



Fundraising Rooted in Racial Justice: Transitioning Crisis Donors to Mission Donors

Lejla Bajgorić, Douglas Manigault III, and Regina M. Sharma



Welcome fundraising colleagues!

About Us

Lejla Bajgorić (she/her)

Associate Director of Development, Detroit Justice Center (DJC)

Douglas Manigault III, MSW, CFRE (he/him)

Chief Development Officer, The Corner Health Center

Regina M. Sharma, MPA (she/her)

Development Director, Detroit Justice Center (DJC)





Overview

- Introduction
- Centering exercise
- Organizational background/history of crisis donor acquisition
- Building an internal culture of philanthropy rooted in stewardship
- Development of annual, sustaining & leadership giving programs
- Communication & capitalizing on impact
- What happens when a new crisis emerges and how does your organization respond?
- Group activity
- Final thoughts/Q&A



Centering us in Community

Word Cloud Exercise

1. What inspired you to choose this session?
2. What crisis has your organization experienced?
3. What was the impact of the crisis on your organization?



We are a non-profit law firm working alongside communities to create economic opportunities, transform the justice system, and promote equitable and just cities.



Our Approach

Defense

Legal Services Practice

Remove legal barriers (such as warrants, criminal records, fines and suspended licenses) that prevent criminal justice-involved individuals and other vulnerable residents from participating in Detroit's economy

Offense

Economic Equity Practice

Provide legal support for transformational economic solutions, including community land trusts, housing and worker co-ops, and enterprises led by returning citizens

Dreaming

Just Cities Lab

Promote replicable alternatives to punitive justice through pilot programs, strategic partnerships, and communications



2020 Racial Uprisings

- National spotlight on racial justice organizations
- Lacking development infrastructure as a start-up nonprofit law firm
- Growth from 400 donors to nearly 20,000



Our Guiding Question

What drives donors to invest in a movement?



Image: Third Wave Fund



Culture and Stewardship First!

- Imbedding stewardship into building an internal culture of philanthropy
- Thank-a-thon
 - Staff participation
 - 2021: 60%
 - 2022: 85%





Strategy for Long-Term Investment

- Develop an Annual Giving communications strategy rooted in our values
- Build a Sustaining Giving Program
- Prioritize a Leadership & Major Giving Program





Annual Giving Communications Strategy

CCF'S 10 PRINCIPLES

6. We treat donors as partners, and this means that we are transparent, and occasionally have difficult conversations. +

7. We foster a sense of belonging, not othering. +

8. We promote the understanding that everyone (donors, staff, funders, board members, volunteers) personally benefits from engaging in the work of social justice – it's not just charity and compassion. +

Source: Community Centric Fundraising



Annual Giving Communications Strategy

	MONTH						
	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CHANNEL							
Stewardship Email			24: Stewardship email		26: Stewardship email		
Stewardship Calls	☺ Staff thank-a-thon sustaining donor calls		☺ Juneteenth thank you calls				6: #GT thank you calls
Stewardship Letter	1: Staff thank-a-thon cards sustaining donor cards						
E-appeal	15: Juneteenth					23/30: #GivingTuesday	21: Year-end/New Yr
Solicitation Calls						11/8-12/20: Upgrade calls for sustaining donors	
Event	⚡ 17: Network 4 Good		⚡ 14: Spot Lite Detroit	⚡ 30: End White	⚡ 10: Songs of Justice		
Comms Newsletter	18: FHLBI presentation			30: Comms newsletter		18: Comms newsletter	
Press Release	⚡ 19: Detroit GirlsSquad					⚡ 12: Injustice VS	
Social Media				⚡ IG Live: Clean Slate		23/30: #GivingTuesday	21/28: Year-end/New Yr
Radio Spot							
Digital Marketing							

+ ☰ 2024 Engagement Cal. ▾ 2023 Engagement Cal. ▾ 2022 Engagement Cal. ▾ 2021 Engagement Cal. ▾ In ◀ ▶



Sustaining Giving Program: Design

➤ Name

➤ Logo



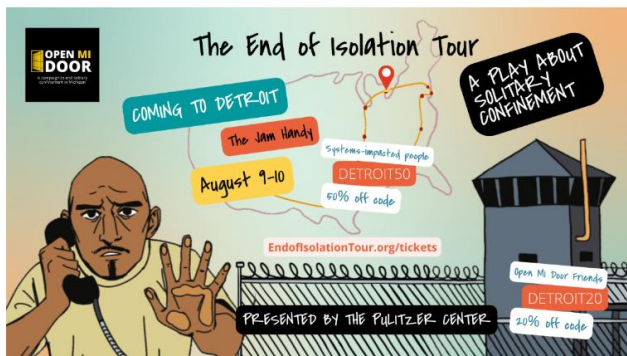
➤ Tagline

➤ Mission centered offerings

Sustaining Giving Program: Engagement

An Offering for Freedom Dream Sustainers!

Claim your free tickets to see The BOX, presented by The Pulitzer Center.



The BOX underscores both the horror of solitary confinement and the humanity of people subjected to it.

BLACK AUGUST Scavenger Hunt



Form your own team, or join someone else's, and compete in a race across the city of Detroit, solving clues and getting a firsthand look at the work we do at the Detroit Justice Center.



As a recurring donor, you can enter the discount code **SustainDJC** and save 25% while registering!



Sustaining Giving Program: Launch

- Celebrating founding members
- Welcome campaign e-series




- Welcome package
 - letter
 - impact report
 - giveaways



Sustaining Giving Program: Visibility

What We Do | Get Help | Join | Give | Resources | About | [DONATE](#)

GIVE:
Become a Freedom Dream
Sustainer



DETROIT JUSTICE CENTER'S
**FREEDOM DREAM
SUSTAINERS**

Detroit Justice Center
1420 Washington Blvd, Suite 301 | Detroit, MI 48226
P: 313-908-5985
[Web](#) | [Facebook](#) | [Twitter](#)

Join our movement!



**Join the Detroit Justice Center's
Freedom Dream Sustainers!**



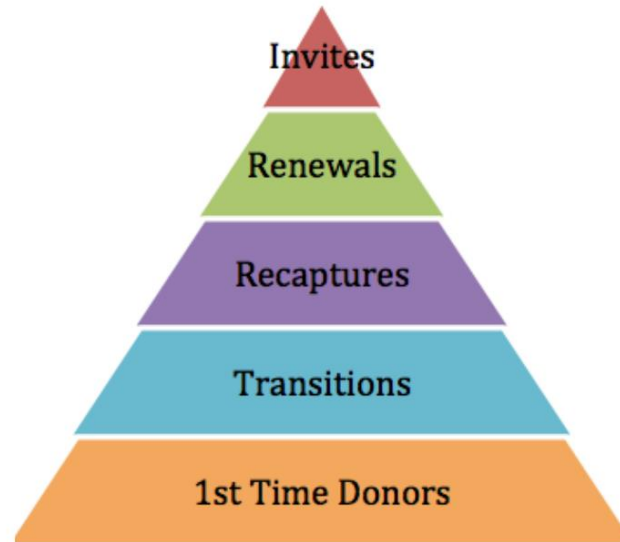
Sustaining Giving Membership Drive





Sustaining Giving Membership Drive


Retention: 40%
Recapture: 20%
Acquisition: 2%



Source: Little Green Light



Sustaining Giving Membership Drive



TESTIMONIAL

DJC represented Detroit Will Breathe when my own son was pushed down and bruised by the actions of those who were supposed to protect and serve. It was instead, The Detroit Justice Center, who both protected and served those young activists.

For that, and for so much more; I thank you, and I support you.

-Virna Calhoun

If we truly want to tear down the prison industrial complex and transform our cities, we need to enter a new, more sustainable way of doing this work.

That's why we're shifting our leadership model. And, that's why we've launched [Freedom Dream Sustainers](#) — to celebrate our supporters who make recurring gifts on an annual, monthly, or weekly basis.



Sustaining Giving Membership Drive

No movement is built in a vacuum or by a single person. From our leadership team to our base of supporters, we need to ensure everyone can participate in our movement for the long haul.

<< Test First Name >> — Thank you for your historic support of DJC during times of heightened crisis. Will you join our movement for the long haul by transitioning your gift into a recurring one?

Your ongoing support allows us to spend less time fundraising and more time going after our wildest freedom dreams, knowing that we have a solid base of community supporters in our corner.

We are both honored to be stepping into two of the three Co-ED positions next year. *Join us and step into your own leadership by becoming a Freedom Dream Sustainer today with a \$5, \$15, or \$50 recurring monthly gift.*



Sustaining Giving Membership Drive

Lapsed donors	41.96%
New donors	27.27%
Portfolio Gave in 2021	8.39%
2022 First time donors	6.29%
Recurring donors	4.20%
Sustaining donor	3.50%
Staff	2.80%
Lapsed sustainers	2.10%
---->Lapsed sustainer (network)	1.40%
---->Lapsed sustainer (win back)	0.70%
Board members	2.10%
Gave Year-End 2021	23.78%
ED's network	16.08%



Leadership & Major Giving Program

- Hiring a Leadership Gift Officer
- Building portfolios

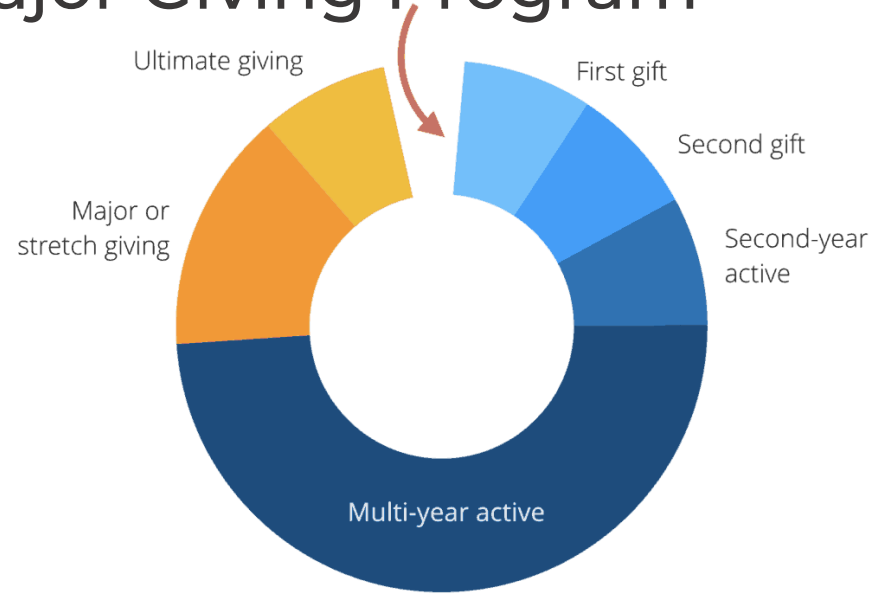


Image: Bloomerang + Kindful (a Bloomerang product)



Leadership & Major Giving Program

- Using wealth screening software
- Prospect research

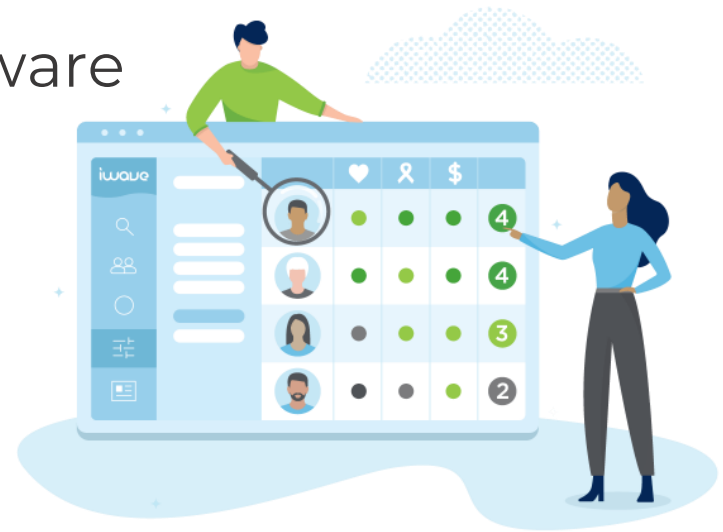


Image: iWave



Two Year Timeline

- Hiring a Development Director (March 2021)
- Built out the development department, including an Associate Director of Development, Senior Development Associate, and a contract grant writer (April 2021-March 2022)
- Stewardship / thank-a-thon (May-July 2021)
- Acquisition of wealth screening software (January 2022)
- Freedom Dream Sustainers (FDS) launch (March 2022)
- Hiring a Leadership Gift Officer (August 2022)
- Thank-a-thon #2 (October 2022)
- New website launch with FDS page (October 2022)
- Development of leadership/major giving portfolios (November 2022)



Understanding the Opportunity

Unpacking the crisis and its impact on your donors

- Communicating the impact
- Capitalizing on the impact

“Philanthropy is commendable, but it must not cause the philanthropist to overlook the circumstances of economic injustice which make philanthropy necessary.”

- Martin Luther King, Jr.



Best Practices

Engaging the six (6) 'rights' of fundraising

- having the right person
- asking the right prospective donor
- for the right gift
- for the right program
- at the right time
- in the right way



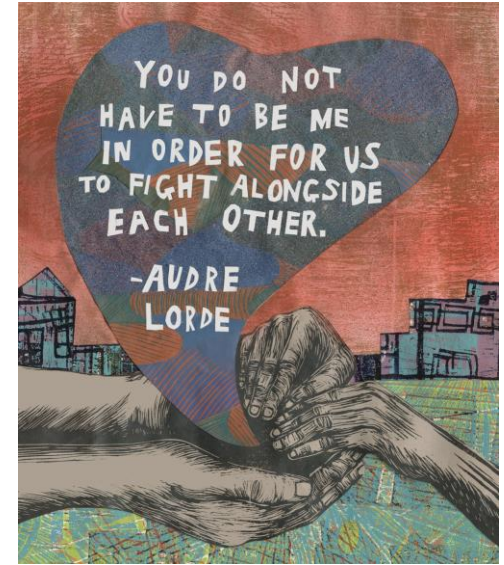
LILLY FAMILY
SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY
IUPUI



Group Exercise: Donor Profiles

- Determine what steps you would take to transition these donors from crisis to mission donors

Image: Meredith Stern





Transitioning Crisis Donors to Mission Donors

Thank you!

Questions & Comments?