

The Power of Donor-Advised Funds:

How Journalism Nonprofits Can Build Sustainable Giving Strategies with DAF Donors and Sponsors





Agenda

- What is a DAF?
- The impact & opportunity of DAF giving
- Practical steps for a DAF fundraising strategy



How does a Donor-Advised Fund work?

Contribute to DAF



Invest & Grow



Grant to Charities





Which DAFs make up the sector?

73

NATIONAL CHARITIES

723

COMMUNITY FOUNDATIONS

344

SINGLE-ISSUE CHARITIES

Together granted nearly **\$55 billion** to charities in 2023



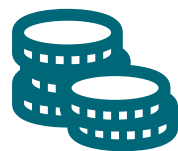
THE IMPACT & OPPORTUNITY OF DAF GIVING



Why do donors use a DAF?



One-stop shop for giving



Lower fees



Ease of use



Non-cash assets and investment growth

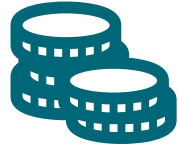


Long-term strategy

How do non-profits benefit?



No applications or reporting



No fees from grants



Unrestricted gifts



Larger gifts from non-cash assets and investment growth



Long-term giving



THE OPPORTUNITY FOR NONPROFITS IS LARGE AND GROWING.

But...



6 STEPS TO A DAF FUNDRAISING STRATEGY



Update your information where it's most impactful.



Make it clear and easy to grant to your organization.





Educate your staff and have a data collection strategy.



**Send a thank
you to the
donor, not the
DAF sponsor.**



**Incorporate
DAFs into your
complex asset
and deferred
gift programs.**



Cultivate relationships with DAF sponsors as grantors.

- Community foundations
- Single-issue DAFs
- Field of interest funds



Thank you

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