






Unleash your power

Tips for “small but mighty” teams



Agenda

-  Introductions
-  State of Small Fundraising Teams
-  Strategies for Success
-  Tips & Tools
-  Q&A

Meet the speakers



Kristy Rousseau, CFRE
National Director of
Development
Operation Smile Canada



Jessica Whatley
Chief Executive Officer
Big Brothers Big Sisters of
Greater Chattanooga



Frank Mumford, CFRE
Account Executive
Gravyty

What is a small team?

It means something unique for each organization.



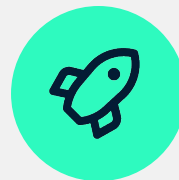
Size is relative.

Any size team with a disproportionate sized goal.



Wear many hats.

They face competing priorities any given day.



Agile.

They make the most of what they have to reach goals.

**What's the top challenge
you currently face as a
fundraiser?**

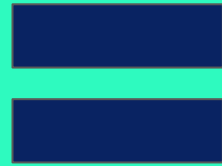
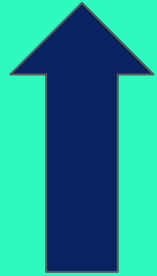
10.5%↓

Decline in 2022 in overall giving year over year (US)

22%↓

Decline in household giving to charity since 2013 (Canada)

What did your numbers look like so far this year?



What we are facing in total donors



MICRO

(\$1 - \$100)

-5.6%

YOY Change

53.5%

% of total donors



SMALL

(\$101 - \$500)

-3.0%

YOY Change

29.7%

% of total donors



MIDSIZE

(\$501 - \$5K)

-6.0%

YOY Change

14.1%

% of total donors



MAJOR

(\$5K - \$50K)

-6.8%

YOY Change

2.3%

% of total donors



SUPERSIZE

(\$50K+)

-7.4%

YOY Change

0.3%

% of total donors

What we are facing in retention



MICRO
\$1-\$100

-4.2%

YOY Change

31.4%

retained YTD



SMALL
(\$101 - \$500)

-5.1%

YOY Change

50.6%

retained YTD



MIDSIZE
(\$501 - \$5K)

-5.4%

YOY Change

61.7%

retained YTD



MAJOR
(\$5K - \$50K)

-6.0%

YOY Change

65.8%

retained YTD



SUPERSIZE
(\$50K+)

-5.6%

YOY Change

67.9%

retained YTD



More gifts = Better retention



1 DONATION

-3.6%

YOY Change

31.3%

retained YTD



2 DONATIONS

-5.6%

YOY Change

52.6%

retained YTD



3-6 DONATIONS

-4.4%

YOY Change

71.8%

retained YTD



7+ DONATIONS

-3.4%

YOY Change

87.9%

retained YTD

The path forward

Strategies for success





Build donor relationships more efficiently

- 2 team members
- Goal to convert hundreds of volunteers into donors
- Lean into stewardship for first-time donors
- Personalize outreach





Invest in pipeline & scaling up

- Gratitude focused philanthropy
- Small team focused on mid-level
- 3,000+ mid-level donors
- Scale 1:1 relationship building

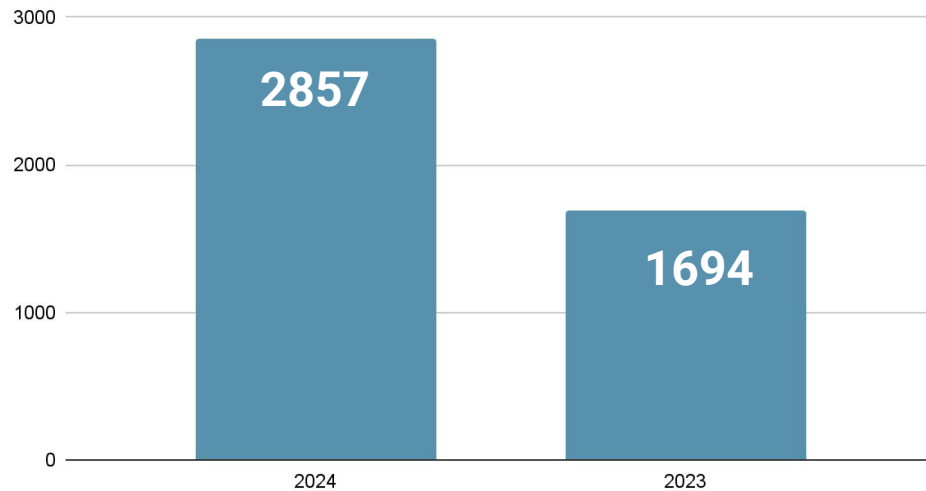


Early results

68% ↑

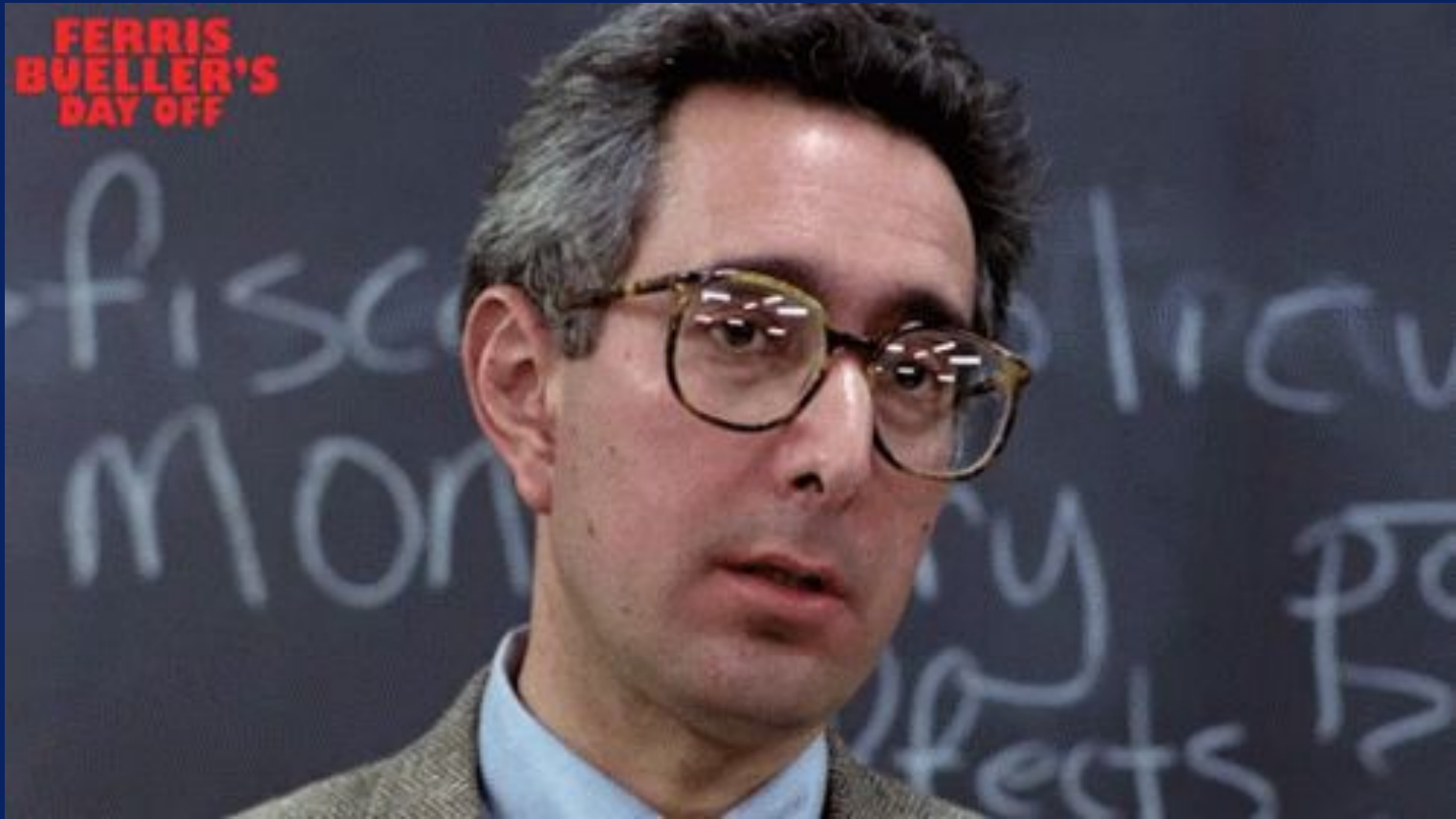
87% 

Total donor touchpoints



**44% of donors
would give 10% more,
62% of millennials would**

Who likes adding activities into their CRM?



What tools do you use to automate your processes?

**Comment
in the chat!**



Automate
where you can

- Track actions back into CRM
- Have a daily action plan delivered



Tips & Tools



The truth about AI in fundraising...

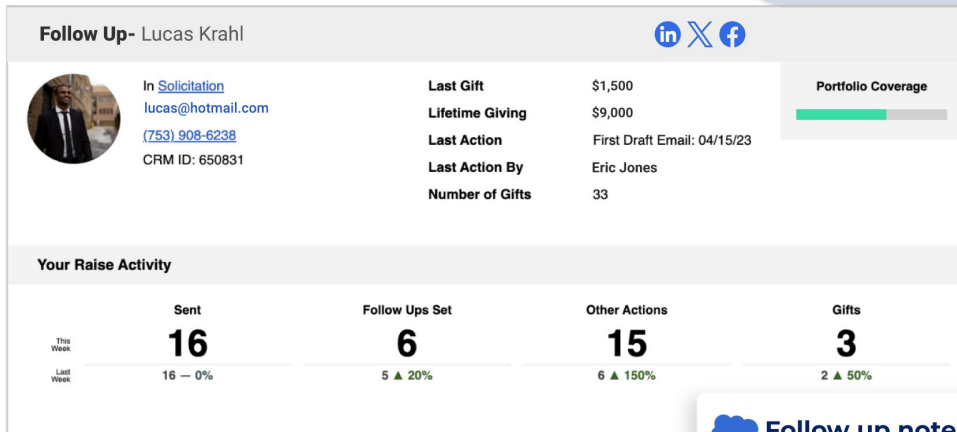
Raise from Gravyty

- Strategic & targeted outreach to personalize donor communications
- Move donors through pipeline
- Improve plan execution
- Automate record keeping
- Boost fundraiser capacity with increased efficiency
- Automated follow-ups
- Smart donor travel planning

6 hrs

Saved per week if repetitive aspects of your job were automated
(McKinsey Global Institute)

raise



Follow up note:

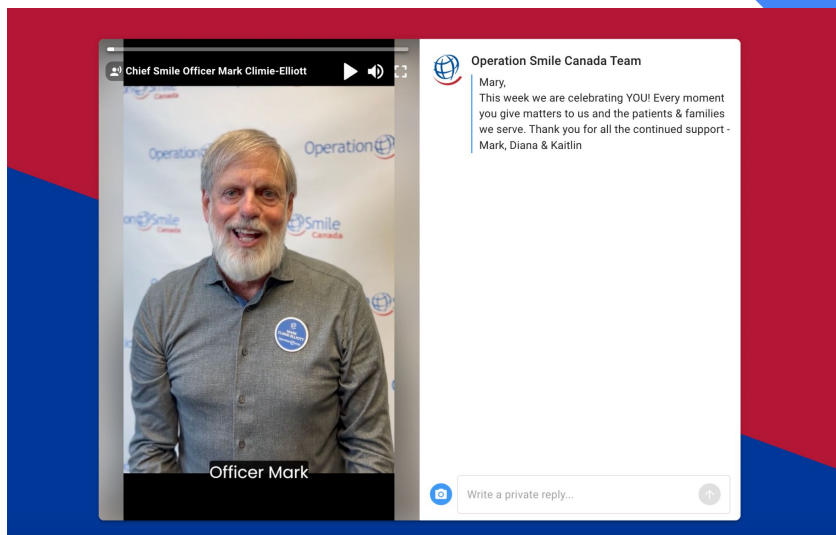
- ✓ Requested a call back after the holiday

Gratavid from Gravyty

- 1:1 and bulk video emails
- Custom reels
- Smart triggers to automate outreach
- Branded video landing pages
- CRM integration
- Real-time analytics & dashboards

93%

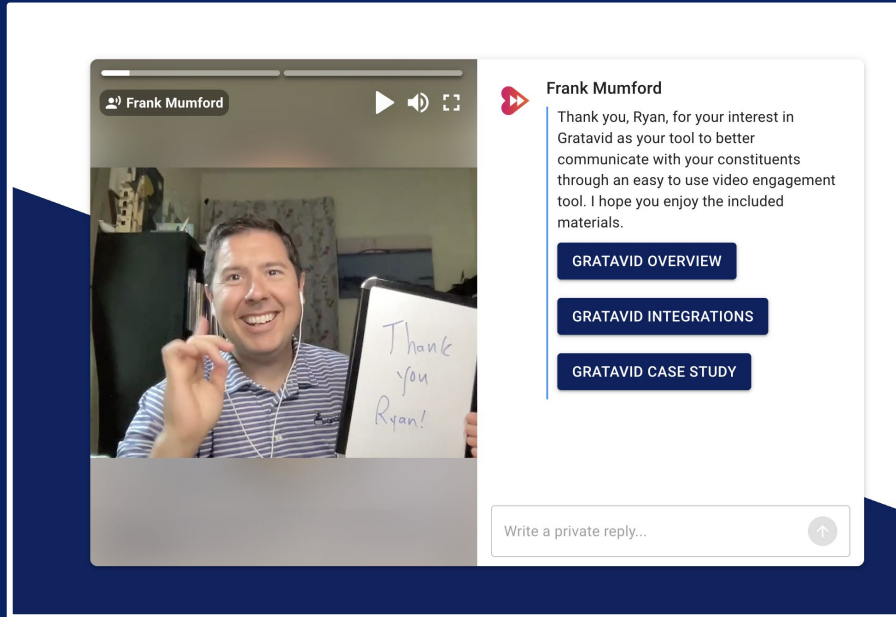
Would **definitely or probably** give again to a charity that provided a prompt and personal thank you. 5



New tech

Overcoming fears & getting buy-in

See it in action



Fill out the form to get
a sample sent to you ↓



Questions?

Thank you!

Download the toolkit
for resources ↓



Appendix

- 1 [Gravyty Donor Engagement Benchmark Report \(2024\)](#)
- 2 <https://www.philanthropy.com/article/desperately-seeking-fundraisers?>
- 3 <https://www.forbes.com/sites/chrisstrub/2020/02/10/nonprofithr/?sh=8054f9b15caf>
- 4 <https://www.forbes.com/sites/chrisstrub/2020/02/10/nonprofithr/?sh=8054f9b15caf>
- 5 Donor-Centered Fundraising, Penelope Burk
- 6 Canada Helps - 2024 Giving Report
- 7 Fundraising Effectiveness Project, <https://data.givingtuesday.org/fep-report/>
- 8 [Giving USA Report](#)

