

# Why Fundraising Feels Harder Than It Should

3 ways you can be more productive this year

**JAN 21**  
12PM CST



**MATT BITZEGAIO**

Co-Founder & CEO  
at DonorDock

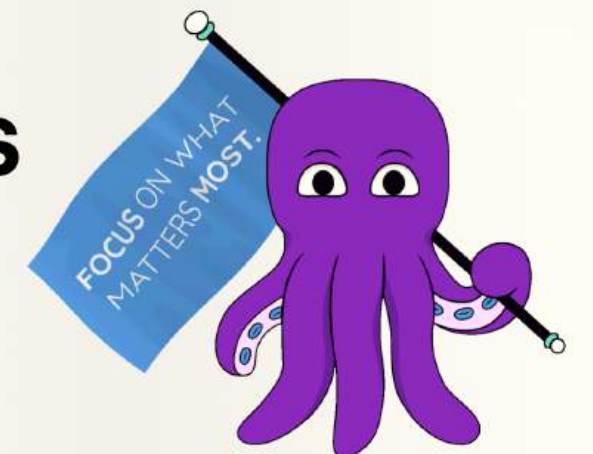


**NOAH BARNETT**

Chief Strategy Officer at  
DonorDock

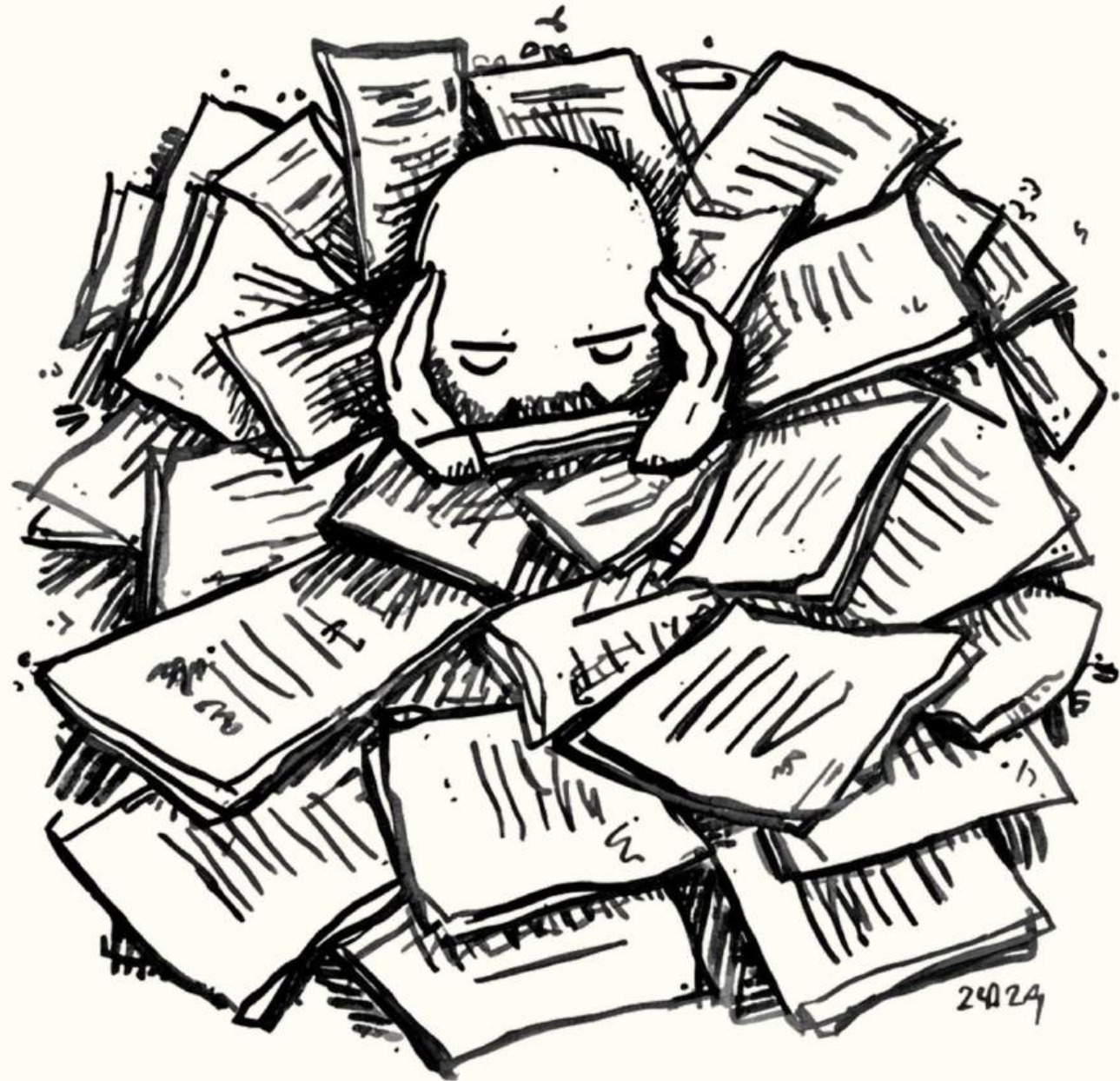
# Discussion guide

1. Why fundraising feels heavy
2. Three (3) ways to reduce friction
3. How systems create leverage
4. How DonorDock helps





# The Problem Isn't Effort



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## The real problem?

- Too many tools
- Too many follow-ups
- Too many urgent tasks
- Too much living in your head

The issue usually isn't effort. It's the systems supporting that effort — or not supporting it.





# Why the work feels heavy



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Fundraising feels heavy when:

- Repeated manual work
- Context scattered
- No clear ‘what’s next’

“Never mistake activity for achievement.” – John Wooden



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Most burnout isn't caused by caring too much. It's caused by carrying too much at the same time.





# How systems create leverage



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Three (3) ways to reduce friction + regain clarity:

- Protect Focus
- Multiply Inputs
- Expand Capacity

“There is nothing so useless as doing efficiently that which should not be done at all.”

– Peter Drucker





# Protect Focus



Project management ensures that you + your team:

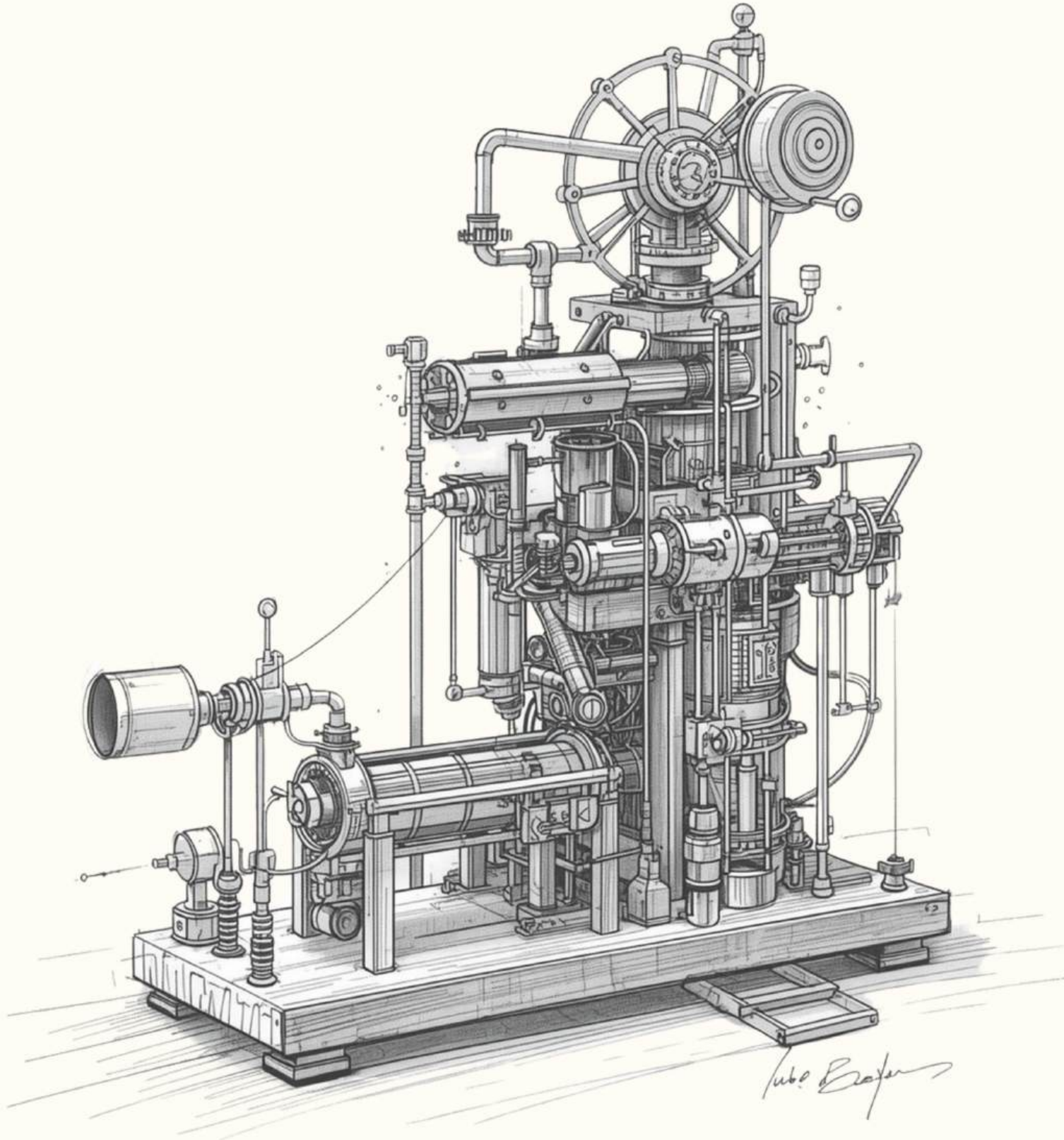
1. Define clear priorities
2. Manage less active projects
3. Provide shared visibility into what matters now

“If you have more than three priorities, you don’t have any.”  
– Jim Collins





# Multiply Inputs



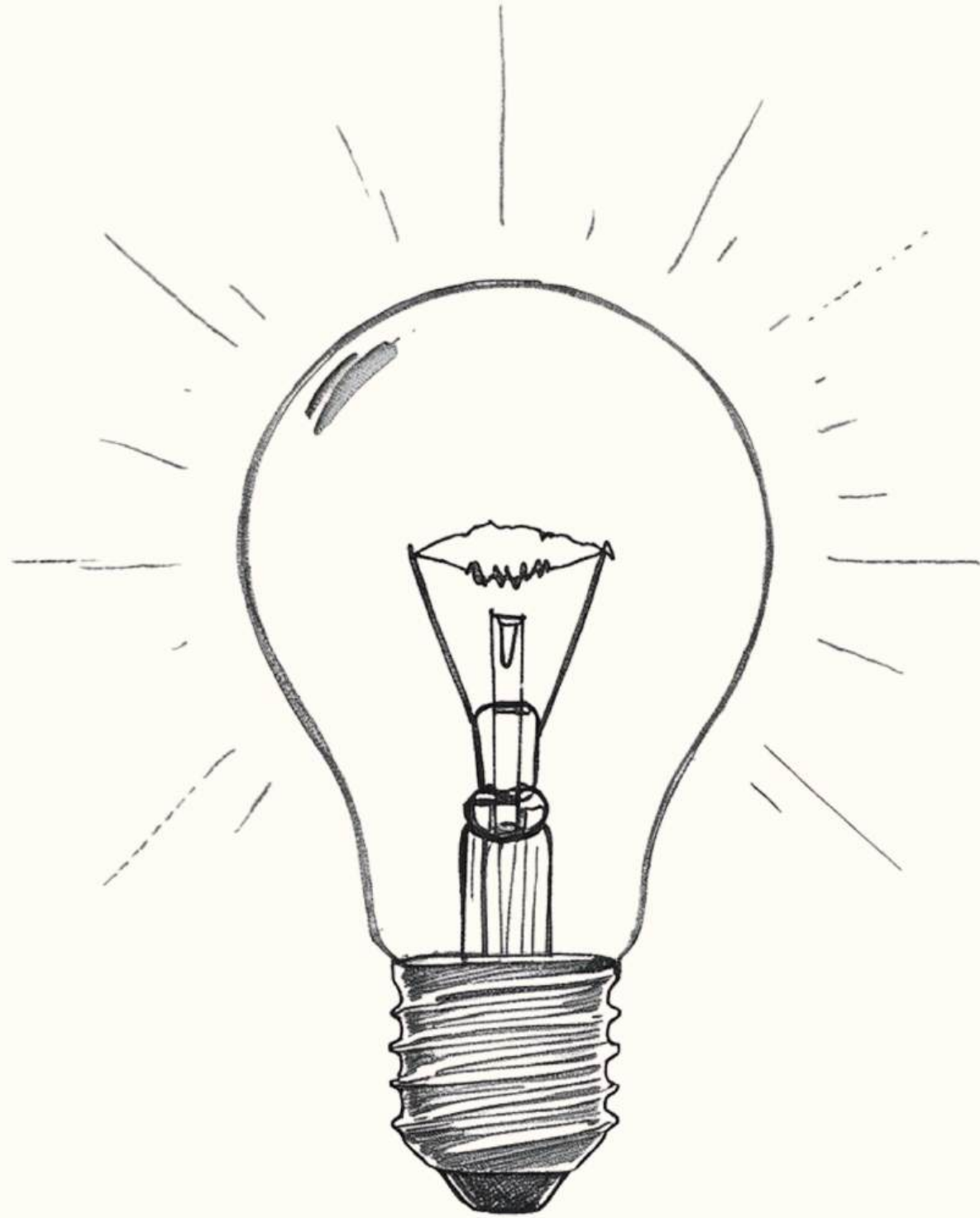
Automation is often misunderstood. It's not about adding complexity. It's about removing repetition.

1. Do work once
2. Reduce manual follow-up
3. Let systems run in the background





# Expand Capacity



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Better support your work by using AI as your:

- **Assistant:** Create space for better decisions
- **Analyst:** Surface what matters without searching
- **Advisor:** Support judgment, not replace it

AI doesn't replace you — it creates margin to build better.





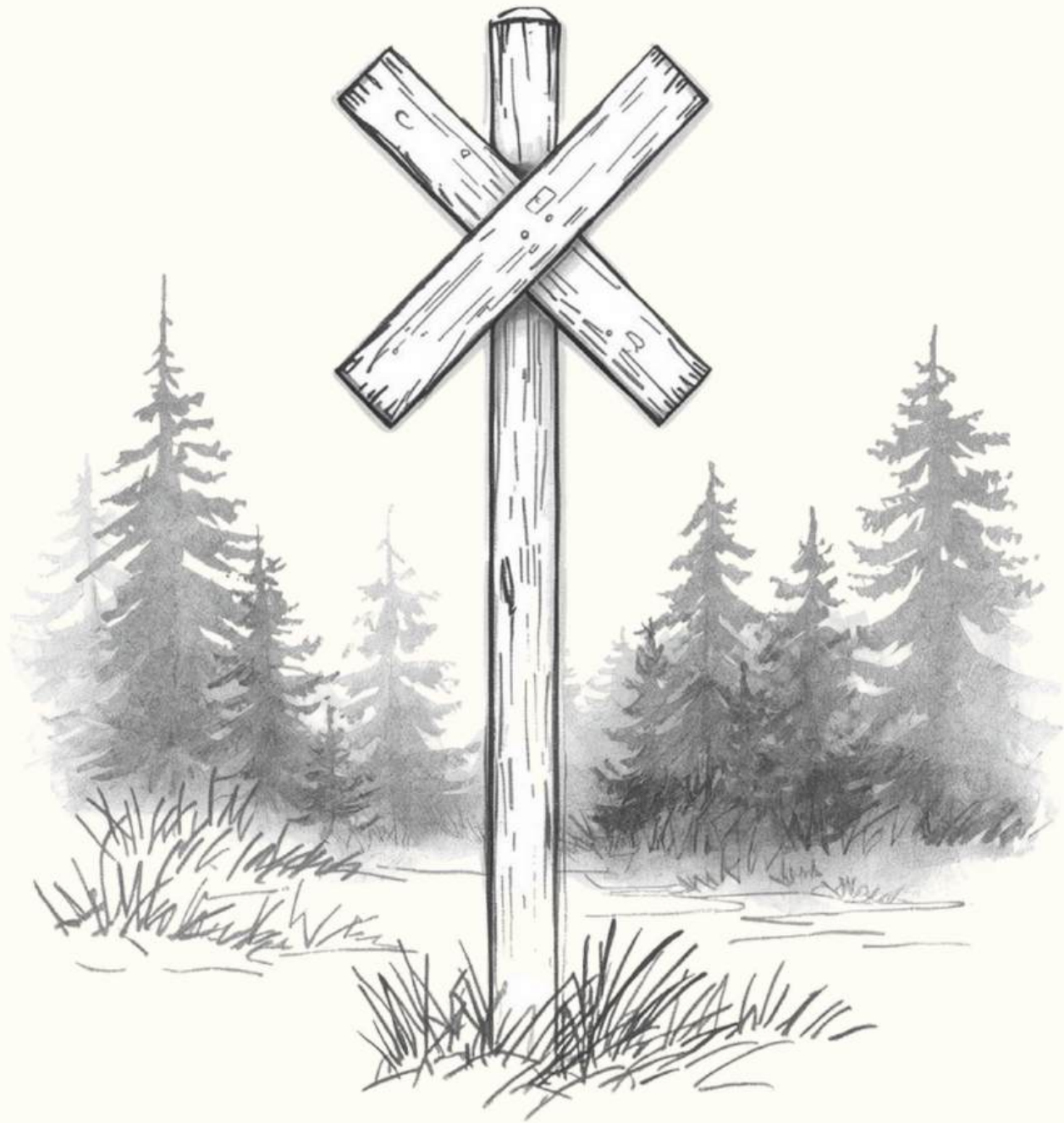
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You don't need a full  
overhaul. Small system  
changes compound quickly.





# What now? Where to start?



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## Questions to consider:

- How do you keep what matters most the priority?
- What work keeps resurfacing no matter how often we do it?
- What requires the most manual follow-up?
- What is on the should list that never gets done?






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If everything feels urgent, fix  
the thing that removes the  
most friction for tomorrow —  
not the thing that feels most  
overdue today.



# Live Platform Tour



The image displays a laptop screen showing a CRM platform interface for a contact named Arlene Richards. The interface is divided into several sections: Contact Information, Donor Engagement, and Activity & Gifts. To the right of the laptop, there are four callout boxes with dashed lines pointing to specific elements on the screen.

**Contact Information**

Account Number	142432145123
Email	arlene.r@acmefoundation.org
Main	(217) 555-0113
Cell	(308) 555-0121
Date of Birth	April 11, 1980
Primary Address	2727 Lakeshore Rd Nampa, Tennessee 78410 United States
Secondary Address	1473 Ranchview Dr San Jose, Maryland 48301 United States
Household	The Richards Family
Employer	ACME Co

**Donor Engagement**

Bar chart showing engagement levels over time. The chart has 10 bars, with the 7th bar being the tallest (green) and the 9th bar being the shortest (blue).

**Donations**

LIFETIME AMOUNT	FIRST DONATION
\$4,906.57	\$200

**Activity & Gifts**

**UPCOMING**

- EMAIL** 2/17/12  
SUBJECT: Send follow up email to event attendees  
STATUS: ☐ Upcoming
- MEETING** 2/17/12  
SUBJECT: Meet with John at Twenty Below Coffee  
STATUS: ☐ Upcoming

**COMPLETED**

- MEMBERSHIP** 2/17/12  
\$9.00 RECEIVED

**Callouts:**

- Thank Susan for First Donation**  
Activity: Call Susan Bensen
- Make an ask to John Wilson**  
Activity: Meet with John Wilson
- Send event details to attendees**  
Activity: Bulk Text Marketing List
- Follow up with Joseito**  
Activity: Automated Email



# Your Fundraising



# All In One Place

For lean teams who do it all—one tool that does, too.

CRM

AI

Email Marketing

Online Giving

Reporting

Volunteer & Events

Tasks

The screenshot displays the Otto fundraising platform interface. At the top, navigation tabs include Boards (8), Contacts, Outreach, Online Giving, Transactions, Reporting, and Automation. The main header shows the contact profile for Francine Ainsby, with roles: Individual, Donor, Member, Board Member (27), Day Camp Volunteer (148), Giving Level 4 (1), Major Donor (132), and Recurring Monthly Online Donor (122). Below the header, the 'Overview' section is active, showing contact information: Account Number DD-251, Owner Bridgette Bitzegaio, Primary Email FrancineAinsby@sink.sendgrid.net, Secondary Email noreply@donordock.com, Primary Address 48 Graedel Center, Colorado Springs, CO 80945, Addressee Francine Ainsby, and Salutation Dear Francine. A 'SHOW MORE' button is visible. The 'Insights' section on the right, titled 'Otto Insights', provides a summary of Francine's contributions: \$16,453.40 across various roles, including a recent gift of \$1,000 and volunteer efforts at Day Camps. It also mentions her background as a child camp attendee and her connection to Carol and Hamil Dugood. A 'Donor Engagement' bar chart shows activity counts for May, June, and July, with a significant peak in June. The 'Notes' section at the bottom shows a note by Bridgette Bitzegaio dated 6/17/25, stating Francine is good friends with Carol and Hamil Dugood.

Boards 8 Contacts Outreach Online Giving Transactions Reporting Automation

Francine Ainsby Individual Donor Member Board Member (27) Day Camp Volunteer (148) Giving Level 4 (1) Major Donor (132) Recurring Monthly Online Donor (122) Volunteer

Contacts < Francine Ainsby

Overview

Contact Information EDIT

Account Number DD-251

Owner Bridgette Bitzegaio

Primary Email FrancineAinsby@sink.sendgrid.net

Secondary Email noreply@donordock.com

Primary Address 48 Graedel Center Colorado Springs, CO 80945

Addressee Francine Ainsby

Salutation Dear Francine

SHOW MORE

Description/Comments ^

Notes ^

NOTE BY BRIDGETTE BITZEGAIO 6/17/25, 2:33 PM

Francine is good friends with Carol and Hamil Dugood.

EDIT DELETE

Insights

Otto Insights

Francine Ainsby has been a dedicated supporter, contributing a total of \$16,453.40 across numerous roles, including approximately \$747.88. Her commitment is reflected in her contributions, including a recent gift of \$1,000 and volunteer efforts at our Day Camps. Francine also enjoyed camp as a child and has a background in our community. Notes indicate that she has a close relationship with Carol and Hamil Dugood, which may enhance her potential for increased giving, particularly if supported. A recommended next ask could be to highlight her contributions on the lives of children, as personalized communication about upcoming events may resonate well.

While Francine's most recent gift was a men's shirt, her potential for increased giving, particularly if supported. A recommended next ask could be to highlight her contributions on the lives of children, as personalized communication about upcoming events may resonate well.

✳ Otto

Last updated 14 days ago Update

Donor Engagement

Activity Count

May Jun Jul



# DonorDock