

# 2022

## BY THE NUMBERS



**\$2,321,787**

Small Donor Dollars Raised



**61,508**

New Small Donors



**54**

Organizations Engaged



**11**

Partners



**4**

Cohorts

# DEMOCRATIZING PHILANTHROPY PROJECT

## Building Durable Power

*“The opportunities are tremendous for nonprofit organizations to build durable power through independent revenue. Once they have the knowledge, capacity, and opportunities to build their small donor base, sustainable revenue becomes a viable option.”*

**IARA DUARTE PENG, FOUNDER AND BOARD CHAIR**

### WHAT WE DO

The Democratizing Philanthropy Project works with organizations addressing the systemic issues facing our nation to build durable power by building independent revenue. Participants learn to build a trusted network of engaged activists and donors they can rely on.

Specifically, we work to:

- help organizations test out and build new approaches to earning new and recurring small donor revenue;
- ensure organizations increase their knowledge, confidence, and skills to successfully expand their small donor strategy and infrastructure;
- convert national interest in racial and social justice into long-term financial strength for chronically underfunded and historically excluded organizations.

### WHY WE DO IT

Many nonprofits depend heavily on grant-based income, meaning most of their revenue is often restricted for set purposes. There is a critical shift in power that comes from having a diversified, democratized revenue stream from small donors. When organizations can test out and build new approaches to earning this type of revenue, they build more power, have more flexibility in how to spend those resources, and can respond more nimbly and rapidly to critical needs.

This type of small donor infrastructure is being built by nonprofits around the country, but fewer Black and brown-led, grassroots, and frontline nonprofit organizations have access to this type of revenue generation. Groups need knowledge, confidence, and capacity to make them less vulnerable to the changing interests from foundations and pursue ways to build sustainable revenue, in particular, small donor revenue.

The Democratizing Philanthropy Project offers organizations multiple pathways to explore hands-on how to build and grow robust small dollar programs.

Join us in building independent revenue and durable power.

@ democratizingphilanthropy.org

hello@democratizingphilanthropy.org

# Digging in with DPP

## ACCELERATORS

Cohorts of organizations working on the same issue, in the same region, or utilizing similar strategies learn together how to build small donor revenue. Accelerators are deep dives for teams over a four-month period and are underwritten by our foundation partners. Each cohort is customized and includes multiple components: virtual workshops and trainings, 1:1 coaching for teams, funding to test top of funnel strategies like lead generation, digital ads, or organic fundraising, and capacity building grants so participants can invest in their teams and technology.



*"The coaching and instruction received was invaluable. At CASA, we learned so much. The program challenged long held beliefs about list buys that were antiquated and holding us back. We also learned more up to date techniques on fundraising via emails and list building, which is important when the online fundraising space is constantly shifting. Everyone was friendly, helpful, and interested in our success."*

## #POWERPROGRESS

The annual #PowerProgress year-end campaign is a unique collaboration between foundation partners, nonprofit organizations, and DPP. Part program, part capacity building, and part public awareness, #PowerProgress is intended to support hundreds of organizations to build their small donor program in November and December, optimizing Giving Tuesday and end-of-year giving through our powerful matching fund and campaign resources.



*"We've found this program to be deeply helpful as we've planned for 2022's year-end campaign. Both the structure and the community offered by #PowerProgress has helped us map out our approach to this year's fundraising effort and has prompted us to rethink our historic approach to many of the questions we face during this time. We believe the impact of this program will be shown not just in this year's success, but in all of our future campaigns to come."*

## SPRINGBOARDS

Springboards are eight-week programs for 15–20 organizations that include virtual workshops, coaching sessions, and small donor experiments. Springboards are designed for organizations new to small donor work and intended to acclimate organizations to the world of small donor fundraising, and help them assess whether building a small donor program is right for them. All participating organizations receive a stipend to participate and learn in real time the fundamentals of digital fundraising.



*"I found the program to be thorough, accessible to follow, and helpful in terms of rethinking my approach to fundraising communications. We were also given a lot of great resources and the partnership with Daily Kos means we now have many new small dollar donors."*



What's in store for Democratizing Philanthropy Project?  
Learn more at [democratizingphilanthropy.org](https://democratizingphilanthropy.org).