

# 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

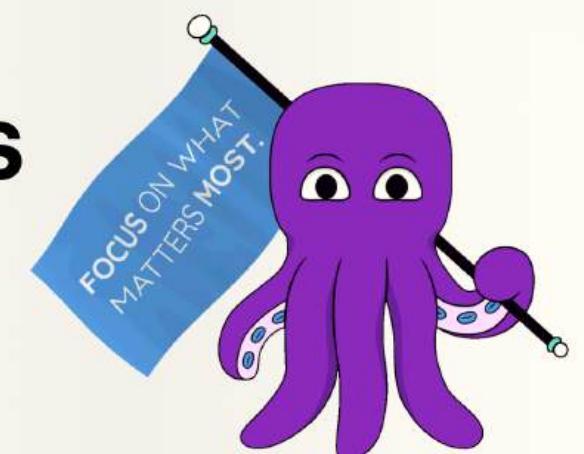
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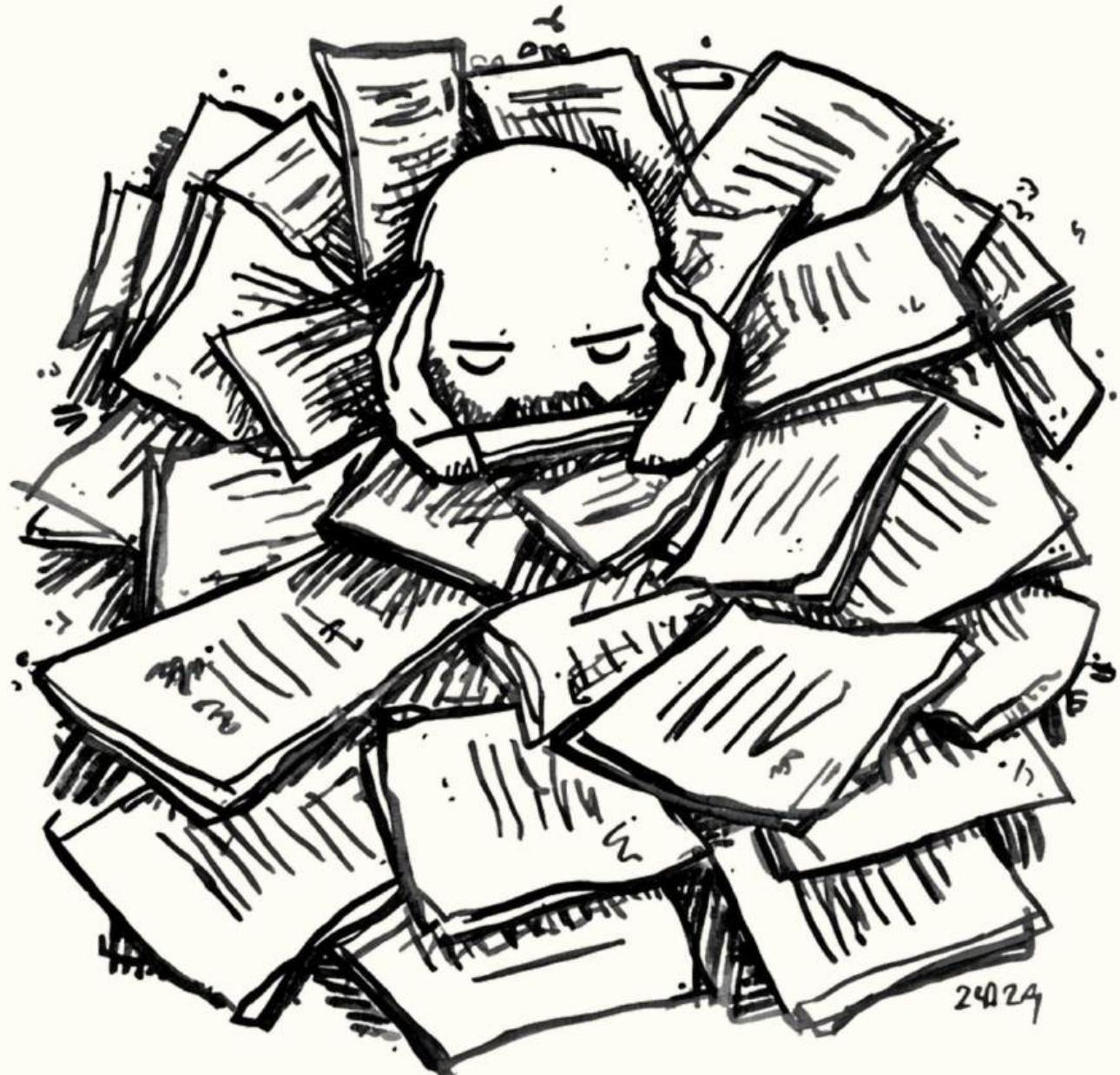
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- 1. Why fundraising feels heavy**
- 2. Three (3) ways to reduce friction**
- 3. How systems create leverage**
- 4. How DonorDock helps**



# The Problem Isn't Effort



## 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



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



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



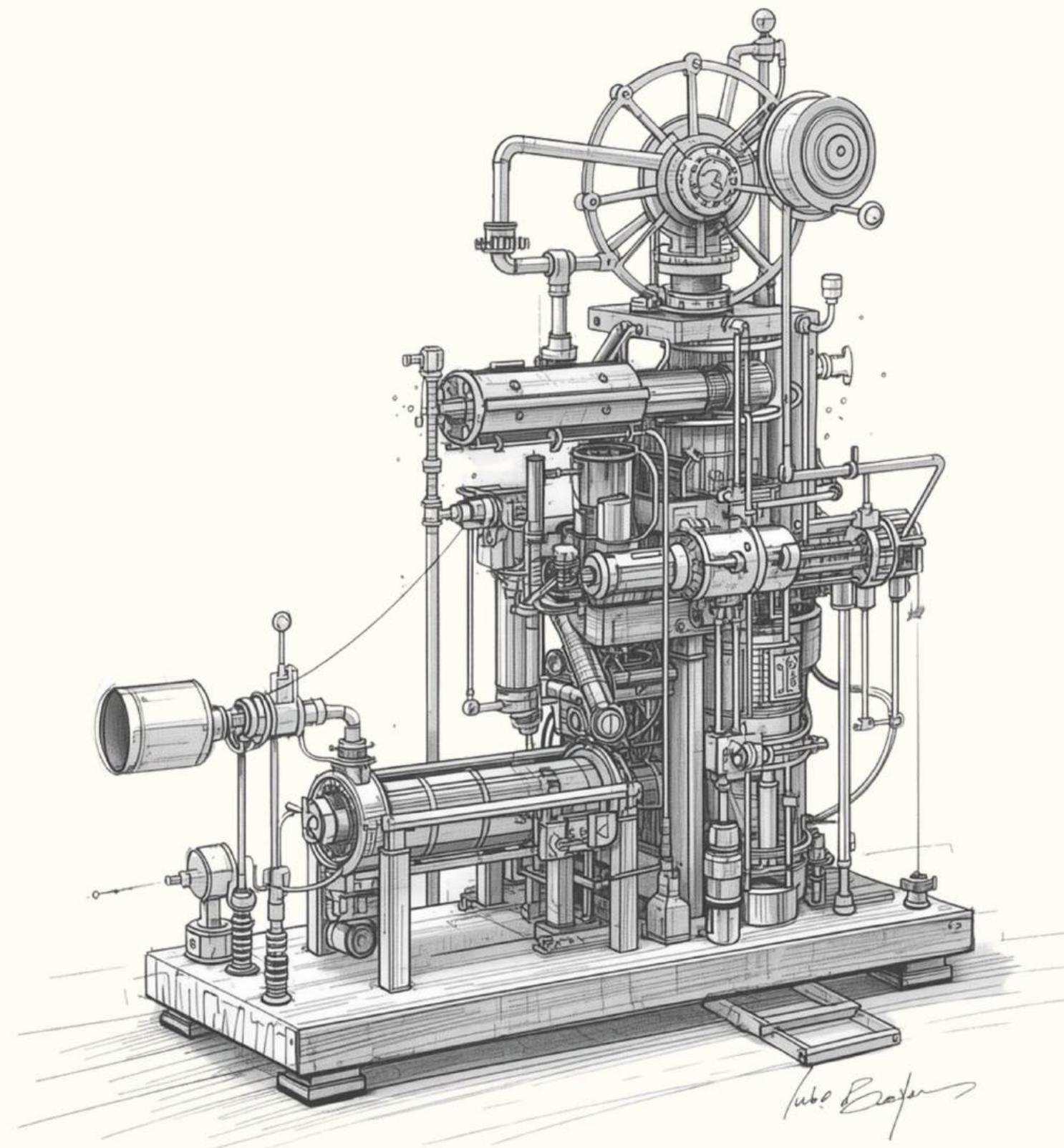
Project management ensures that you + your team:

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

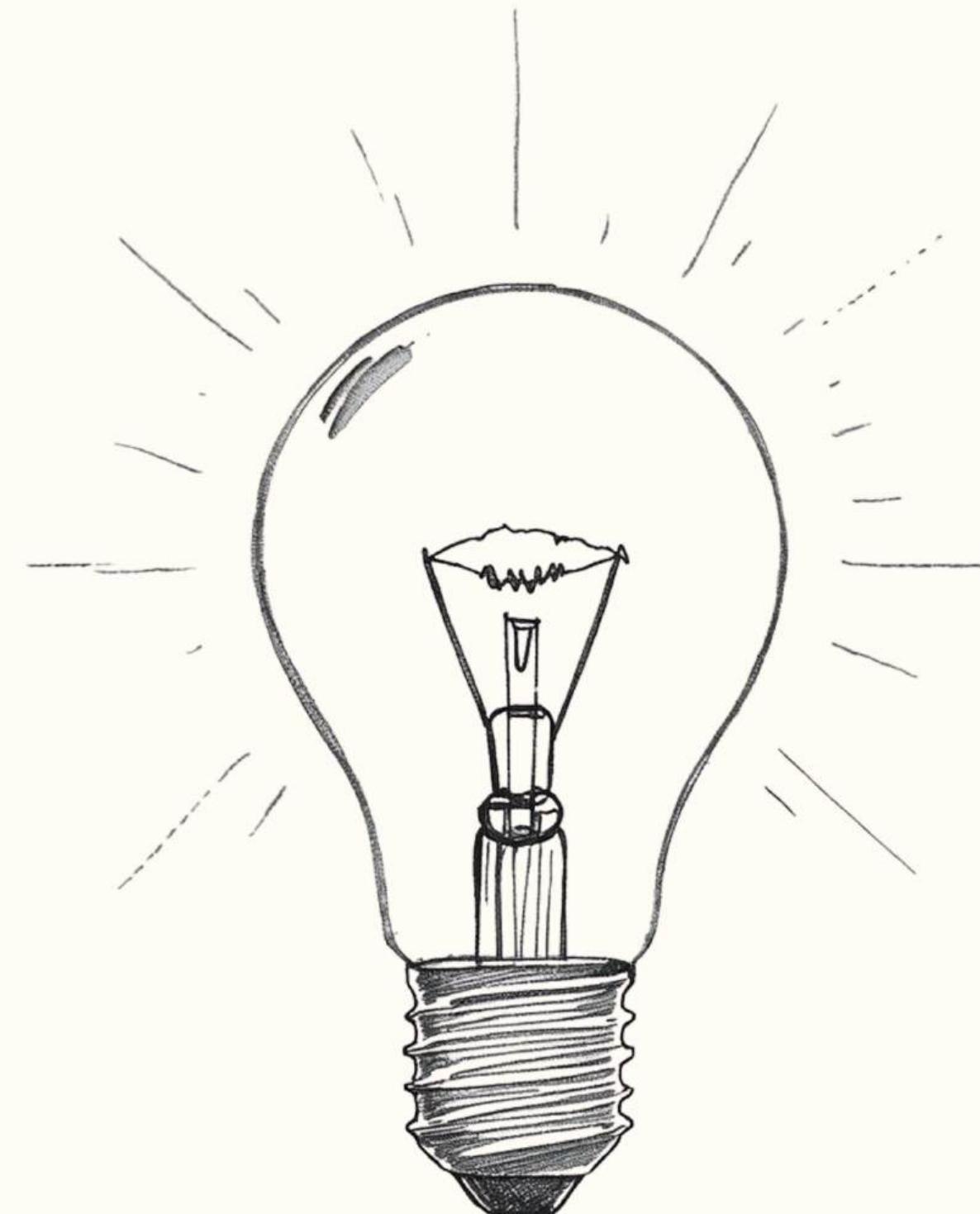


Automation is often misunderstood. It's not about adding complexity. It's about removing repetition.

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



# Expand Capacity



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?



## 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?

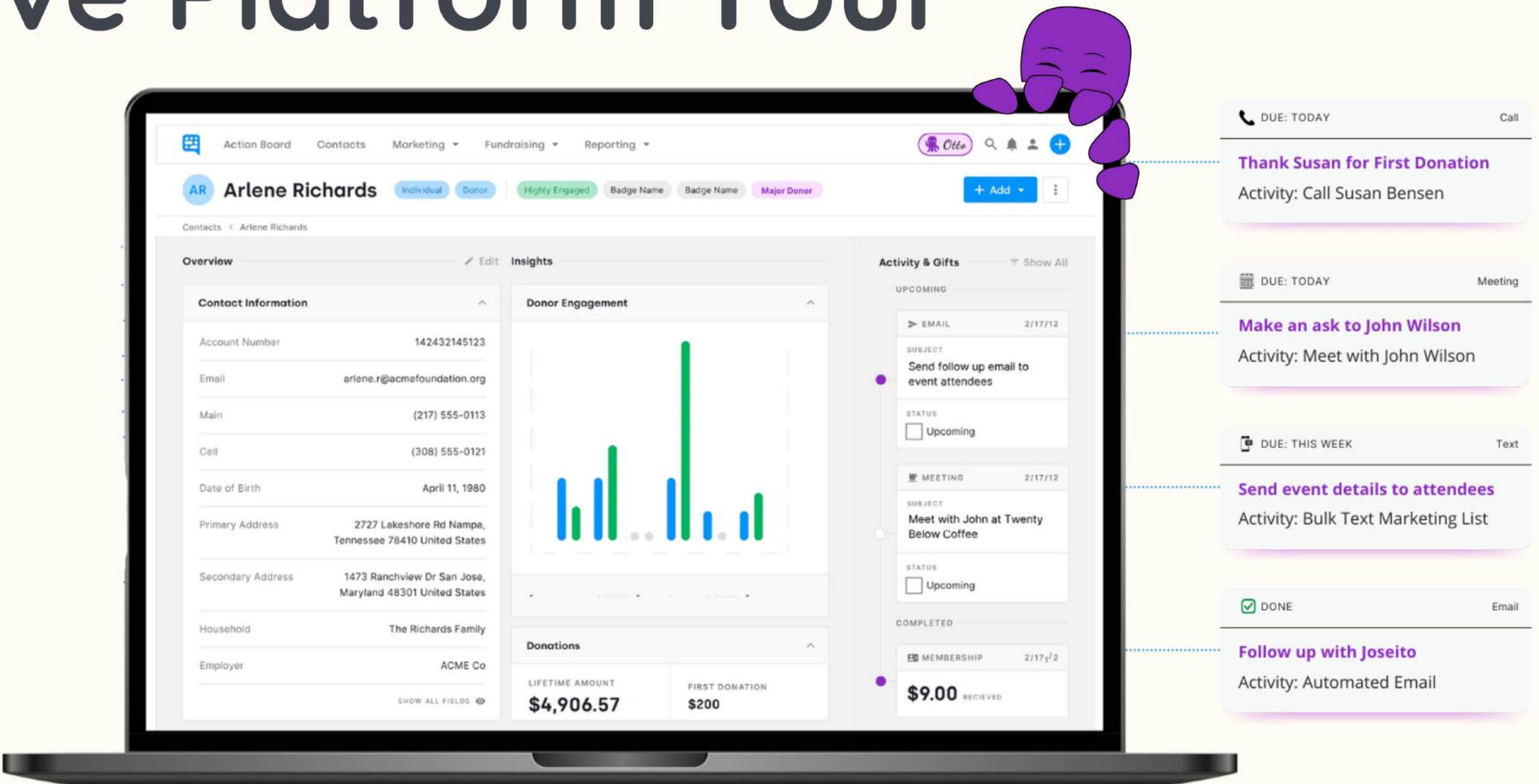


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If everything feels urgent, fix  
the thing that removes the  
most friction for tomorrow —  
not the thing that feels most  
overdue today.



# Live Platform Tour



The image shows a computer monitor displaying a CRM application interface. A purple cartoon hand is pointing at the screen, indicating a specific feature or step. To the right of the monitor is a sidebar with a list of tasks, each with a due date, activity type, and description.

**CRM Application Overview:**

- Header:** Action Board, Contacts, Marketing, Fundraising, Reporting, Otto, Search, Notifications, Add.
- Profile:** AR Arlene Richards (Individual, Donor, Highly Engaged, Badge Name, Badge Name, Major Donor).
- Overview Section:** 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 donation activity), Donations (Lifetime Amount: \$4,906.57, First Donation: \$200).
- Activity & Gifts Section:** 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, Amount: \$9.00 Received).

**Task Sidebar:**

- Call:** DUE: TODAY, Thank Susan for First Donation, Activity: Call Susan Bensen.
- Meeting:** DUE: TODAY, Make an ask to John Wilson, Activity: Meet with John Wilson.
- Text:** DUE: THIS WEEK, Send event details to attendees, Activity: Bulk Text Marketing List.
- Email:** DONE, 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 shows a software interface for managing fundraising and donor relations. At the top, a navigation bar includes 'Boards' (with 8 items), 'Contacts', 'Outreach', 'Online Giving', 'Transactions', 'Reporting', and 'Automation'. Below the navigation, a contact profile for 'Francine Ainsby' is displayed. The profile includes a small profile picture, Francine Ainsby's name, and several status badges: 'Individual', 'Donor', 'Member', 'Board Member (27)', 'Day Camp Volunteer (148)', 'Giving Level 4 (1)', 'Major Donor (132)', 'Recurring Monthly Online Donor (122)', and 'Volunteer'. The contact's account number is listed as 'DD-251'. The 'Overview' section contains fields for 'Contact Information' (Account Number, Owner, Primary Email, Secondary Email, Primary Address, Addressee, Salutation), with values like 'DD-251', 'Bridgette Bitzegaio', 'FrancineAinsby@sink.sendgrid.net', 'noreply@donordock.com', '48 Graedel Center Colorado Springs, CO 80945', 'Francine Ainsby', and 'Dear Francine'. A 'SHOW MORE' button is visible. The 'Insights' section on the right shows a summary: 'Otto Insights' notes that Francine has contributed a total of \$16,453.40 across numerous gifts, with a recent gift of \$747.88. It also mentions her volunteer efforts at Day Camps and her relationship with Hamil Dugood. A bar chart titled 'Donor Engagement' shows activity counts for May, June, and July, with June having the highest count. A note from Bridgette Bitzegaio dated 6/17/25 at 2:33 PM states: 'Francine is good friends with Carol and Hamil Dugood.'



**DonorDock**