

FUNd Development

Key to success

Fundraising vs. Fund Development

- Immediate Need
 - ✓ Raise money
 - ✓ Raise more money
 - ✓ Raise even more money
- The Big Picture
 - ✓ Create a culture of philanthropy
 - ✓ Build strong relationships
 - ✓ Empower others to serve as ambassadors
 - ✓ Advance toward long-term sustainability

Effective Fund Development Strategy

Shift your thinking from...

Short-term Gain



Long-term Sustainability

A Successful Fund Development Program

So what's it take?

- Trust
- Clear Mission, Vision and Compelling Story
- Compelling story
- Prioritized funding needs and setting goals
- Donor centered fund development efforts
- Strong leadership

A plan that brings it all together!

Gaining Trust

- Show donor what's in it for them
- Be consistent
- Build personal relationships and a strong reputation
- Express your gratitude and be sincere in your efforts to keep them connected
- Be accountable and deliver on promises
- Be honest about challenges and accomplishments
- Keep your doors wide open

Showing Impact

Fundraising is all about building relationships and showing people the value of the council in your communities.

- **Start with the end in mind**
 - What does success look like for your council?
 - **Vision:** As a result of achieving success, what big change will result from your council's work?

Showing Impact

Clearly define your council's impact goal this year by answering “What’s the big difference we want to make this year toward reaching our vision?”

Identify Prospects

- Foundations
- Corporations and businesses
- Service organizations
- Individuals (annual donors and major donors)

Direction?

If you don't have a plan to get where you are going, then you will never get there!



Planning - Keep it real!

- Blueprint for success
- Moves from reactive to proactive
- Provides a roadmap for fundraising
- Gets everyone on the same page



Simple steps to a fund development plan that you can start doing now!

- Set your goals
- Create a plan of action
- Work the plan
- Monitor the plan

Celebrate!

How much money do you need?

Ask yourself:

What will it take to close in on reaching our impact goal this year?



Evaluate the Past

- How did it go last year?
- What about the previous years?
- What worked well?
- What didn't work?

Fund Development Projections

Strategy	Last Year	Two Years Ago	This Year's Projection	Notes
Grants				
Direct Mail				
Major Gifts				
Online giving				
Corporate Sponsorships				
Special Events				
Other				
TOTAL				

Strategy Details

Strategy	Description	Target Audience	\$ Goal	Costs	Lead?	Timing?
Grants	Write grants	Private foundations	\$25,000	\$0		Grant deadlines
Direct Mail	Mail fall/spring appeal	Current and prospective donors	\$10,000	\$2,500		April/October
Major Gifts	Cultivate and ask for major gifts	Current donors	\$50,000	\$2,500		Two each month
Online giving	Online email campaign	Current and prospective donors	\$5,000	\$0		May/November
Special Events	Host friend/fund raiser	Current and potential donors	\$10,000	\$0		June/December
Other						

Take action!

Strategy: Grants

Action Steps	Lead	Deadline	Resources
1. Research opportunities		August 1 - 15	Time
2. Prioritize opportunities		August 16 - September 1	Time
3. Create a calendar		September 1	Time
4. Write proposals		Before grant deadlines	Time
5. Follow-up		Two weeks following grant submission	Time
6. Thank		After grant is awarded/declined	Time
7. Cultivate and steward		Mid-year/year-end	Time

Make it happen!

- Work the plan
- Monitor the plan
- Celebrate when things go well

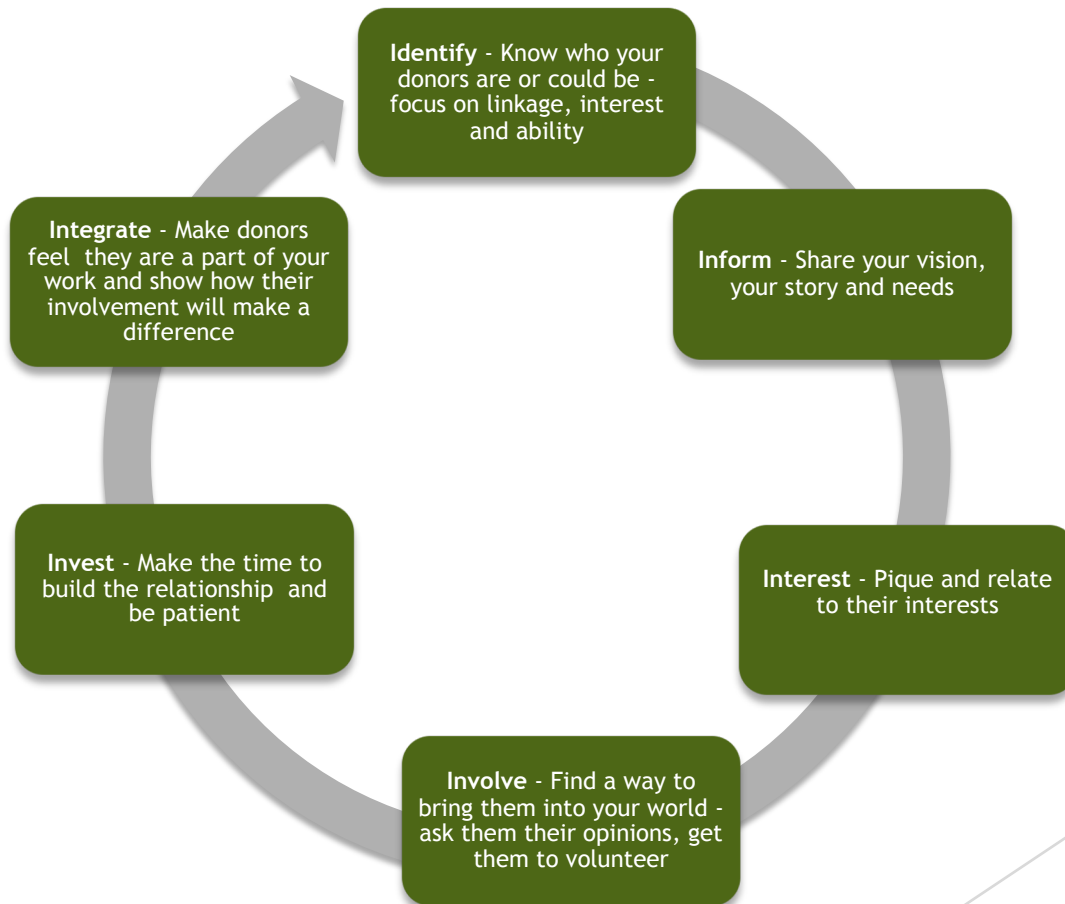
Get started!

What we know...

- People want to see change and progress
- People want to be a part of making change and progress
- To see progress (in our community, region, state, country and world) it is important to begin with making a change at the local level

What else do we know?

Donor Cycle



So who's it going to be?

Individuals

- Establish method for tracking donors/funders
 - Excel
 - Donor management software
- Build your donor pool (annual giving)
 - Who are your circle of friends (who do know, house parties, special event, etc.)
 - Who cares (event attendees, program participants, etc.)?
 - How will you reach them (online, direct mail, social media, crowd funding)?
- Identify individuals (major donors)
 - What's a major gift?
 - Who supports food systems work in your area?
 - What are their specific giving interests and capacity?
 - Who are your connections?
 - What's the best approach? (letter, call, meet)

Research

Know your current and potential donors

- Giving history
- Linkage, ability and interest
- Timing for giving

Who, what, when, where and why?

- Determine who will attend the donor meeting/who will make the ask
- Set your goals for the meeting/conversation
- Create talking points (share your impact)
- Schedule the meeting
- Let the donor lead the conversation
- Be flexible in your approach

What to talk about...

1. The future of your organization
2. The donor's interest, concerns and goals

Make it personal!

- Know your donor
- Know your council
- Know yourself
- Adapt
- Make the ask...for funding, for involvement,
for advice

So who's it going to be?

Foundations

- **Research**
 - What are your opportunities with previous/current funders?
 - What foundations have areas of focus that align with your work?
 - What are your resources (Foundation Center, it's who you know)?
 - What partners make sense for collaborating on a grant request?
 - What is the angle you will take with each funder?
 - What is the timing for requests?
 - Who will you approach this year and what's the amount of request?
- **Pursue**
 - Make contact
 - Submit LOI
 - Write grant
 - Follow-up
 - Thank, report and engage

So who's it going to be?

Corporations & Businesses

- **Research**
 - What are your opportunities with previous/current funders?
 - What corps/businesses have areas of focus that align with your work?
 - What are your resources (It's who you know)?
 - What partners make sense for collaborating on requests?
 - What are the business goals for the potential funder and how can you help meet them?
 - What is the angle you will take with each funder?
 - What is the timing for requests?
 - Who will you approach this year and what's the amount of request?

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You have them hooked now how do you keep them?

- Thank you! Thank you! Thank you!!
- Cultivate/Engage
- Steward/Stay connected

Tips!

- Focus on fund development activities that will give you the most “bang for your buck!”
- Individual donors are the largest source of untapped potential building these valuable relationships is key to long-term sustainability
- Focus on what your donors and supporters are interested in, not what your council needs but instead how interests align with needs