



Fundraising in Flux

A Conversation on How to Engage Donors in a Shifting Political Landscape

Klementina (Tina) X. Sula

Sr. Director, Family Philanthropy Program, Jewish Federation of Detroit (sula@jewishdetroit.org)

Faculty, University of Michigan (ksula@umich.edu)

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Hi, I'm Tina! 🙌

Purpose: inspire people to live their best lives

Core values: (radiate) authenticity & (inspire) joy

My seven-word biography: a product of the kindness of strangers

Living my purpose - professionally:

Lecturer, University of Michigan

Philanthropic Advisor/Fundraiser, Jewish Federation

Prepared Grads LLC

Top 3 interests: listening to people's stories; helping people articulate their purpose, and helping people activate their purpose

One of my favorite quotes:

Somewhere inside all of us is the power to change the world.

Connect with me: <https://www.linkedin.com/in/klementinasula/>



Our Game Plan

(Purpose of this session)

1

What's happening in philanthropy today?
(What are we really solving for?)

2

Is there *alignment* between institutional mindset and behavior & donor mindset and behavior?

3

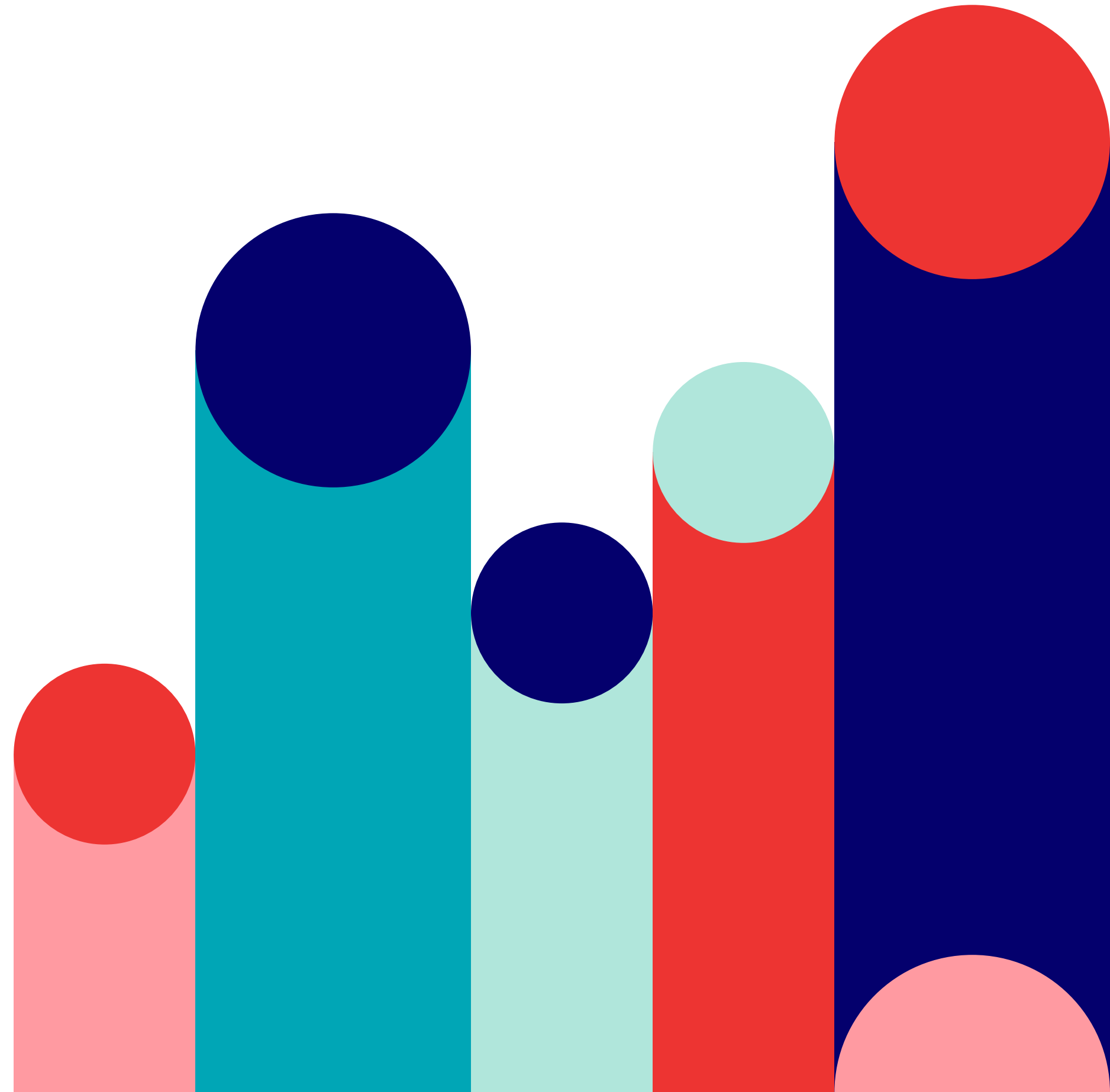
What can/ should social impact organizations do?

4

How can we engage donors to increase and maximize impact?

Part 1:

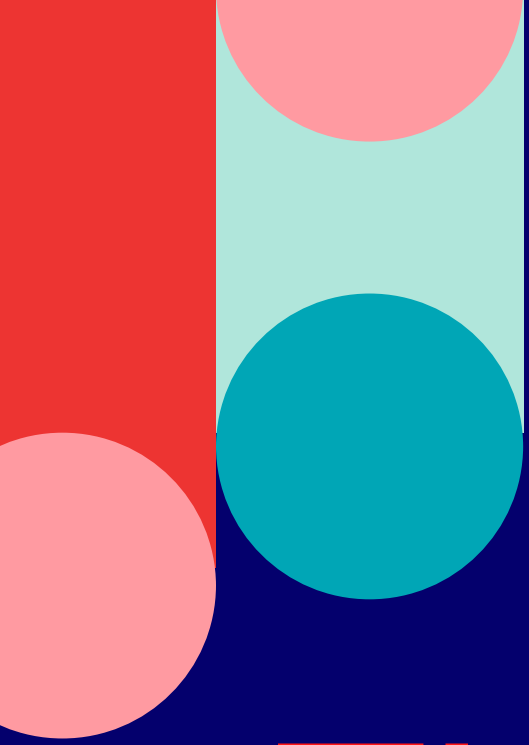
What's
happening in
philanthropy
today?





We're all freaking out.....!!!!

Will we be able to meet the needs
of the community going forward?



Something about crises:

- Crisis doesn't build character, it reveals it.
- It inspires self-reflection (to focus on our strengths, weaknesses, values, opportunities and threats).
- (And, there's no learning without reflection.)

Time for SelfReflection

During a crisis, a SWOT analysis can help organizations understand their internal capabilities and external environment to:

- Make more informed decisions
- Allocate resources effectively
- Develop strategies to navigate the crisis
- Plan strategically for the future

Internal
(to Organization)

External
(Industry, Environment)

Helpful

Harmful

Strengths

- Things the organization does well that adds significant value
- Unique experience & knowledge
- Geographic advantages
- Reputation & ratings
- Unique characteristics

Weaknesses

Areas for Improvement

- Financial challenges
- Negative reputation & ratings
- Geographic limitations & gaps
- The right people & management
- Employee motivation

Opportunities for Growth

- Partnerships & alliances
- Industry trends & new markets
- New product development
- Efficiency & reducing cost
- Reduce bureaucracy to be nimble

Threats to Success

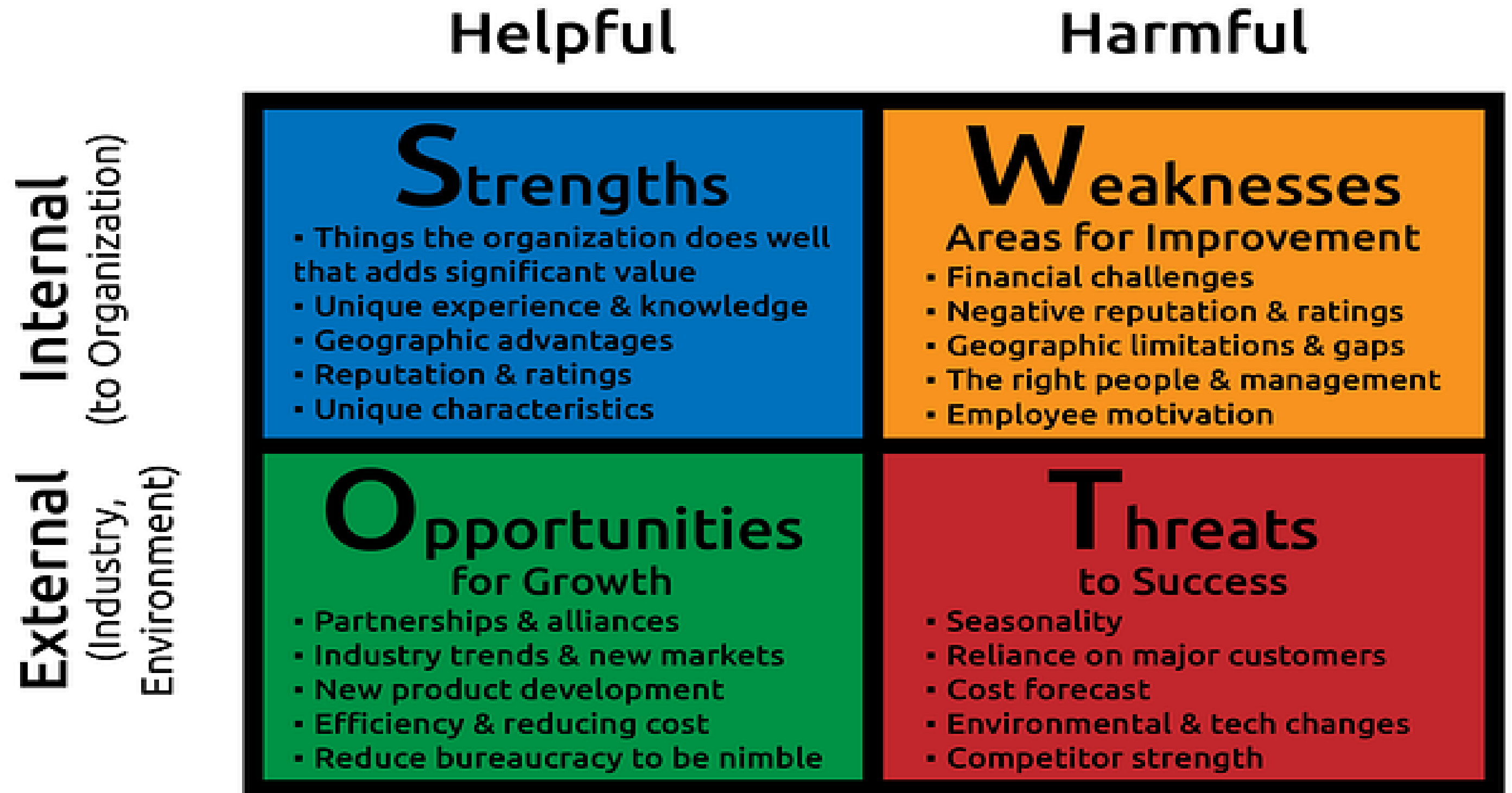
- Seasonality
- Reliance on major customers
- Cost forecast
- Environmental & tech changes
- Competitor strength



4 Ps of Development

1. Prospects – those who have affinity and capacity to support the organization
2. People – the individuals and cultural instrumental to implementing the gift (the internal product team)
3. Process – the way the gift supports the donor's interests AND is implemented
4. Products – ensures the gift advances the strategic priorities of the organization AND has impact.

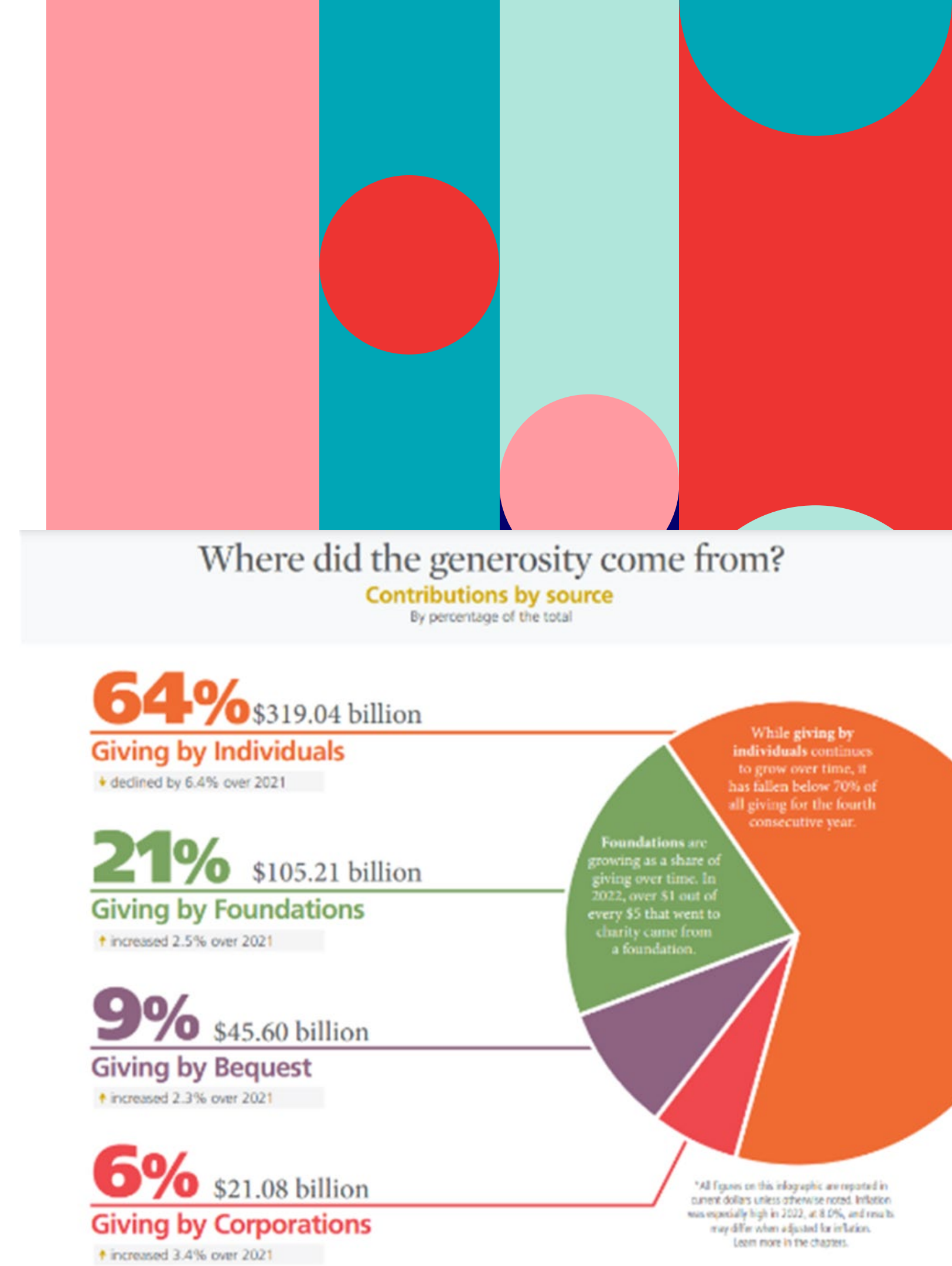
Group Activity



Mainstays of Philanthropy Today

Fundraising We Rely On

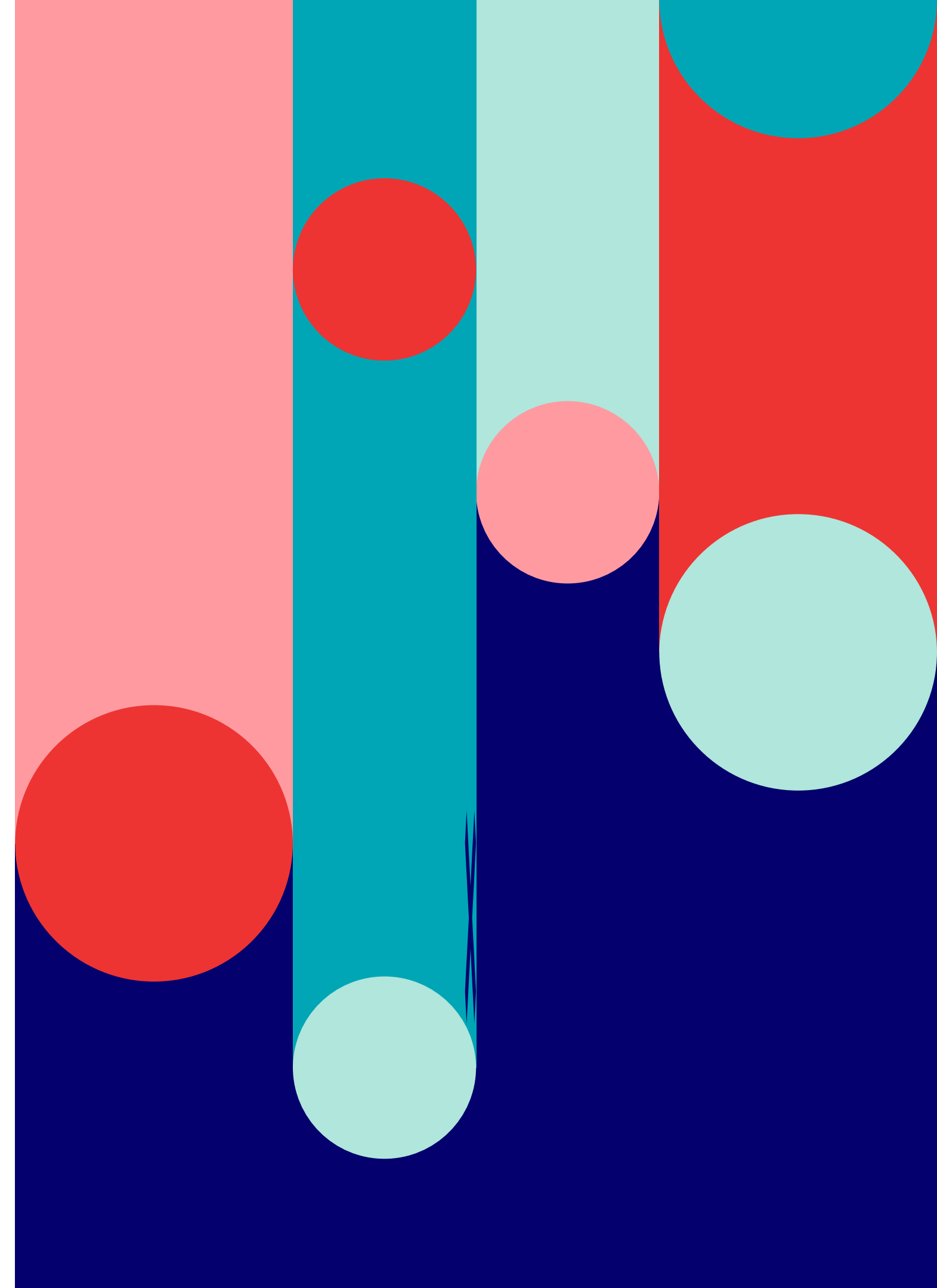
- 1 Big Philanthropy
- 2 Government Funding
- 3 (Arms Length/ Transactional) Individual Giving
- 4 Corporate Social Responsibility (CSR)/ Corporate Giving
- 5 Impact Investing



Big Philanthropy

(Large Donations from wealthy, prominent individuals..)

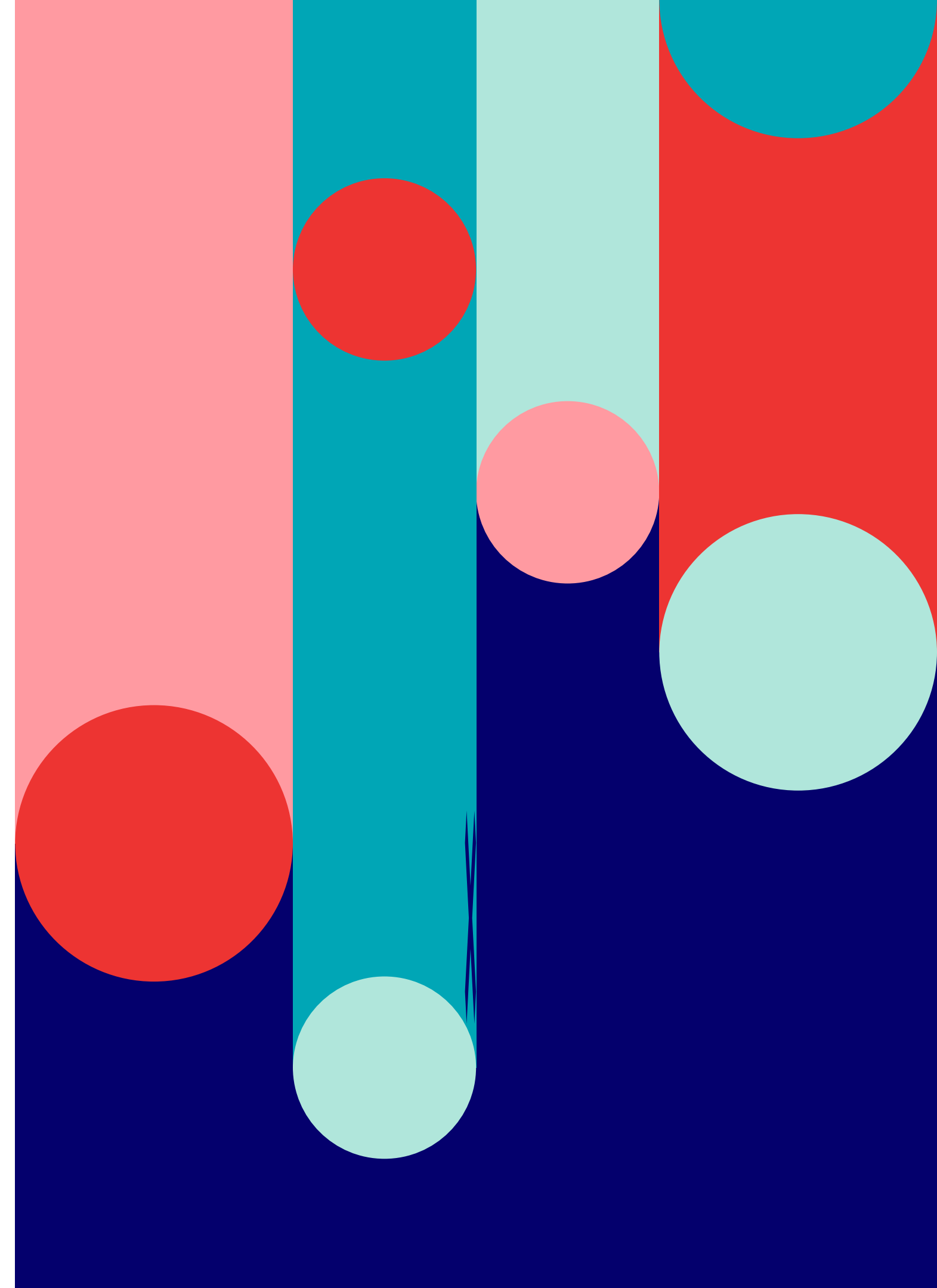
- It probably won't come to the rescue.
- They will assess risk, protect their endowment and move cautiously.
- Focus is self-preservation, not to act with urgency.
- But, the Gates Foundation threw us a curveball, didn't they?



Government Funding

(A tool of each administration to signal their preferences & priorities)

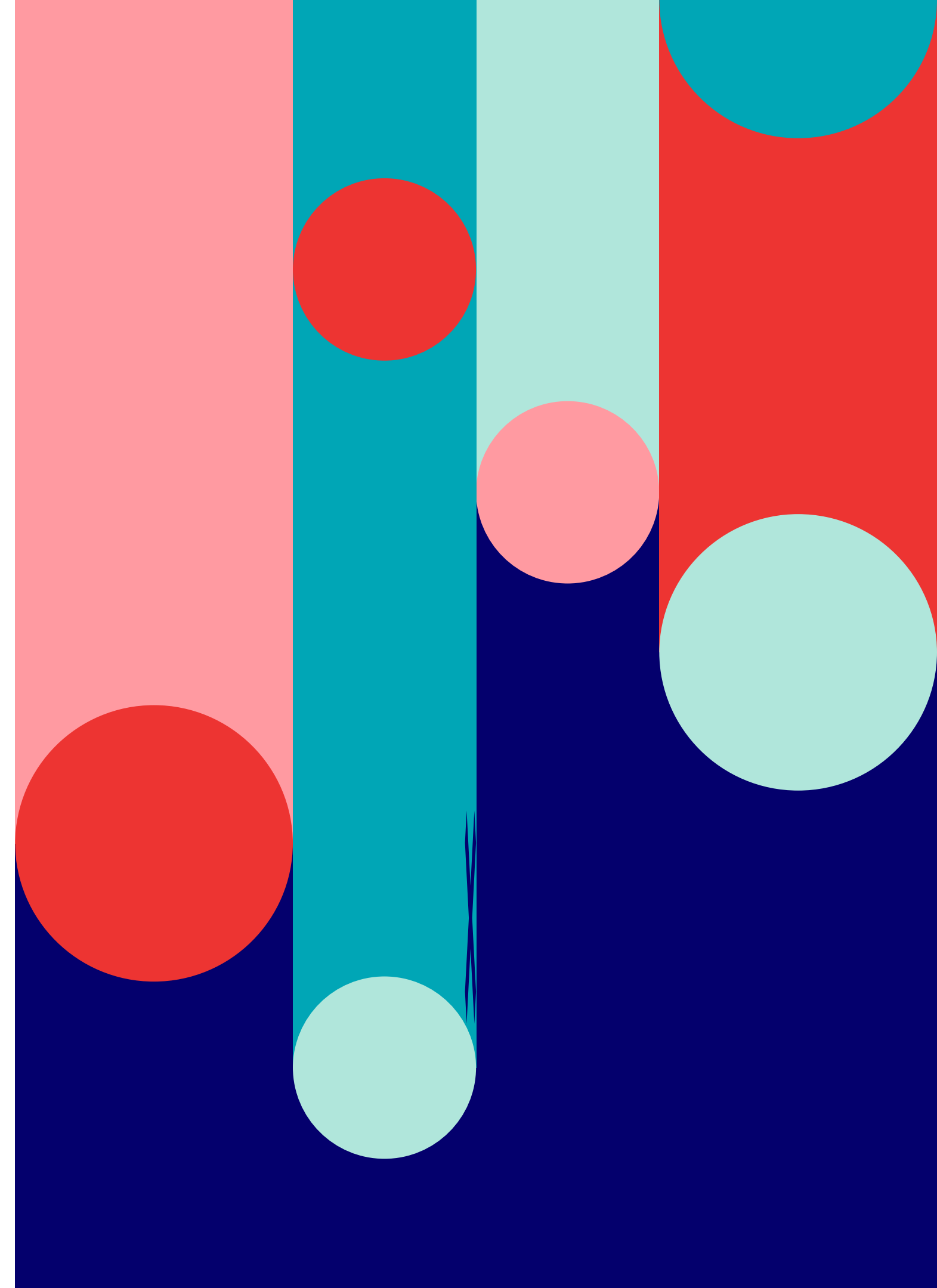
- **How it started:** 1964 – President Johnson’s “war on poverty” included provisions to direct federal grants to non-profits tasked with services to marginalized communities.
 - The non-profit sector grew and heavily relied on gov’t money.
- Grants will dry up & contracts will be cut.
 - “Being a nonprofit is suspect with the Trump administration where they assume nonprofits carry a liberal agenda.”
- A bailout isn’t coming to stabilize the sector – it’s the cause of the crisis.



(Transactional) Individual Giving

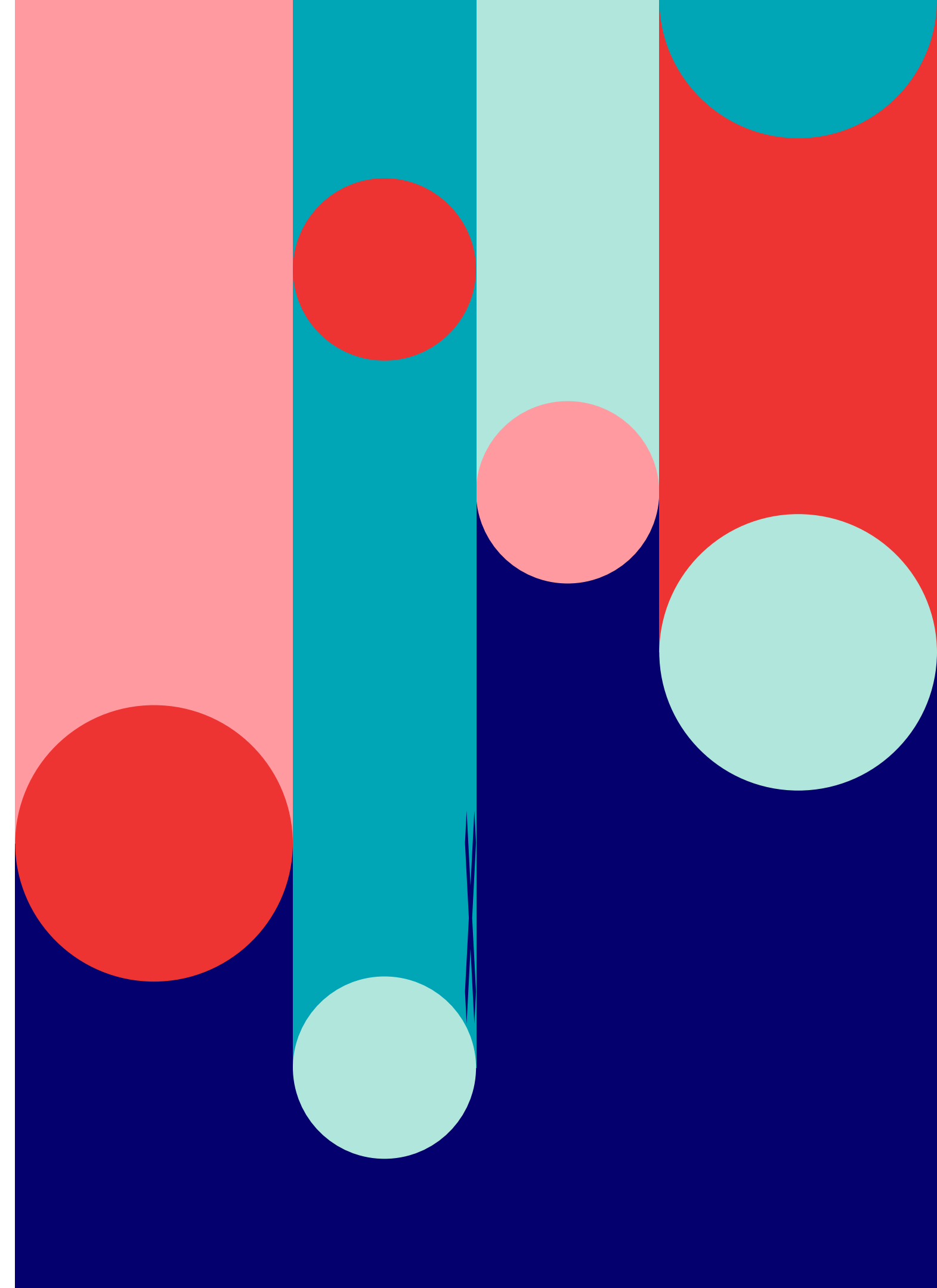
(Thought Leadership & Fundraising Strategies Focused on Automation, Scale and Efficiency)

- (Over)reliance on technology
 - Mass email campaigns
 - Direct mail
 - Subscription schemes
- (Over)reliance on events
- Makes giving easy and convenient
 - “we have the technology to solve for that!”
 - “we can say something at the board meeting or the annual gala to spread the word”
- **You can send a lot of stuff to a lot of people very quickly at low cost**



Making Sense of Our Current Situation

- 1 Stock market is unstable.
- 2 Big philanthropy is pretty silent.
- 3 No safety net from government.
- 4 Corporations are rolling back or abandoning their DEI programs (citing legal risks, investor pressure, and broader backlash).
- 5 People don't really understand impact investing.



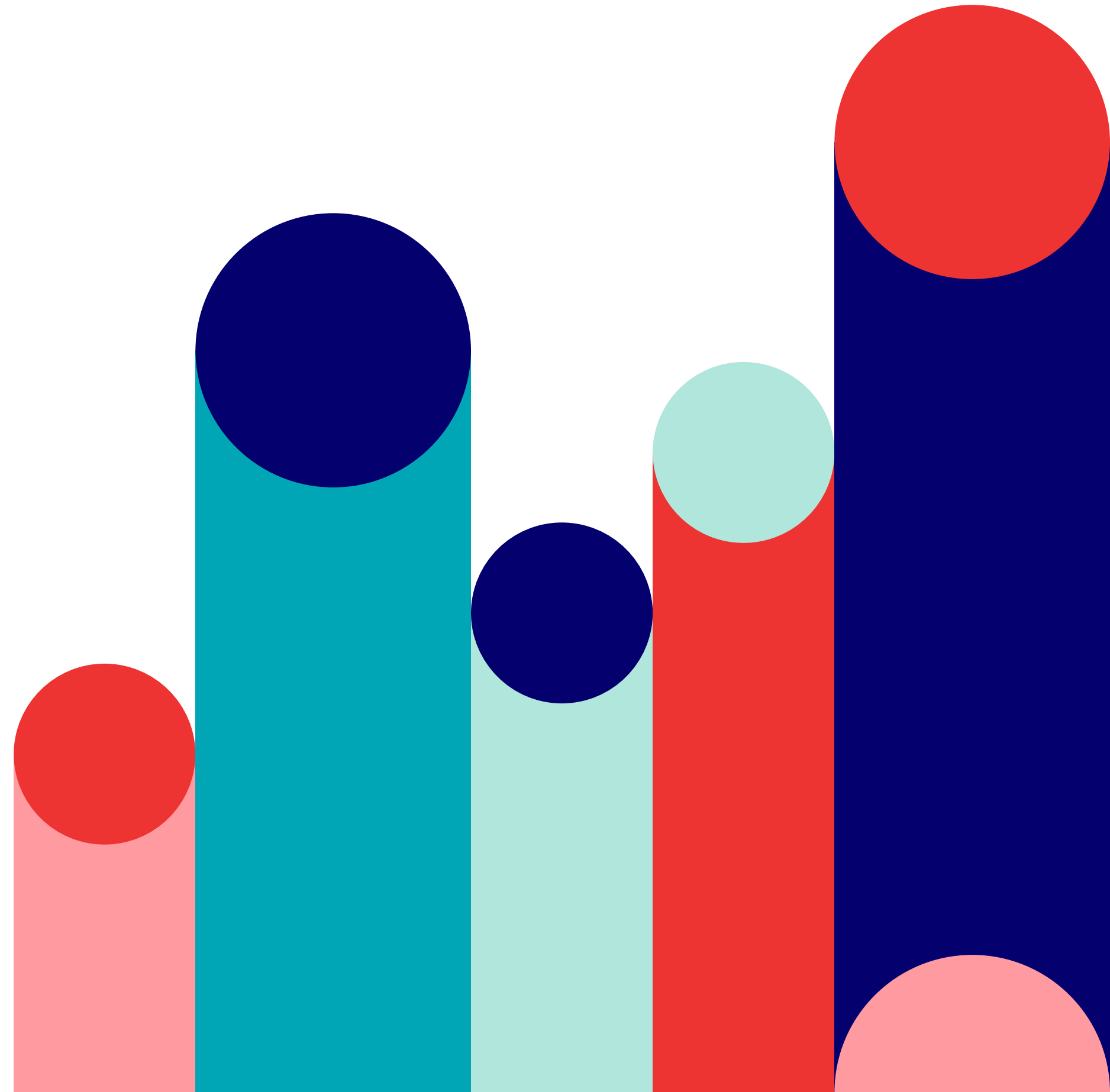


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We still need to
raise more money.

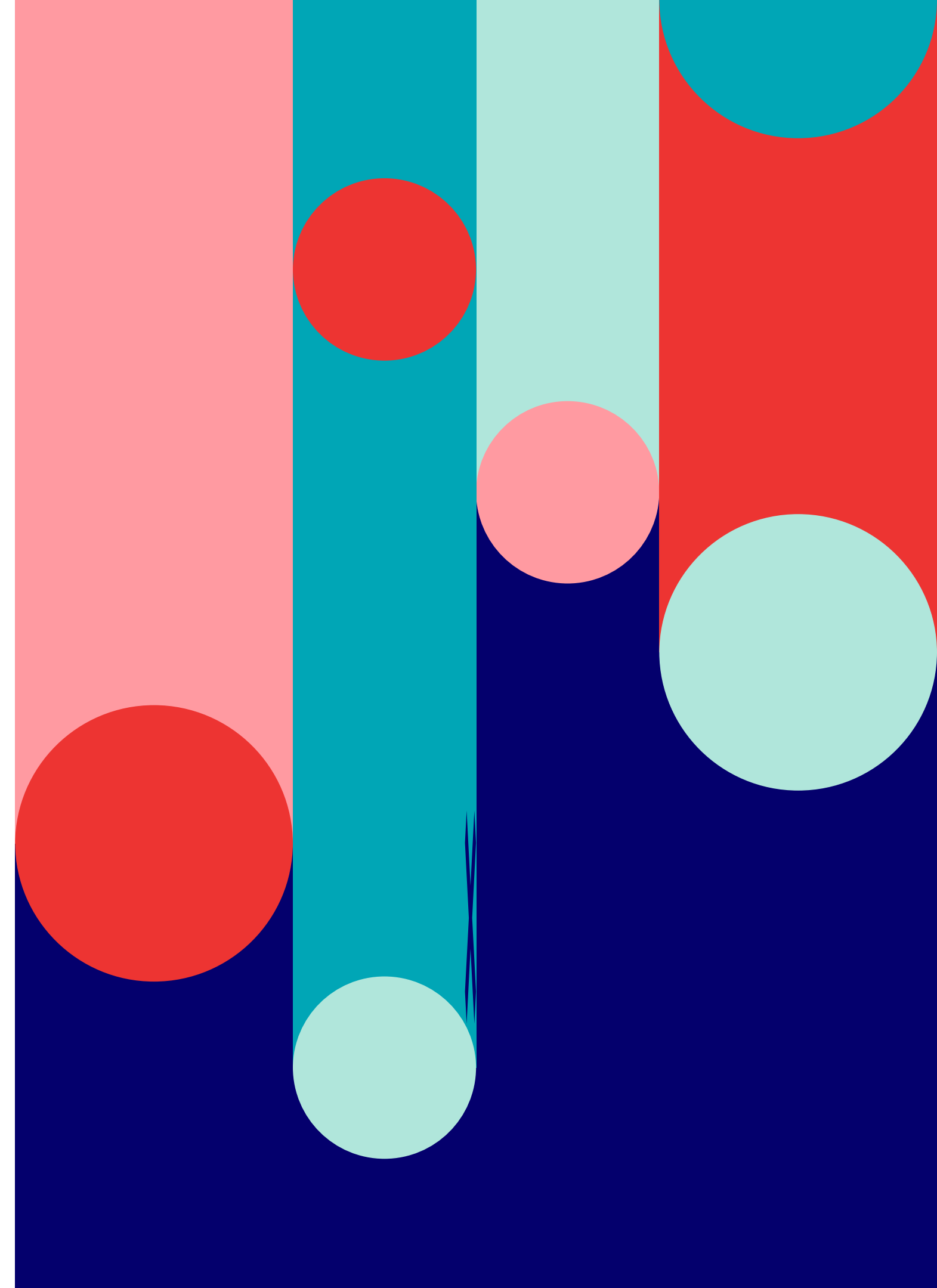
Part 2:

Is there alignment
between organizational
mindset & behavior and
donor mindset and
behavior?



What donors are thinking:

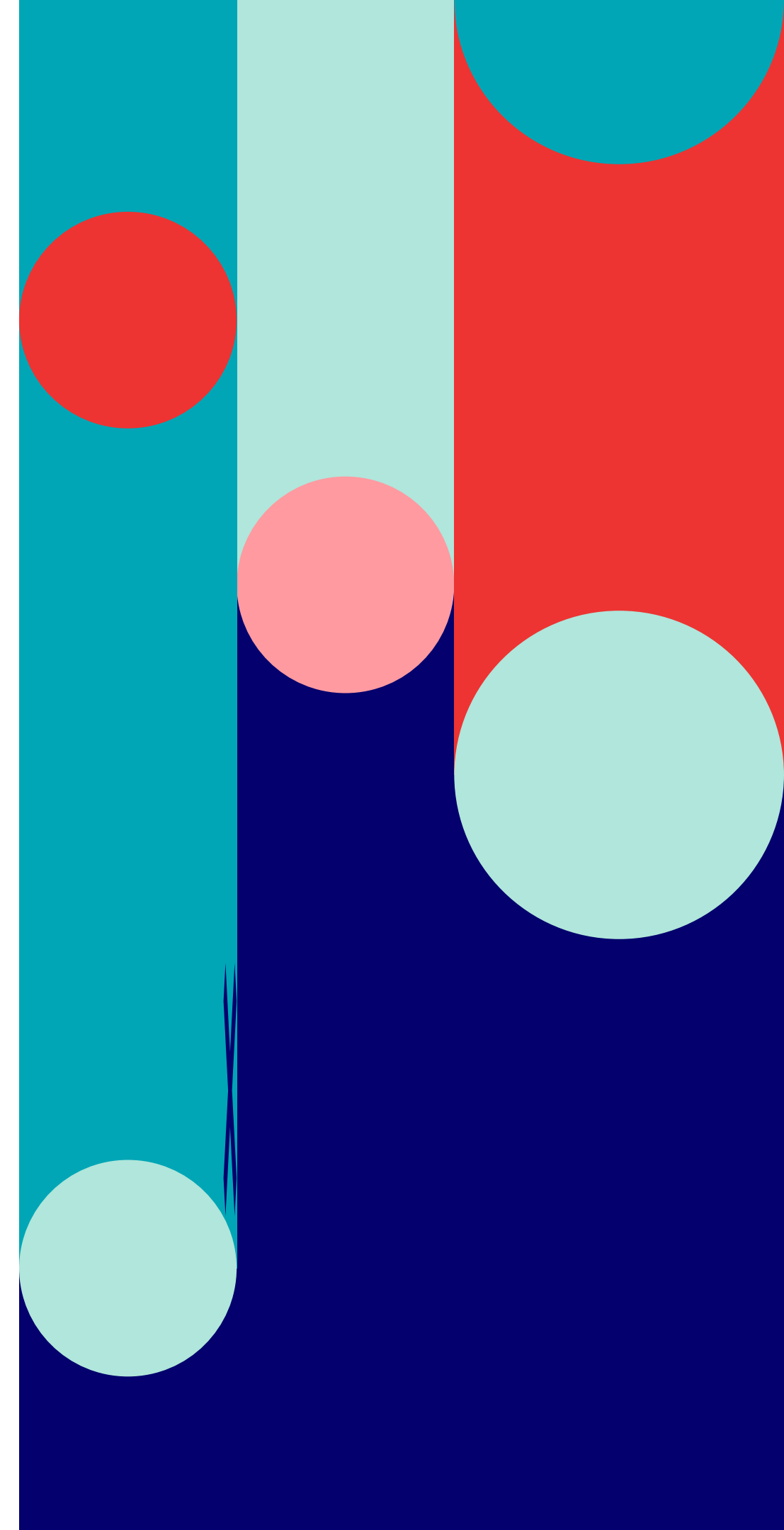
- 1 “Let’s wait and see...”
- 2 “I’m already being asked for even more...”
- 3 “It’s an obligation to give...”
- 4 “I’ll be using more of my Donor Advised Fund this year...”
- 5 “My next generations are involved in the family foundation ...they have different priorities...”
- 6 “I will give more to the organizations I trust and stop/reduce giving to others...”



On the dialectical tension...

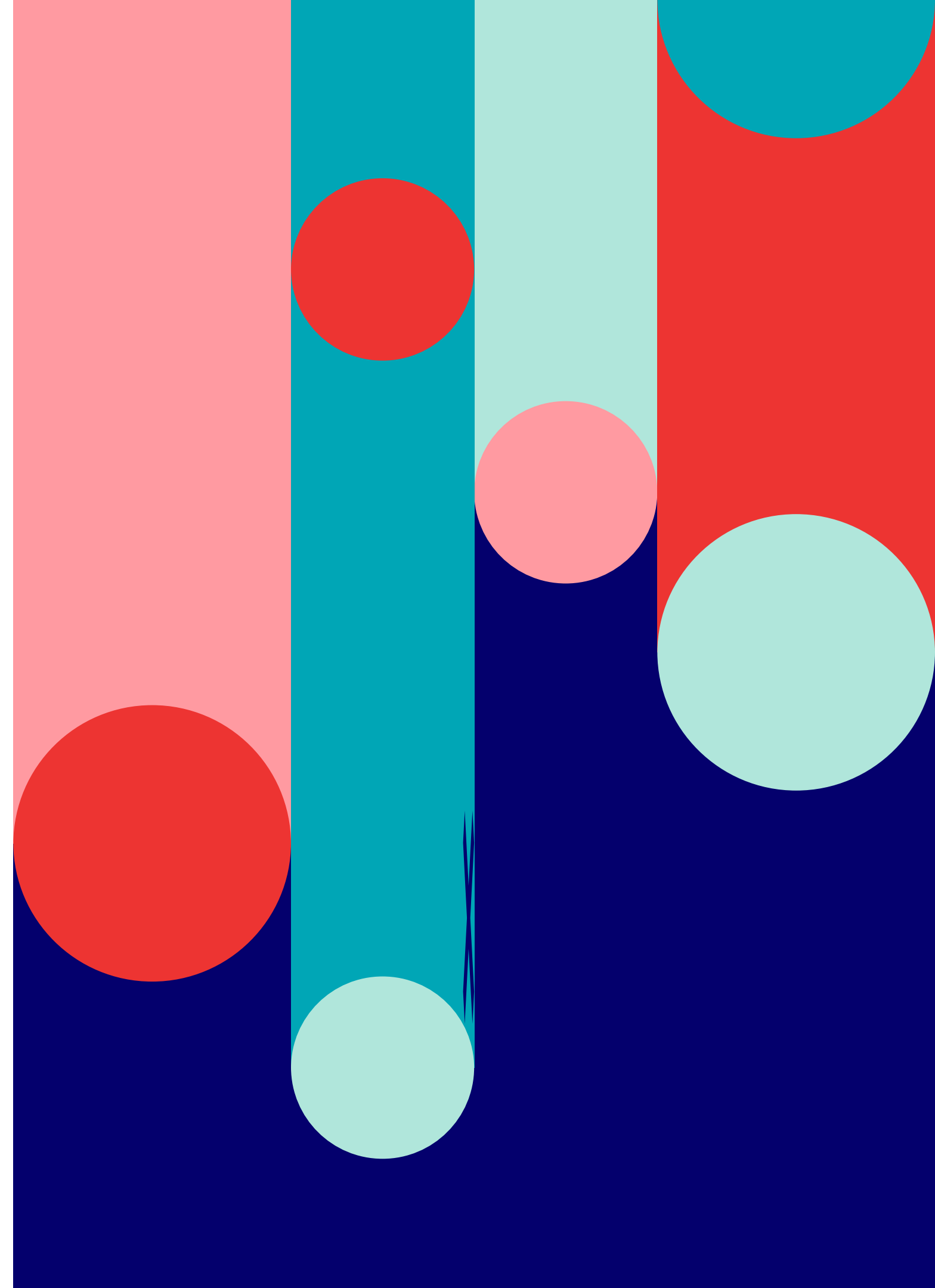
Dialectic tension refers to the opposing or contradictory forces that exist within relationships, leading to a constant state of flux and change.

- How do we interact and work with donors who supported a particular pathway that aims to reduce government support of human service safety net programming but, at the same time, these individuals also care about advancing these same goals?



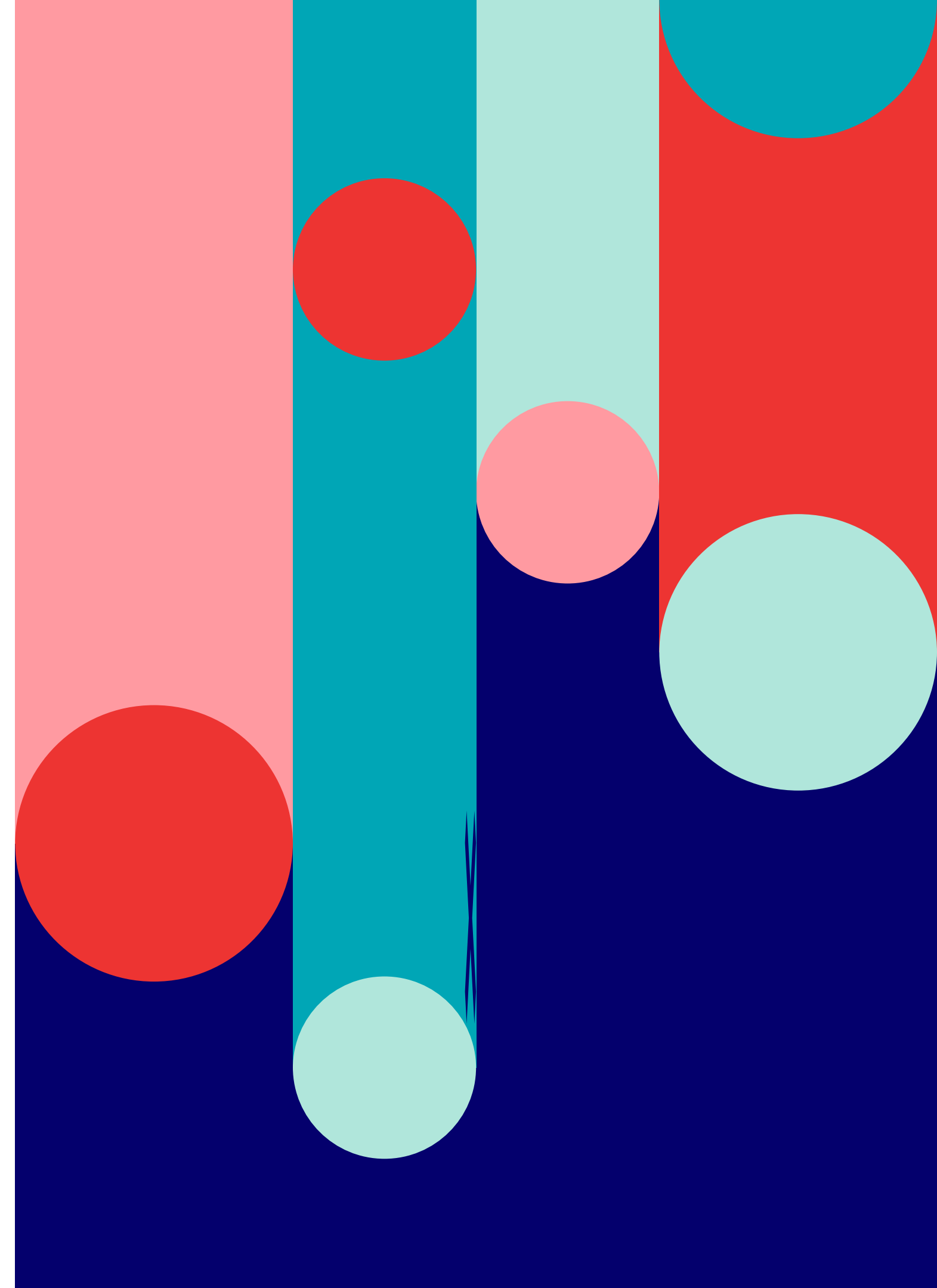
What donors who voted for President Trump said:

- 1 “I’m a single-issue voter...I care about ____.”
- 2 “He’s only focusing on big organizations like Harvard...”
- 3 “Nonprofits should scrutinize every dollar...”
- 4 “This is a chance for us to solve our community issues at the local level...”
- 5 “I will continue to support the organizations I care deeply about...”



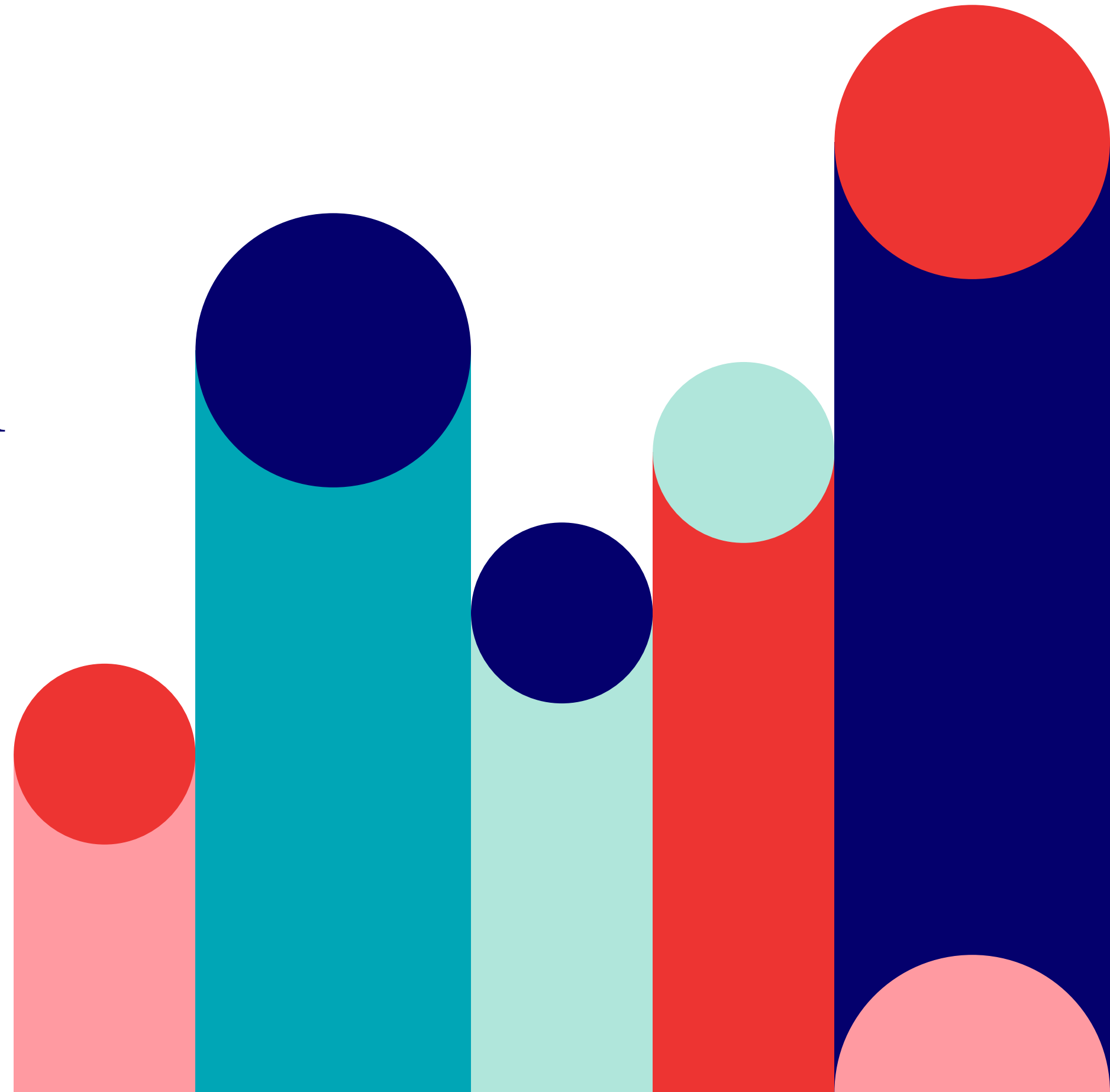
What organizations are thinking:

- 1 “I am short staffed...two people just quit...”
- 2 “I don’t have time (or enough people) to build relationships with donors...”
- 3
- 4
- 5



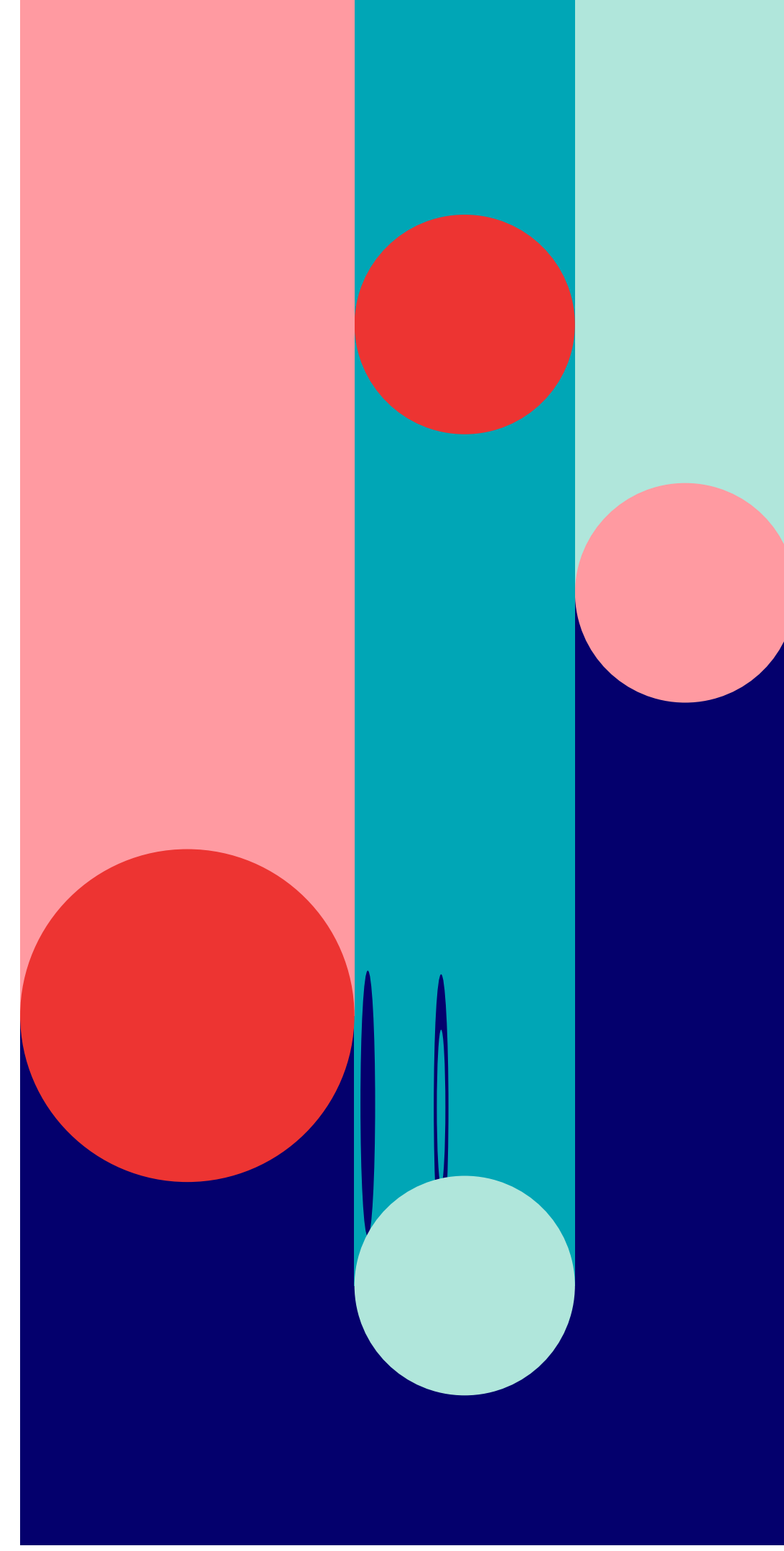
Part 3:

What can/ should social
impact organizations
do?



What can social impact organizations do?

- 1 Raise more money – to maintain programs AND bridge the gap.
- 2 Leverage the other Ts of philanthropy – time, talent, ties, testimony and trust.
- 3 Decrease spending – cut programming and costs.
- 4 Collaboration with other organizations.
- 5 Business model innovation.



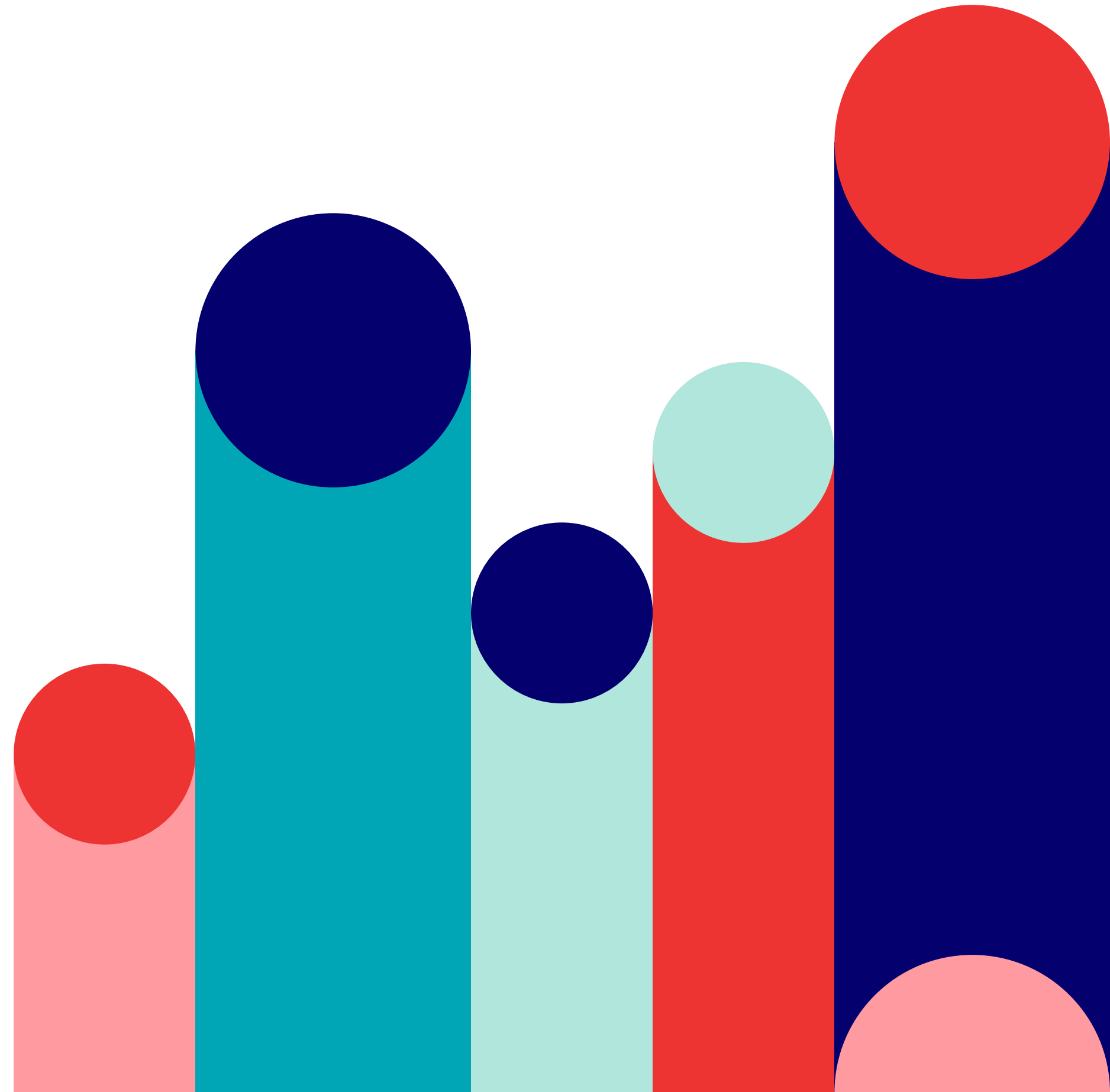


Business Model Innovation

- The process of rethinking and changing how a company delivers value to customers, captures profits, and operates in the market
- Involves modifying the fundamental structure of a business, including how it
 - engages with customers
 - generates revenue
 - manages cost
- Focuses on creating new and unique ways to create and deliver value (rather than improving existing products or processes).

Part 4:

How can we
engage donors to
increase and
maximize
impact?





Developing Relationships...

Internally:

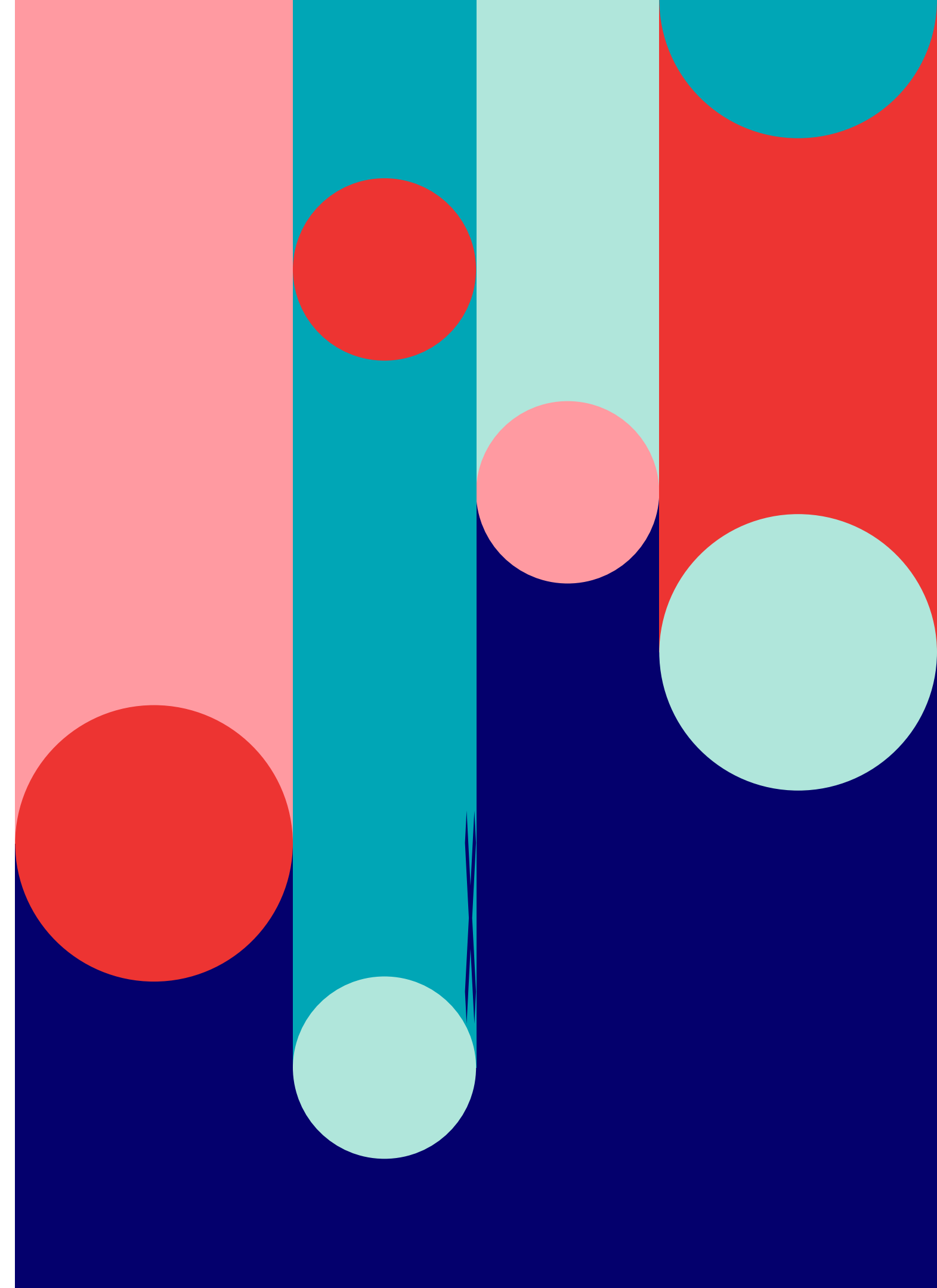
- Know your product
- Be able to articulate your and your organization's why... why is it important to you... people give to people
- Leverage data and tools/AI
- CONTINUE BUILDING A CULTURE OF PHILANTHROPY WHERE EVERYONE IS ENGAGED

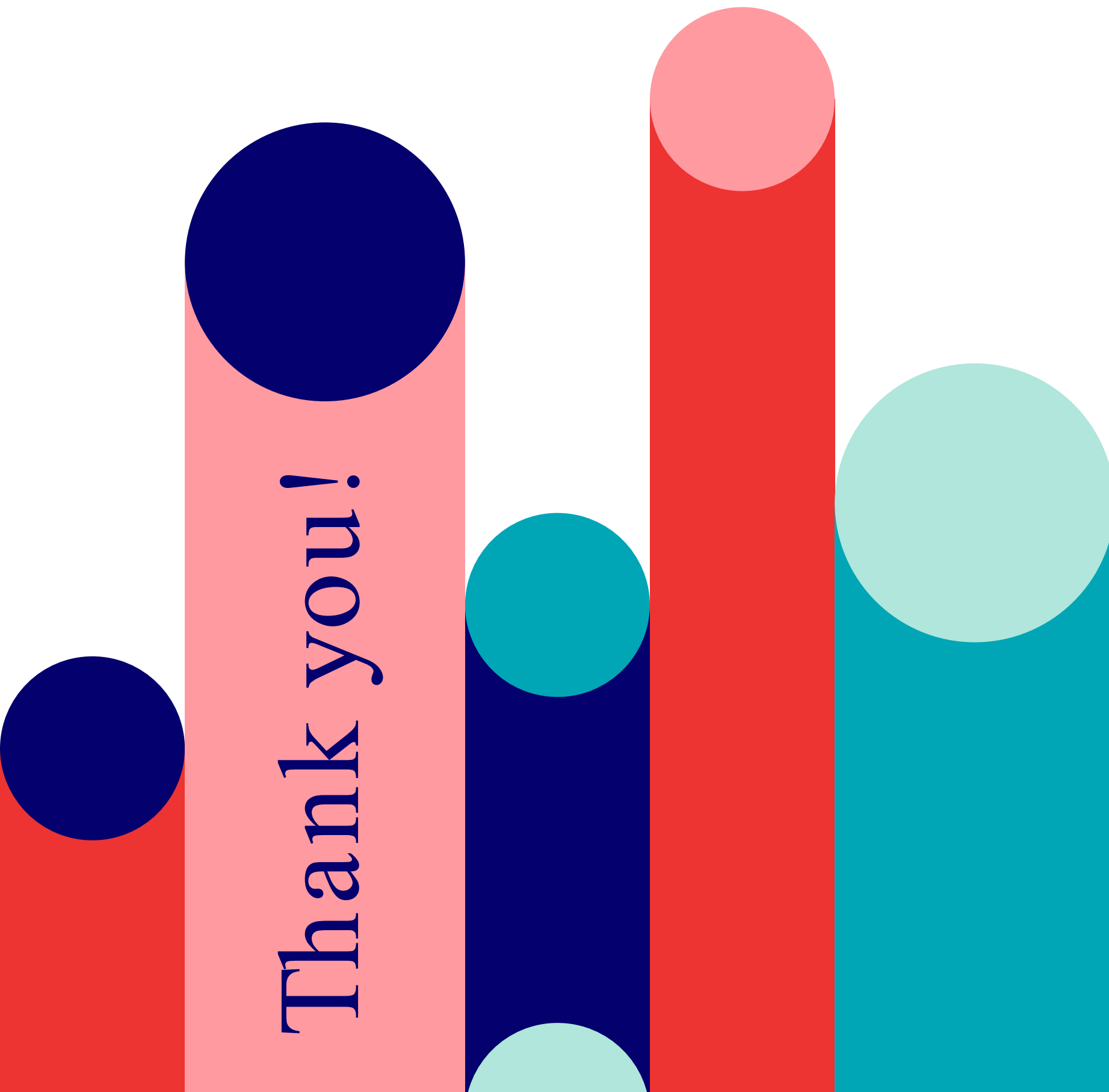
Externally:

- STEWARDSHIP
- Ask for other methods of support
- Partnerships and collaborations
- Listen and stand out
- HELP DONORS FIND MEANING IN THEIR LIFE THROUGH THEIR GIVING (by aligning their why to your organization's why!)

3 key takeaways

- 1 Alignment is everything. (Make sure your organization's purpose is clear so you know where you are going & so people know you're the solution to their problem.)
- 2 Be the one (organization) people remember.
- 3 The big a-ha: Life is a relationship business and the world is our work.





Thank you!

Questions



Network with me!