “The best prospective donor is a current donor.”

Volunteering and Donating

Two-pronged support for charities

Most volunteers support their causes with both time and money—not one or the other. 87% of volunteers say there is overlap between the organizations they support financially and where they volunteer, with 43% describing significant or total overlap with the organizations they support financially and as a volunteer.

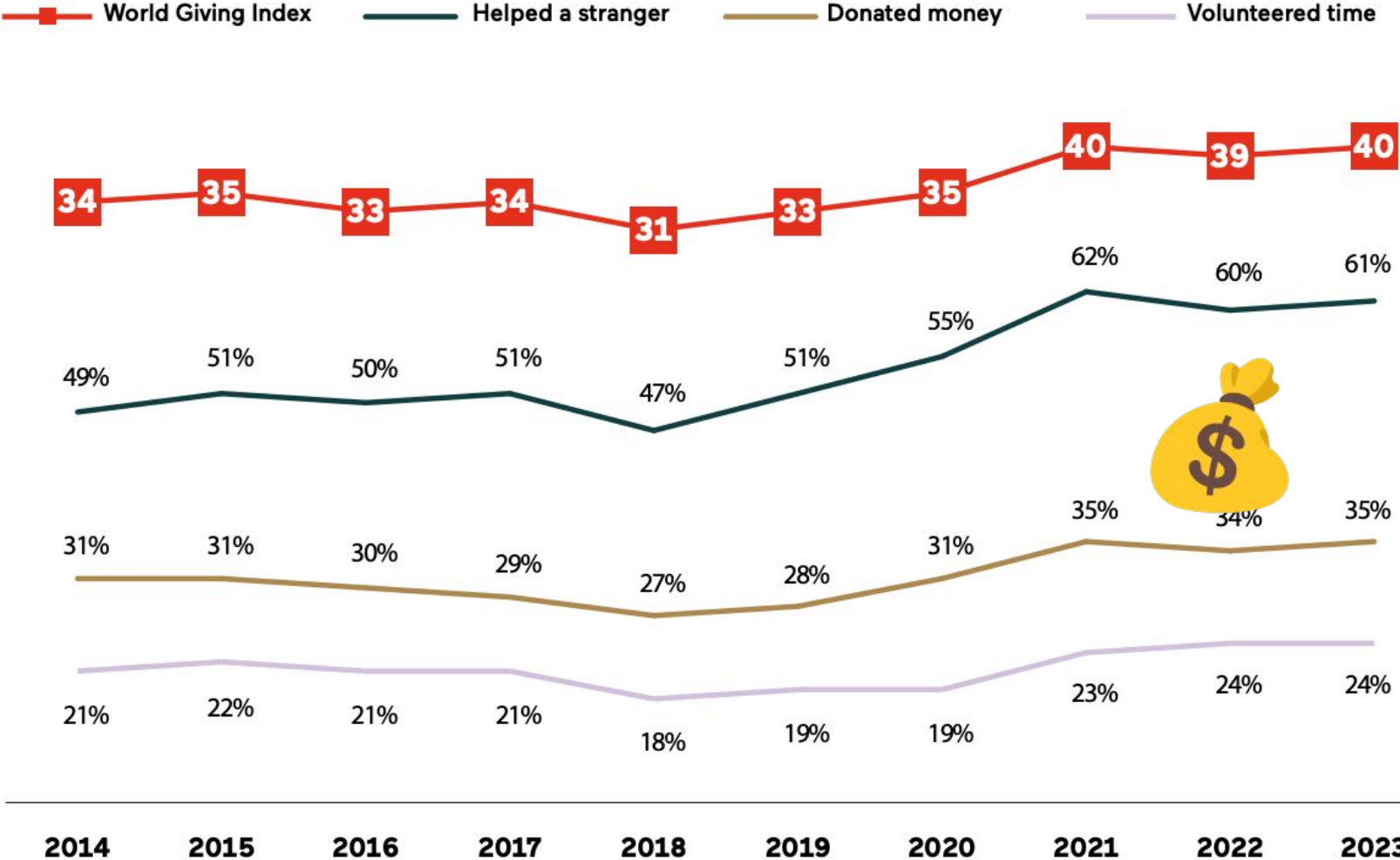
Overlap of Financial Support and Volunteer Work*



* among volunteers

WORLD GIVING INDEX SCORES

The global average index score is 40 points, back to its joint-highest level since 2021.



Networking

- Start in the middle of your circle and work your way out
- You need to know your existing community first
 - Who is in your community?
 - Why are they there?
 - What do they care about?
 - What motivates them?
- Build relationship maps
 - Who do your closest contacts know or have connections to?
 - Who do they recommend you speak with?
- Make personal connections in the spaces where you already are (e.g., here at a conference!)
- Make use of LinkedIn, CRMs, spreadsheets, and/or any other tools that will help you identify existing connections



the right ask
to the right person
at the right time

storytelling

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strategy

The right time *for the donor*

- The donor has had multiple interactions with your organization, and with more than one person
- You know what the donor is interested in and what motivates their giving
- You've already had some conversations about your organization's fundraising needs and/or giving in general
- You've been alert to signals that this is (or isn't) the right time for a gift, e.g., budgetary, life circumstances, timing with other commitments
- Sometimes you just won't know if it is the right time unless you ask (e.g., "is this a good time to talk about a potential gift?")
- Remember that "no" is often "not now" – not "never"





OpenSSL
openssl

A mission that's powered by your donations

The OpenSSL tools you know and trust only exist because of people like you. Individual contributions of time, expertise, and financial support have always been essential to improving the OpenSSL Library. If you share our passion for data privacy and security, consider investing in the Library's future with a one-time or monthly gift to the [OpenSSL Foundation](#).

The OpenSSL Foundation believes in privacy as a human right, and we are committed to providing security and privacy tools to everyone, everywhere in service of that right. Donations provide the critical financial underpinning that makes this possible. Every contribution makes a difference.

To learn more about the Foundation's fundraising program, including both individual giving and corporate sponsorship opportunities, contact Amy Parker, Chief Funding Officer, amy.parker@openssl.org. We value every donor and would love to hear from you!

For US donors, please note that the OpenSSL Foundation is a non-profit organization but is not a 501c3. While all donations are warmly welcomed, they are not tax-deductible.

Select a tier

Monthly

One-time

\$

a month

Select

Choose a custom amount.

\$11 a month

Select

Every monthly gift is a key that unlocks our mission.

\$23 a month

Select

Fun fact: In a group of 23 donors, there's a 50% chance that two of them have the same birthday!

\$47 a month

Select

Our algorithms did not predict this level of inspired support!

\$101 a month

Select

Wow! Forward or backward, that's 101 ways to make an impact!

Thank you OpenSSL Foundation sponsors!

Bloomberg

 **NetApp®**

Shiguredo Inc.

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SAKURA internet Inc.

Join us!

