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knowledge for good

How to Find Your Donor

Major Gift Fundraising
and Donor
Development

Chris Carnie

How to Find Your Donor

1. Follow the Money
2. Manage the Whole Donor
3. Why wasn't I told?

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HNWIs...US\$1m+

- 8.3 million world wide
 - 2.6m in Europe
 - 418,000 in the UK
- 1,506 new HNWI's each day

3 new HNWI's every working minute

Source: World Wealth Report 2005, Cap Gemini/Merrill Lynch

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Quintillionaires...£5m+

- 5,000 people in UK
- Total worth £343bn



Source: Sunday Times Rich List, P Beresford, A & C Black, 2005

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UHNWIs...US\$30m+

- 77,500 world wide
 - 20,000 in Europe

Source: World Wealth Report 2005, Cap Gemini/Merrill Lynch

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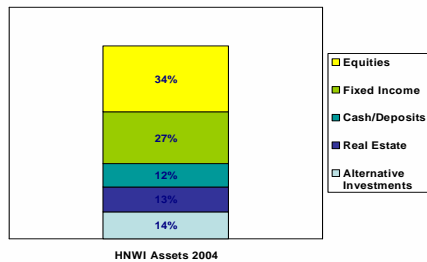
Where's the Money?

- Business owners
 - Stock
 - Directorships
- Land owners
 - Property registers

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Where's the Money?



HNWI Assets 2004

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Source: World Wealth Report 2005
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Follow the Money!

Business ownership

- DASH
- Companies House
- www.dnb.com
- www.transnationale.org
- www.topmanagement.net
- www.financial.de

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Follow the Money!

Wealth Sources

- Sunday Times Rich List
- Daily Mail, Guardian, Evening Standard...
- www.bilanz.ch
- <http://lemagchallenges.nouvelobs.com>
- www.quotenet.nl

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Follow the Money!

Property

- www.proviser.com
- www.landreg.gov.uk
- www.ourproperty.co.uk
- www.proprietesdefrance.com

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What would make you give more?

	UK	US
Increased net worth	75%	65%
New cause about which I care passionately	55%	90%
Increased tax incentives	35%	65%
More time to think about philanthropy	25%	45%
Better information that donations are making a difference	10%	65%
Better information about tax benefits	5%	20%

Sources: Why Rich People Give, Theresa Lloyd, Philanthropy UK, 2004, and Wealth with Responsibility, Schervish and Havens, Jan 2002

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How to Find Your Donor

1. Follow the Money

- Money = Gifts

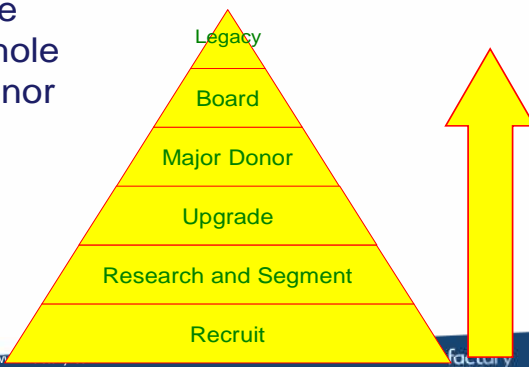
How to Find Your Donor

1. Follow the Money

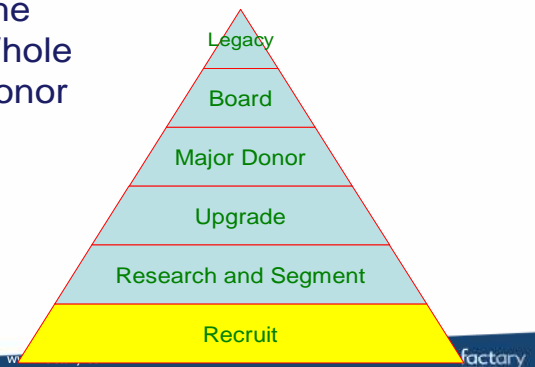
2. Manage the Whole Donor

3. Why wasn't I told?

The Whole Donor



The Whole Donor

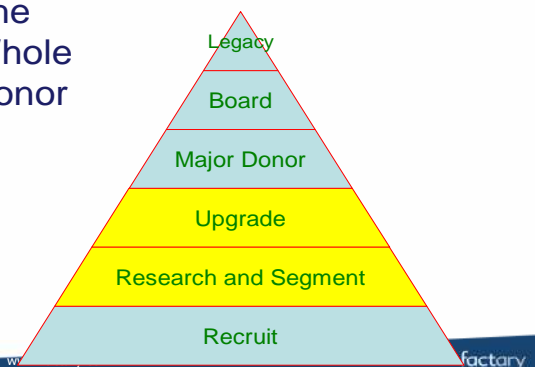


The Whole Prospect

- Recruitment
 - Knowledge capture

Are you managing this process?

The Whole Donor

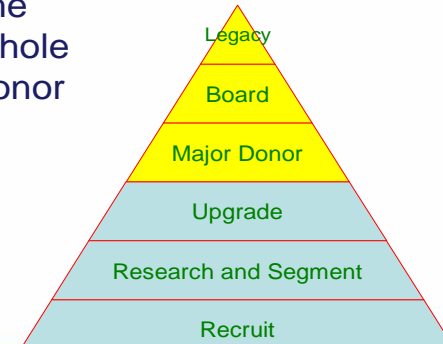


The Whole Prospect

- Upgrade
 - Data analysis
 - Word of mouth

Are you managing this process?

The Whole Donor



The Whole Prospect

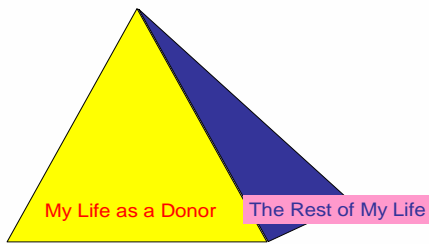
- After the gift
 - Tracking

Are you managing this process?

The Whole Donor



The (real) Whole Donor



Introducing...Niki Waldburg



Source of this and following public domain information
www.reutner.com

Introducing...Niki Waldburg



- Studied in Germany
- Furniture Restorer
- Lives in a farmhouse near Edinburgh
- Married to Maria-Theresia

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Introducing...Nikolaus Count von Waldburg-Zeil



- Brought up in a 15th century castle
- Studied in Germany
- Furniture Restorer
- Lives in a farmhouse near Edinburgh
- Married to Countess Maria-Theresia Reuttner von Weyl-Mynett
- Her brother Philip is an alumnus of Durham university.

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Introducing...Nikolaus Count von Waldburg-Zeil



- Brought up in a 15th century castle
- Studied in Germany
- Furniture Restorer
- Lives in a farmhouse near Edinburgh
- Married to Countess Maria-Theresia Reuttner von Weyl-Mynett
- Her brother Philip is an alumnus of Durham university.
- Her two other sisters are at university in England
- Her brother, Nicolas, is a management consultant in London
- Her aunt chairs a German foundation

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How to Find Your Donor

1. Follow the Money
 2. Manage the Whole Donor
- ✓ Capture the knowledge
 - ✓ See the potential

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3. Why wasn't I told?

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Why wasn't I told?

- In Sydney, Australia...
 - It's 22:10
 - And 26° C
- And Bob has just met..



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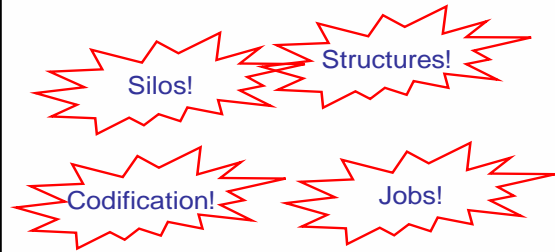
The Knowledge Chain



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Knowledge Chain Breakers



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How to Find Your Donor

1. Follow the Money
 - Money = Gifts
2. Manage the Whole Donor
 - Donor potential
3. Why wasn't I told?
 - Your organisation's knowledge

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THANK YOU!

Chris Carnie
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...PS. Shameless self-promotion



Available from April 2006 at;
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