Common Sense Strategy for Boards to Engage in Resource Development

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Expertise of our Group

- Presenter's Overview

- Participants Introductions
  - Your Name, Nonprofit Organization, and Role
  - Briefly describe your organization's resource development planning process and how board members are involved.
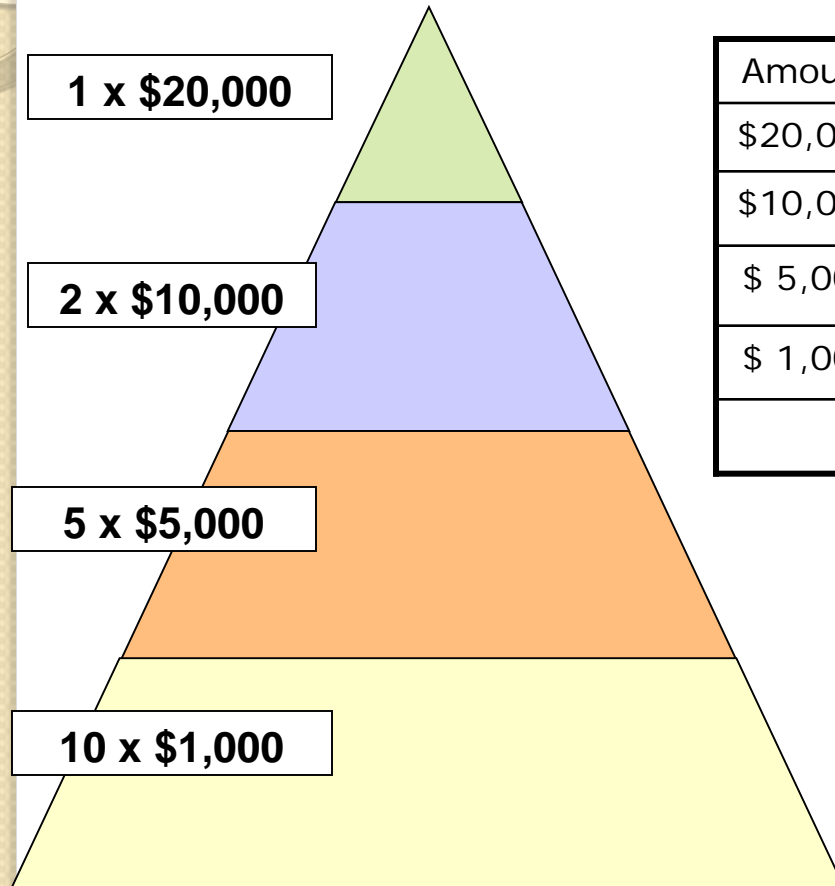
Why Plan for Resource Development?

- Fundraising is an art…and a science

- Resource development planning provides a systematic approach or roadmap for the organization:

  ◦ The Plan involves an annual assessment of organizational capacity and determines resource development needs

  ◦ A written resource development plan outlines monthly and quarterly steps and annual goals to achieve the revenue projection

- A resource development plan can take many different forms. The only requirement is that it be complete and clear.

Your organization has a $75,000 problem each year...

1 x $20,000

2 x $10,000

5 x $5,000

10 x $1,000

Amount	# of Gifts	# of Prospects	Totals
$20,000	1	*3*	$20,000
$10,000	2	*6*	$20,000
$ 5,000	5	*15*	$25,000
$ 1,000	10	*30*	$10,000
	18	*54*	**$75,000**

Getting Started

1. Revisit and refine organization's **mission and vision** as part of the resource development planning process.

    o   Engaging in a **longer-term strategic planning** process to set organizational goals and priorities will result in a framework for a clear and compelling "Case for Support".

2. Revisit/refine or develop the organization's "**Case for Support**"

    o   The ideal is that the Case is a **comprehensive strategy** that connects program to resource development to public relations to evaluation.

    o   The Case is bigger than the organization and relates to a *cause*.

    o   The Case clearly and boldly articulates the "niche work" of the organization – *its unique role locally* – and claims all of the reasons to support the organization in its effort to address the cause.
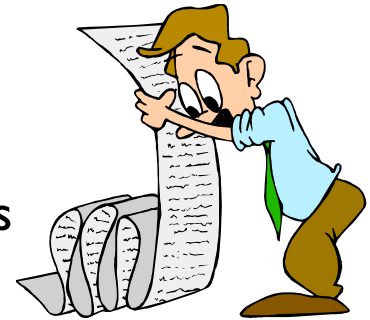
The **Case for Support** accomplishes the following:

- **C**ause identified
- **A**ction addressing cause
- **S**tatement of goals
- **E**xpected Results

The Case should include the *latest research findings* regarding the "cause" with *powerful quotes* to underscore the importance of the cause and <u>why funding is imperative</u>.

What Goes into a Resource Development Plan?

- Total **funding ($s) needs** for the year as well as needs by project or component of organization

- Specific objectives stating the amount of money needed to be raised from **different types of funding sources** (individuals, foundations, corporations, civic groups, etc.)

- Addressing the long-term need for increased resource development and **program capacity** within the organization

- **Donor trends analysis** (month by month, year by year giving and types of giving; study of donor acquisition costs/ratios; and donor longevity)

- Stewardship Plan **- how to keep donors**/investors and increase donation year after year

- Accountability **-** A work plan, with monthly and quarterly **benchmarks,** including activities, responsibilities, and deadlines, to ensure that objectives are being met.

Some Key Elements of the Plan
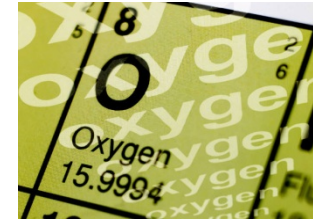
- Analysis includes **History of Support & Future Goals**
  - Year-by-year chart of Expenses and Total Funds Raised with breakout by Individual Donors, Foundations, Corporations, etc.
  - A breakdown of what events earned and Board gave

- Resource Development Strategy
  - What **fundraising campaigns** to achieve the fundraising goals? Adopt a Child, Buy a Brick
  - Annual campaign, major donors pipeline/projections, planned giving pipeline/activities, events, endowment-building, etc.

Getting Ready

- Updated Case Statement with mission, vision and goals
- Organizational Budget – Expenses/Revenues to reflect updated case
- Governance Statement
- Resources (staff and volunteer) required to achieve plan
- Donor recognition and stewardship policy All necessary program budgets for "asks"

Additional Assessments

- Do a **Board Composition** Self-Analysis.
- Analyze your organization's **promotional materials**. Who do they target?
- Does your **mission** tell people who you are and what you do?
- Look at your **web page**. Would it answer a donor's questions?
- Analyze and update your **mailing/donor list**. Then set a plan for building it.

Report and Feedback

- What intrigued you to try in your organization or learn more about?

- What one action will you take and commit to pursue when you return to your organization next week?