

A large, light green leaf shape is positioned behind the main title text. In the bottom left corner of the slide, there is a partial view of a red arc.

Development and Community Engagement 2022 Fundraising Plan

*Development Committee Meeting
October 29, 2021*

2022 FBST budget expenses snapshot



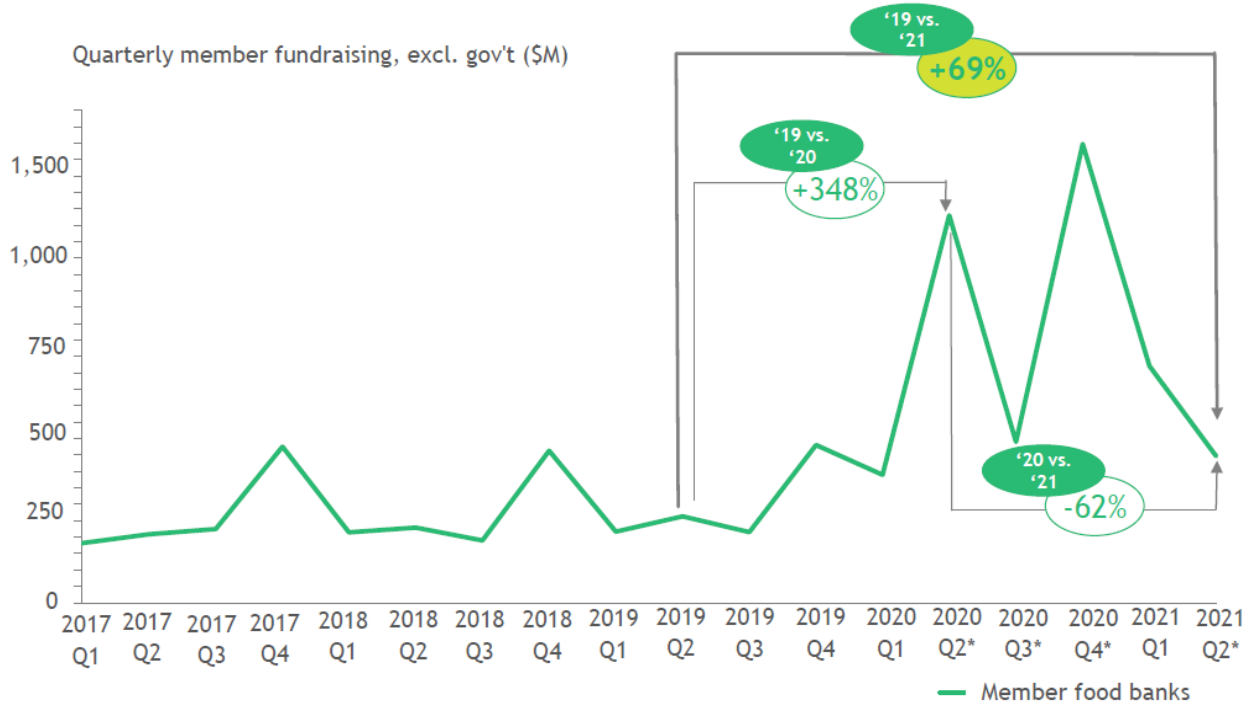
- 12.5-13M pounds of food distribution goal (flat vs. 2021)
- Reduced shared maintenance & wholesale markup for partner agencies – expense falls to FBST
- Providing agencies with ham/turkey meals at no cost to them
- Hiring 6 AmeriCorps VISTAs for special projects
- Increased BackPack expenses because of no Fill the Bus
- Increased fuel costs

First half of CY2021 FANO updates



Q2 fundraising was down from the unprecedented highs of CY2020, but it still showed growth over Q2 CY2019

CY2021
Updates



Food bank fundraising was up **69%** in Q2 2021 relative to Q2 2019

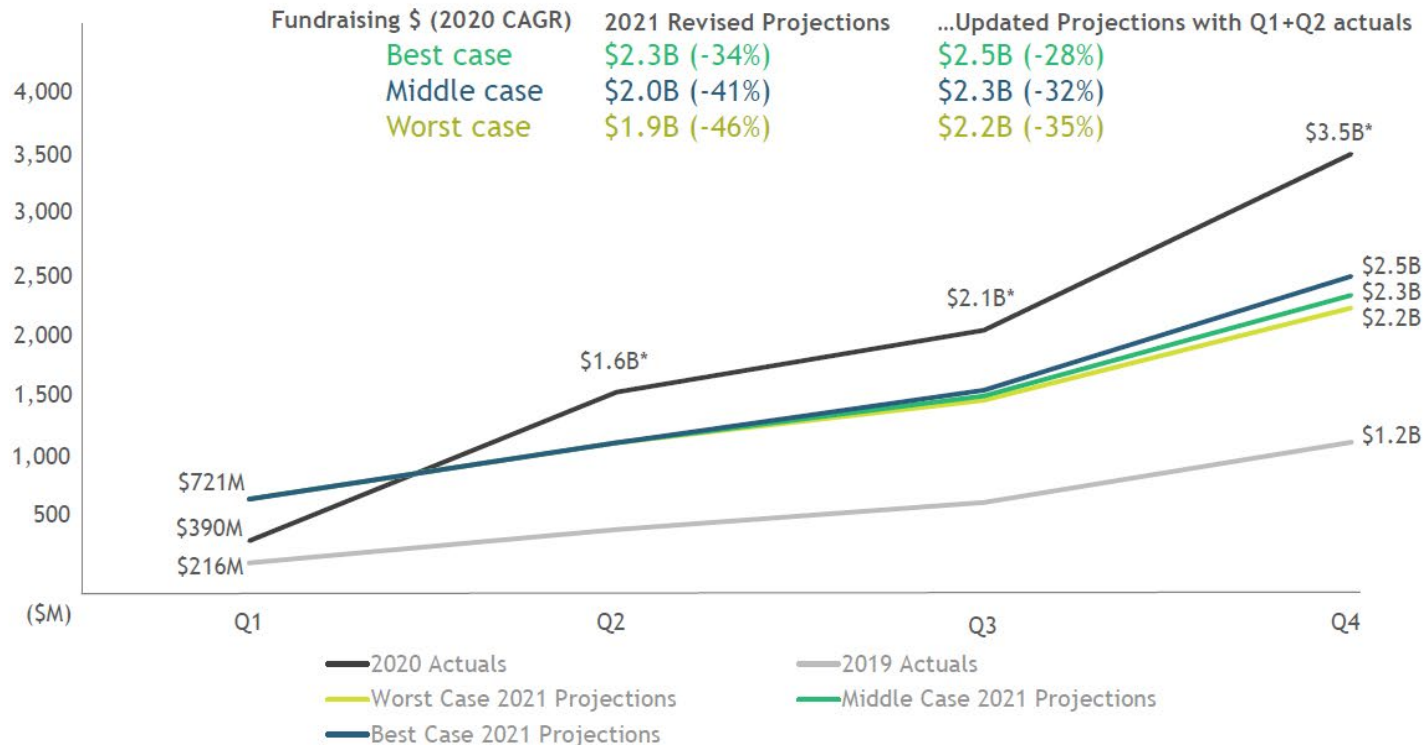
Note: Q2 2020 actuals exclude \$101.5M in Bezos pass-through funds to member food banks; 8 food banks appeared not to report Bezos funding in QPR
 Note: Q3 2020 actuals exclude \$93.12M in Phase 3 COVID pass-through funds to member food banks; 15 food banks appeared not to report this funding in QPR
 Note: Q4 2020 actuals exclude \$8M in Phase 4 COVID pass-through funds to member food banks; 3 food banks appeared not to report this funding in QPR
 Note: Q2 2021 actuals exclude \$7M in Phase 5 COVID pass-through funds to member food banks
 Source: FANO data; BCG & FANO analysis

First half of CY2021 FANO updates



CY2021
Updates

The strength of Q1 raised the floor of cumulative CY2021 fundraising even without any reforecasting of the remaining quarters



*Note: 2020 actuals exclude COVID pass-through funds to member food banks
Source: FANO data; BCG & FANO analysis

Taking conservative approach & benchmarking



2022 Revenue Budgeted Goal - **\$4,213,247**

We are being conservative with the fundraising revenue target, matching it to 2021 Q2 adjusted income. While the development & community engagement team has deployed several substantial strategic changes over the last two years, it is still unclear how much of 2021 fundraising was due to residual COVID giving.

Continued challenge of being on CY budget requiring Q1/2 adjustments versus most other food banks.



Next Steps:

- Rebuilding projection model with updated assumptions and data to provide projections by EPG and Quartile. *Tentative release date: Dec. 2021*

FANO* recommendations & chosen focus areas



Strategies to Sustain the Response

- Screen and segment donors
 - Differentiate best prospects by capacity and inclination
 - Test messaging
- Continue to tell your story, by connecting hunger, COVID, and the current economic situation
 - Update your case for support
 - Get Creative: Impact reports, town halls, new stewardship tools (ex. [ThankView](#))
- Invest in digital infrastructure and digital fundraising efforts
- Prioritize monthly giving
- Seek long-term investments versus immediate needs
- Consider staffing adjustments to optimize department goals
- Stay the course with planned giving marketing
- **Solicit unapologetically**

2022 FBST focus areas

1. Corporate Partnerships
2. SIF Major Gifts
3. Digital
4. Donor retention
5. Grants stewardship
6. Planned Giving

Focus 1

STRENGTHEN CORPORATE PARTNERSHIPS

Corporate partners in portfolio



Need your help working with Katherine Strawser (Corporate Partnerships Manager) on strategy, introductions and support of proposals, similar to work with Mary Jane Bray (Major Giving Officer)

Leader of the Pack opportunities

Focus 2

SIF MAJOR GIFTS

Strategic Investment Fund (SIF) major gift proposals



In process of proposals with 18 donors totaling \$700K

Will be revenue to SIF budget – likely won't hit Operating Income Statement toward fundraising goal

Continued work with major donors is increasing annual giving

Focus 3

DIGITAL

Continues to be priority



Hire & onboard Digital Manager

FANO Network Fundraising Services has offered pro bono consulting in determining resources needed to build program

Focus 4

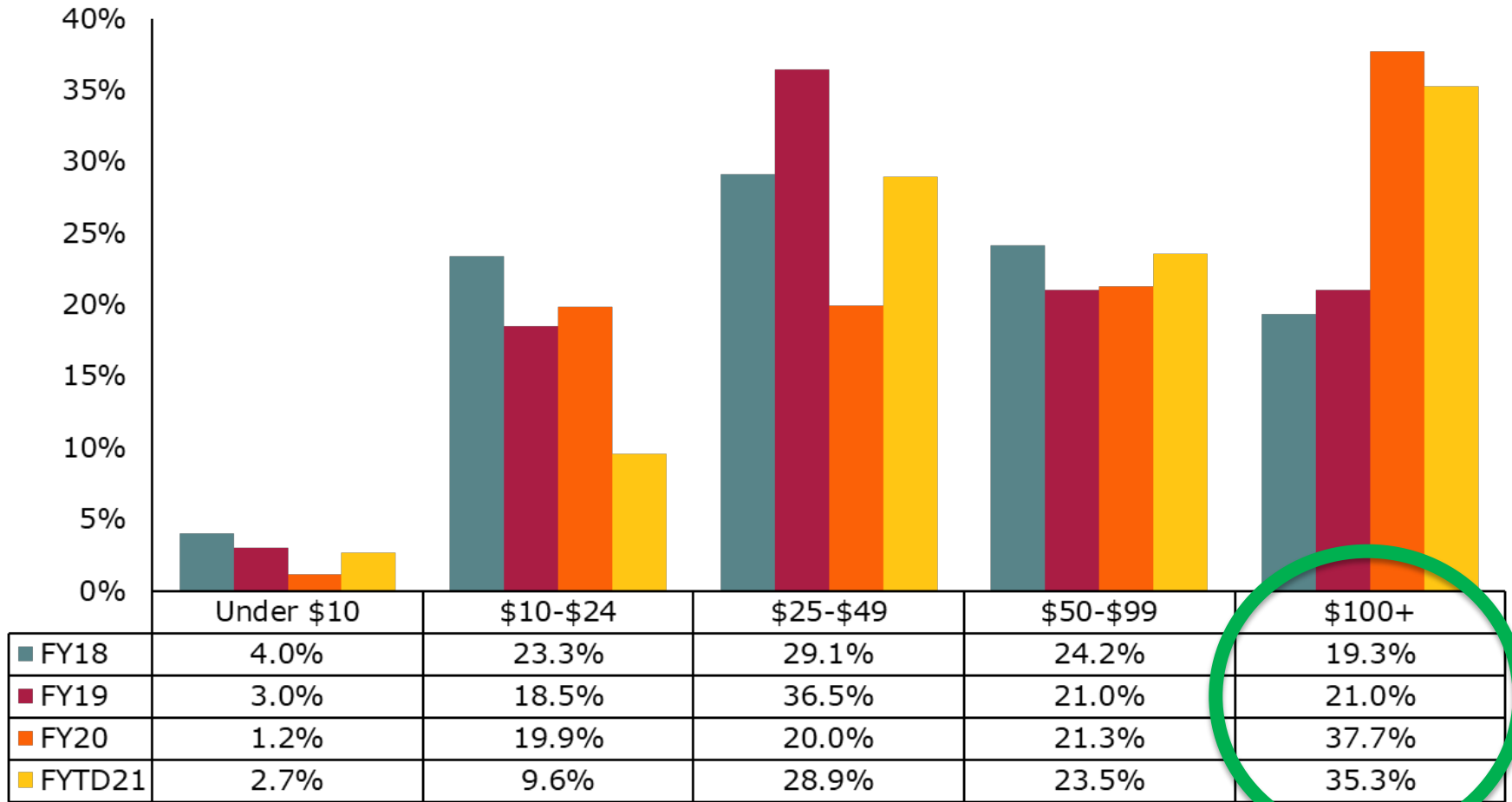
DONOR RETENTION

Continued work on the donor leaky bucket



Retention Behavior	# Constituents	# Donors	# Gifts	Goal	% Given	% Goal	# Donors with 2+ Gifts
Loyal 4+	4,038	2,616	9,818	3,473	64.8%	86.0%	1,690
New Last Year	7,864	1,922	4,869	2,759	24.4%	35.0%	817
LYBUNT	2,427	755	1,685	1,504	31.1%	62.0%	302
Loyal 2	1,714	711	2,159	1,031	41.5%	60.0%	352
SYBUNT 1-2	10,878	248	343	871	2.3%	8.0%	39
Loyal 3	878	430	1,275	599	49.0%	68.0%	210
New this year	961	961	1,387	474	100.0%	100.0%	158
SYBUNT 3+	1,438	128	202	431	8.9%	30.0%	32
Non-Donor	27,304	77	150	273	0.3%	1.0%	16
Long Lapsed	22,472	206	265	225	0.9%	1.0%	31
Total	79,974	8,054	22,153	11,640	10.1%	14.6%	3,647

New donors acquired by value \$100+ huge



Data through July 31, 2021; Run on individuals only; Campaigns & Events excluded



Focus 5

GRANTS STEWARDSHIP

Staffing adjustment



Hire & onboard Grants Manager

Program has been underperforming compared to Environmental Peer Group (EPG) due to lack of strategy & stewardship

Focus 6

PLANNED GIVING

Build structured Planned Giving program



Working with West Wind Consulting on marketing plan and process for making asks