

# 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				
<b>TOTAL</b>				

# 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

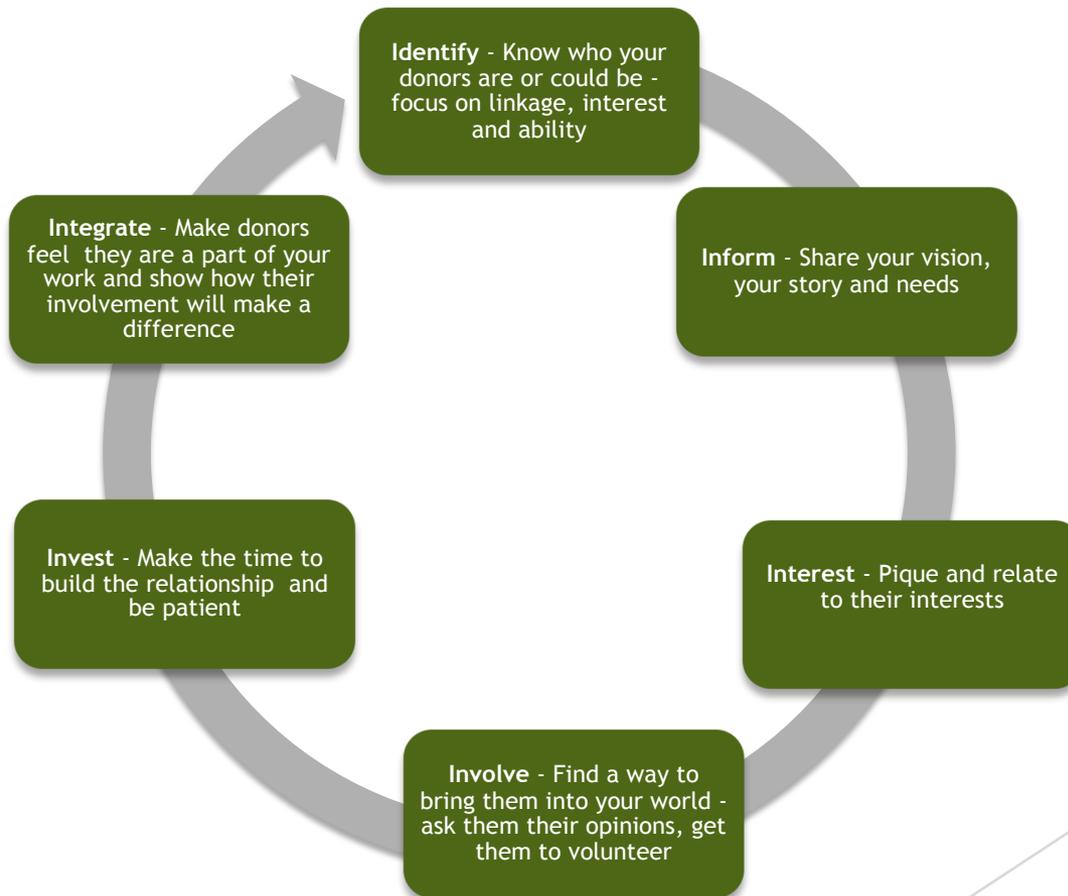
Get started!

## 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?

# Who, what, when, where and why?

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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