



Seeking FFFs (no it's not rude!)

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Simon Hamilton | Follow

Find your committed, long-term fundraisers and unlock the body of the iceberg.

There has recently been quite a lot of discussion at ChallengeWorks HQ about the fact that so many not-for-profits are hesitant to find and engage their high potential fundraisers. Our discussion revolved around what it takes to attract and support committed fundraisers, the 'four-figure-fundraisers' (FFFs). The FFF is someone that commits to raising a minimum of \$1,000 for their chosen charity.

First of all the term FFF is not ours, although it was clearly coined by someone with a similar passion for catchy acronyms and blatant alliteration. The reason we feel strongly about this group is, not only the way that positively impacts a fundraising campaign, but also the level of supporter engagement that it results in. **The shift from donor to the ambassador.** Now, clearly engagement is something that provides longer term benefits and many organisations are just focused on funding this year's programs, but few can afford to neglect their supporter pipeline. The FFF allows you to achieve both outcomes.

Let's follow two typical fundraisers that I like to call **Passive Paul** and **Four Figure Frank** (I warned you about the alliteration).

Paul is signed up for the annual ocean swim. He has put in enough training to hopefully beat his best mate and be in the middle of the pack away from the shark danger zone. He has nominated a cancer research organisation as his chosen charity, because he has an aunt who was affected by cancer recently. The charity sent Paul an email, thanking him for selecting them and providing him with a fact sheet about their work. Paul posted a request for donations on Facebook the week before the event and raised \$125. Paul will potentially choose a different cause for his next charity event.

Frank signs up for the same event and selects a marine conservation charity to support. The charity sends Frank an email asking him if he is willing to accept the challenge of trying to raise \$1,000 and explaining the support, benefits and recognition that they can provide. Frank has been keen to get more involved in a cause for some time and as a keen surfer, and seeing the proactive response from the charity, decides to give it a go.

The charity provides him with a range of support collateral and arranges a phone call with one of their fundraising support volunteers. Over the next 4 months Frank talks about the charity whenever possible, wears the t-shirt, has the organisation's bumper sticker on his car, hosts a fundraising barbeque and gets two of his mates to donate to the same charity with their event fundraising. Frank ends up raising \$1,800 and is putting together a plan to use his upcoming surf trip to Indonesia as a fundraiser for the organisation. Frank was sent a letter of thanks from the organisation's CEO in recognition of his efforts. The likelihood of Frank raising money for another organisation now is pretty slim - he is now a rusted-on supporter. **Frank is probably worth 15 Paul's over the course of a year, and who knows how many over a lifetime.**

Now we know there is both art and science to recruit the FFF, but can you afford not to find your Franks?

Photo by [Derek Oyen](#) on [Unsplash](#)

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Simon Hamilton
Founding Director at ChallengeWorks