

the four fundraising frameworks



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about

Responsive Fundraising



founder
social entrepreneur

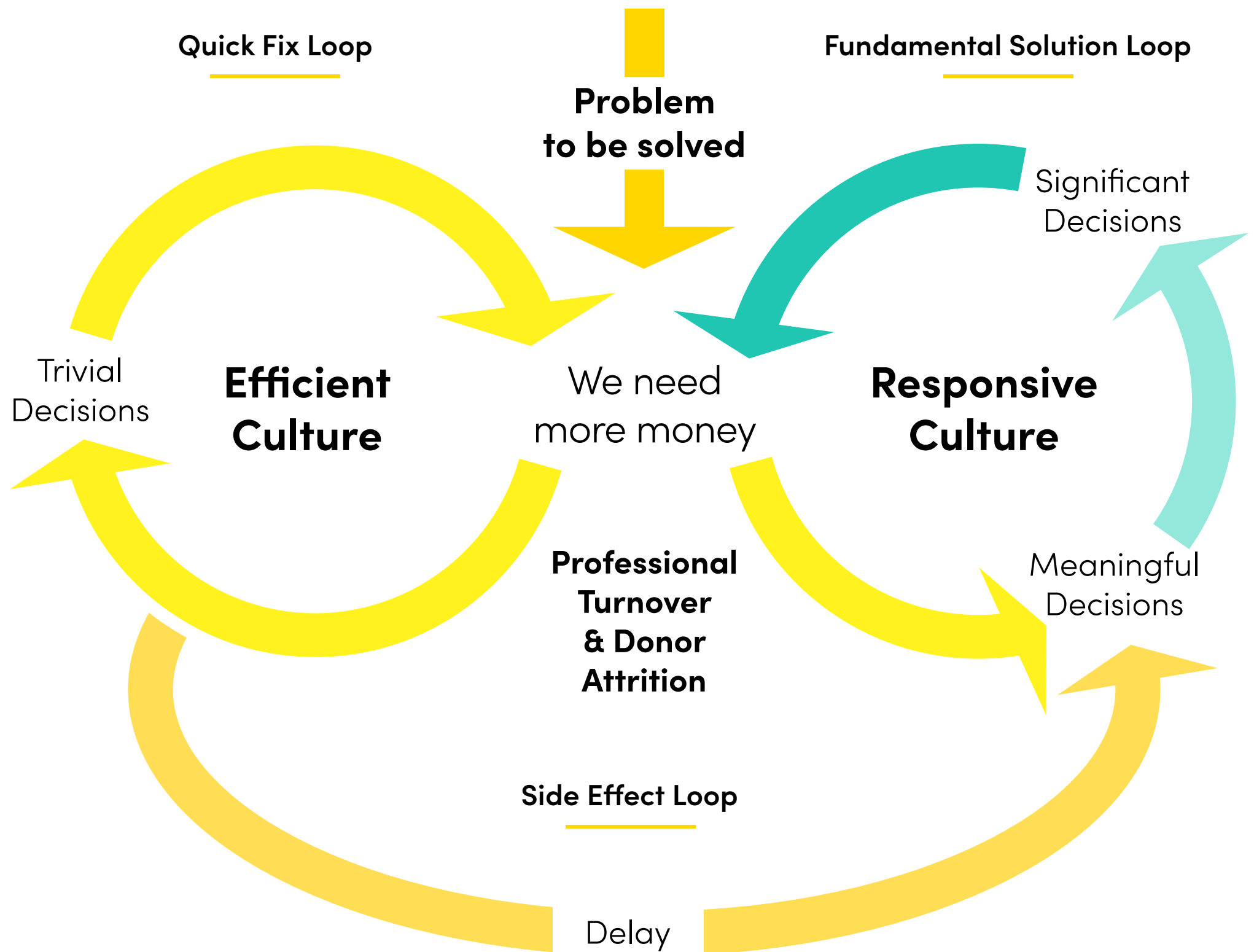
jason lewis

Jason Lewis provides the fundraising sector with an often-needed contrarian voice,

Willing to question deeply ingrained beliefs and assumptions of how effective fundraising really works. Jason challenges the prevailing wisdom about effective fundraising practices, hiring decisions, and donor behavior. Jason is the author of *The War for Fundraising Talent*, the creator of the Four Fundraising Frameworks, and the host of *The Fundraising Talent Podcast*.

Jason teaches nonprofit management and social entrepreneurship at York College of Pennsylvania and he is a member of the Association of Fundraising Professionals' Master Trainers. Jason earned his MS in Nonprofit Management at Eastern University and graduated from the College of Executive Coaching.

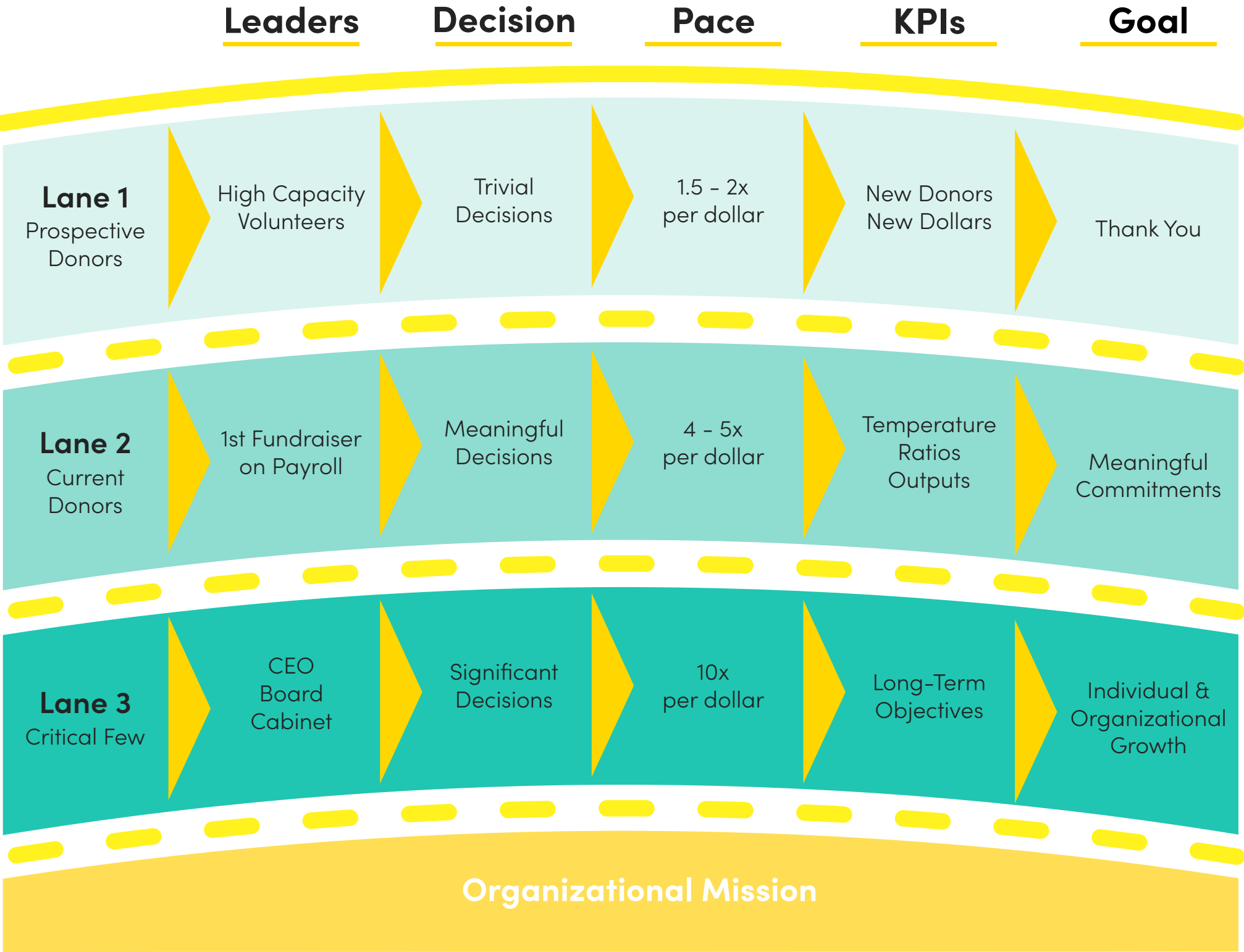
Two Fundraising Cultures



The Two Fundraising Cultures model is a systems archetype which mirrors similar behavioral patterns that are observable in many other aspects of our personal and professional lives. The “shifting the burden archetype” distinguishes between a fundraising culture that consistently shifts the burden for additional support to initial and often trivial decisions versus a culture that relies on meaningful relationships as the pathway to meaningful and significant levels of support. The fundamental solution in the right loop is never as immediately attractive as the symptomatic solution that we turn to in the left loop.

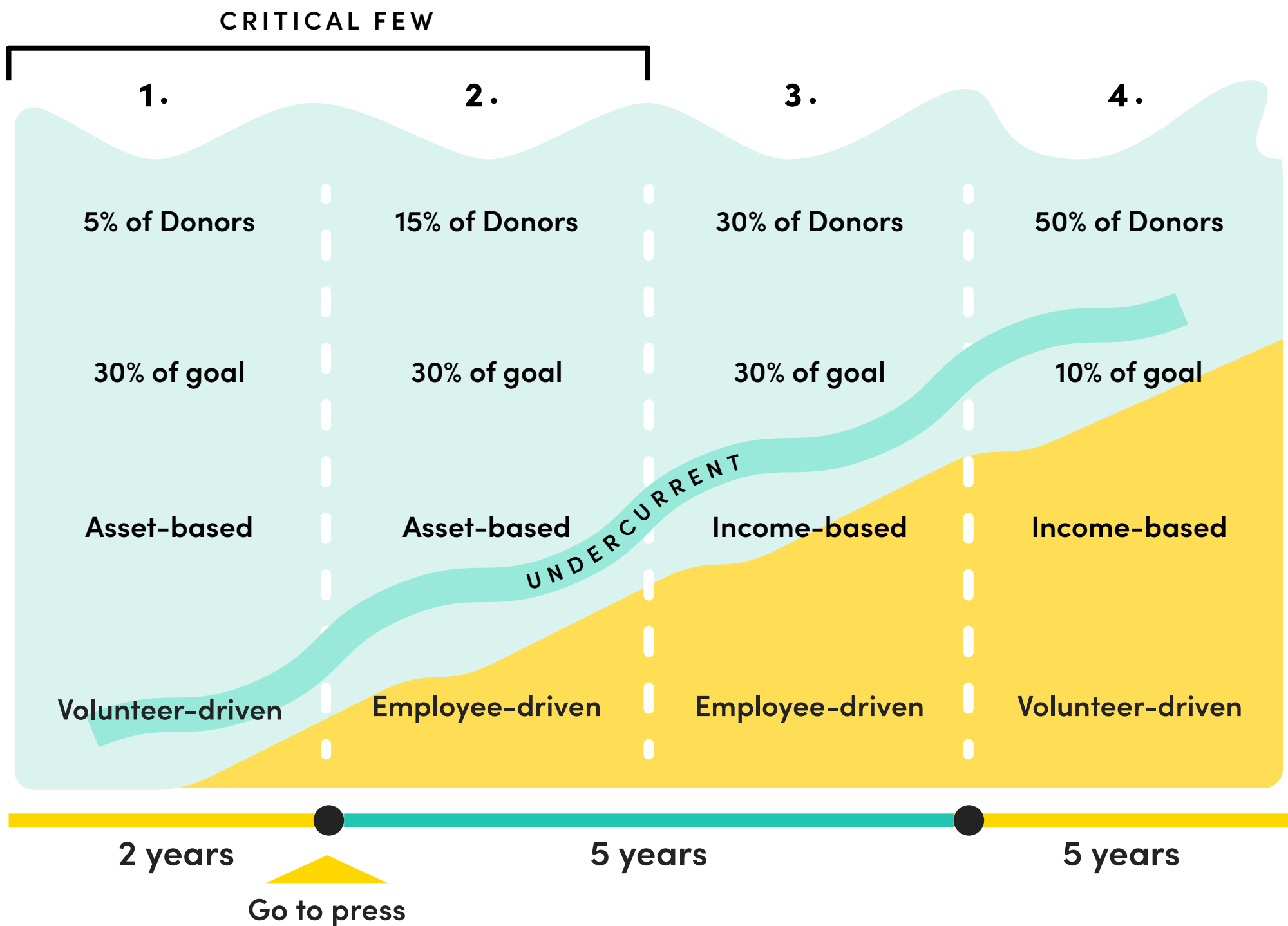
THE FOUR FRAMEWORKS:

Three Lanes Approach



In The Three Lanes Approach, each lane represents an important phase of the fundraising experience that donors inevitably move through as they support an organization’s mission. The three lanes approach is not a rigid prescriptive plan; rather it is a below-the-surface understanding of how effective fundraising really works. The three lanes addresses common roadblocks that organizations routinely encounter as they cultivate their donors through greater levels of commitment as well as the dividing of roles and responsibilities between paid professionals and volunteers, the setting and assessment of goals, and the alignment of the mission.

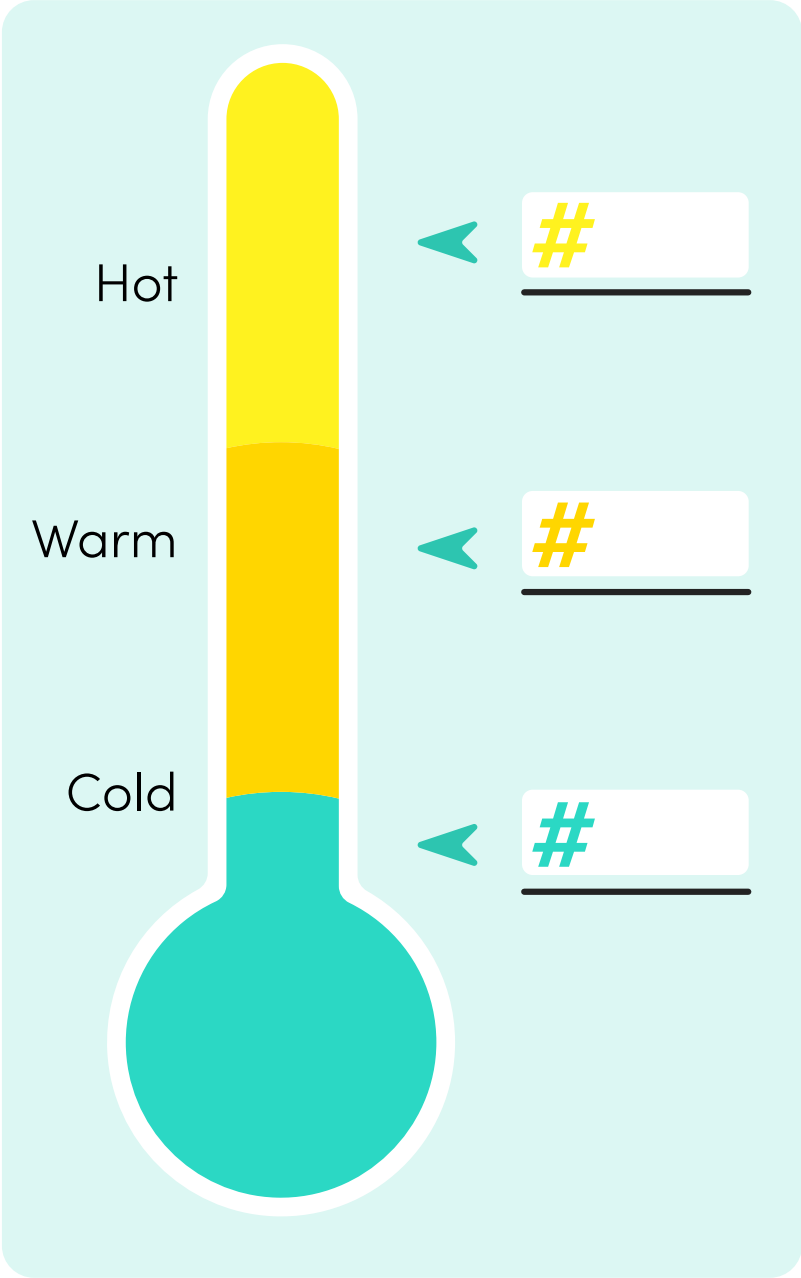
The Four Waves Approach



The Four Waves Approach demonstrates the tension inherent in the undercurrent of a campaign, the reality of the twelve-year spread, and when to "go to press" with the case for support. It has been our observation that the traditional two-phased approach to campaign planning results in an over-emphasis on the two book-end categories of donors – those giving very large gifts and those giving comparatively smaller ones. This tendency often neglects to make the necessary investment in developing the two middle categories of donors which is also where we tend to see the campaign later lag in performance. This lag in the middle categories can easily account for a 20-30% shortfall in achieving your goal.

Key Performance Indicators

Warming Up



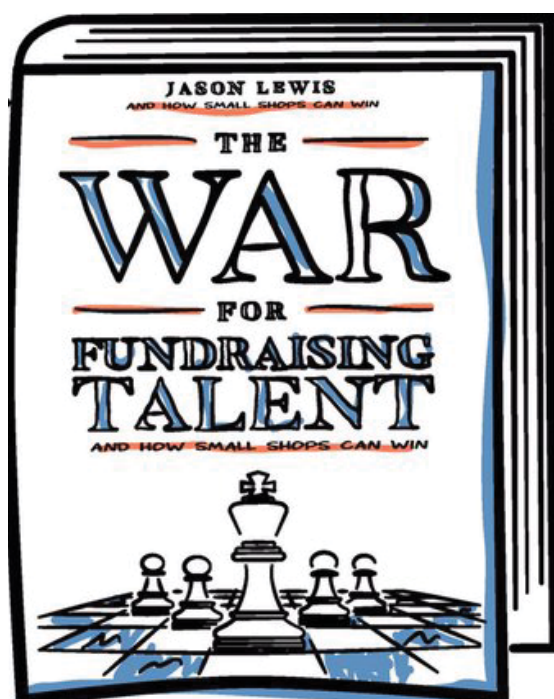
Meaningful Engagements



Habit Formation



The KPI framework was designed for the boss who wants to become a better coach and use metrics to her advantage. The KPI framework achieves three primary objectives - it focuses on variables within the fundraiser's control rather than those that are not, encourages fundraisers to master their craft rather than making comparisons, and relies on the principles of deliberate practice to push fundraisers out of their comfort zones in order to achieve a higher level of performance.



the book

“The War For Fundraising Talent”

In *The War For Fundraising Talent*, Jason asserted that in many ways the future of the fundraising profession will reveal an increasing divide between those professionals who can effectively accomplish their goals and those who cannot.

Jason believes this divide will be most evident in the professional's ability to understand herself and the organizational culture in which she operates. Even before an initial interview, employers and employees alike will become increasingly savvy in forecasting a successful relationship.

The four frameworks were designed to allow fundraising professionals and their employers an opportunity to visualize how highly-effective fundraising really works.

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We want to ensure that every client enjoys a shared understanding of highly-effective fundraising practice.

This means aligning the board, volunteers, management team, staff and volunteers with an understanding of their roles and responsibilities in fundraising, where and how they can make the greatest contributions, and where they can complement the strengths of others. If your organization would like to discuss how we might partner with your organization, please contact us.

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