

# Fundraising 101: Myths and Tips

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05 February 2021

**GROWING LOCAL GIVING**  
FOR SUSTAINABLE FUNDRAISING

**CSA** Christian  
Stewardship  
Association



PHILIPPINE CHILDREN'S  
MINISTRIES NETWORK

## Myth #1

➡ Philanthropy is only for the rich!

## Tip #1 – Ask the right amount.

➡ “For only P15.00 a day,  
YOU can help send a  
poor child go to school!”

## Myth #2

- ➔ **Shotgun marketing** – “*Lahat ng opportunities pasukan natin, mahahagip din ang tamang donor.*”

# Tip #2 – Market Segmentation Works!

- CITI Card Billing Insert for 2 million card holders (2005)
- With Card limit of P50,000 only.
- No arrears for the past 3 months.
- Card utilization of up to 50% per month
- History of donating to other child-focused NGOs
- 60% female and 40% male
- This market segment has a mailing list of about 17,000 card holders

## Tip #3 – Steward-raising is the Goal!

- *“Calling is when the greatest need of the world, meets the deepest joy of my heart!”*
- Giving is only the result of a changed heart
- Transactional vs Transformational engagement
- Invite donors to take baby development steps

# Tip #4 – We are HIStory-tellers!

- Filipinos love stories
- Filipinos are excellent story-tellers
- Only a small fraction of Filipino-givers are interested about the history of your organization, or about your development metrics,
- Filipino love pictures with snappy and attention-getting captions
- Try very hard to introduce Jesus's desire to provide wholeness in every photo and story of a needy child.

# Summary

- Invite the right donor segment
- To give the right amount
- Use bite-sized story chunks of development nuggets
- Guiding them every step till they discover the heart of Jesus in the face of children we are helping