

FORGING A FUNDRAISING PLAN

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Development Plan

- ▶ Everyone should have a Fund Development Plan and it should be included in Strategic Plan
- ▶ If you have any of these questions, you should have a Fund Development Plan:
 - ▶ You don't have enough money to accomplish our mission in a manner you feel proud about
 - ▶ You sit at your desk and don't know what initiative to work on first
 - ▶ Methods that worked for years are now yielding diminishing returns
 - ▶ You don't know what it is costing you to raise funds
 - ▶ You've never had a plan and its time to get everyone on the same path

Components of a Fund Development Plan

- ▶ Analysis of Financial Need
 - ▶ What have you raised by category in the last 3 years
 - ▶ What do you need to raise this year
 - ▶ Identify areas for potential growth
- ▶ Identify Prospects (with board/development committee)
- ▶ Identify Appropriate ask/solicitation (grant/letter/meeting/business) for each Prospect
- ▶ Prepare for ask/action
- ▶ Timeline
- ▶ Who involved

Creating S.M.A.R.T. Goals

- ▶ **S**pecific
- ▶ **M**easurable
- ▶ **A**ttainable
- ▶ **R**ealistic
- ▶ **T**imely

Funding Approaches to Consider

- ▶ Grants (Government, Bank, Foundation)
- ▶ Individual Donors (can include businesses)
 - ▶ Direct Mail Appeal
 - ▶ Personal Meetings
 - ▶ Mini-proposal
- ▶ Fee for Service
- ▶ Running a Business
- ▶ Membership
- ▶ Events
 - ▶ Sponsorship
 - ▶ Fees

Types of Donors

- ▶ **Predisposed**: An individual, business, or some other entity whose interests and actions suggest a possible inclination or susceptibility towards your organization's cause/mission.
- ▶ **Prospect**: An individual business, or some other entity that has demonstrated an interest in your cause/organization.
- ▶ **Donor**: An individual, business, or some other entity that has given a gift of time or money or service

Steps of Solicitation

- ▶ Identify
- ▶ Qualify
- ▶ Strategy for Cultivation
- ▶ Cultivation
- ▶ Stewardship
- ▶ Recognition
- ▶ Renewal

Getting Board Members Involved

- ▶ In Board Roles and Responsibilities it should be clear that:
 - ▶ Board Members are all part of the fund raising plan and process
 - ▶ Be clear about “give or get”
- ▶ Board members should be able to speak about what you are doing and have achieved
 - ▶ Provide tidbits frequently and update regularly so there is new information
- ▶ Ask for Introductions - leverage relationships
- ▶ Board members should attend meetings with funders
- ▶ Board members should make a gift
- ▶ Non-competitive special events

Fundraising Roles Among Board and Staff (Ideal plan)

Staff

- ▶ Provides information about the organization
- ▶ Develops proposals and letters
- ▶ Provides first drafts & coordinates the mailing of solicitation letters
- ▶ Schedules solicitation rehearsals and meetings
- ▶ Provides follow up to all solicitation calls
- ▶ Sends reminders and organizes reports of meetings
- ▶ Provides information about programs and tax advantages in a solicitation call
- ▶ Sends acknowledgements of donations

Board

- ▶ Learns the mission and goals fo the organization
- ▶ Provides information about prospects
- ▶ Provides final edits of and signs personalized solicitation letters
- ▶ Practices solicitation calls with team members
- ▶ Uses linkages to set up appointments
- ▶ Solicits gifts on behalf of the organization
- ▶ Asks for the gift in a solicitation meeting
- ▶ Sends a personal note of thanks

Funding Sources of NACEDA Members Overview

- ▶ BANKS = \$3,608,810 or 19%
- ▶ EARNED = \$3,017,420 or 16%
- ▶ FOUNDATIONS = \$5,453,060 or 28%
- ▶ FUNDRAISING = \$1,684,190 or 9%
- ▶ GOVERNMENT = \$3,954,790 or 21%
- ▶ MEMBERSHIP = \$2,545,890 or 8%

- ▶ TOTAL = \$19,264,160
- ▶ Includes information from 30 organizations from 2013/14

Using Your Plan

- ▶ Fund Development Plan should be a living and constantly updated document
- ▶ Fund Development Plans should be part of staff work plans
- ▶ Include Updates on Fund Development Plan for inclusion in Strategic Plan Reporting as part of each Board Meeting Agenda

Tools You Can Use

- ▶ Review Handouts:
 - ▶ Outlook Tasks
 - ▶ Workplan with Activities
 - ▶ Action Plan Grid
 - ▶ Grant Tracking Sheet
 - ▶ Fund Development Plan Update at Development Committee and/or Staff Meetings



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