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 it’s 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

- **Specific**
- **Measurable**
- **Attainable**
- **Realistic**
- **Timely**
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 of 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