



Beyond the Dollars Raised: Evaluating How You Build Sustainable Support

Money For Our Movements **August 12, 2010**

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The Development Cycle

Identification (%)

Cultivation (%)

Solicitation (%)

Recognition (%)



100%

Fundraising Rules

Fundraising is Friendraising

- People give to People
- Peers give to Peers
- Friends give to Friends



Successful fundraising is the right person asking the right person for the right amount of the right thing at the right time at the right place and in the right way.

THE DEVELOPMENT CYCLE WORKSHEET

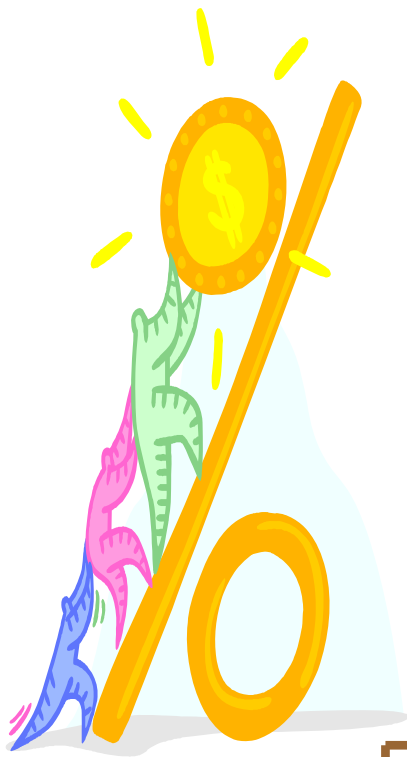
		Who (lead participants)					
What (activities)	Staff - Executive/ Development	Staff - Program	Board	Advisors	Volunteers	Donors	
Identification direct mail - \$250 and above gifts indicate greater capacity annual gala gives opportunity to schmooze with donors/their friends lunch with donors to ask them for prospect leads parent council sends email to parents asking for contacts, esp for pro bono	Mailing coordination ED has a "hit list" of must-contacts and makes the rounds ED takes the lead on lunches	staff writes notes to college roomates program staff are strategically seated at tables to share stories lead organizer goes on lunch with donor contact from a prior job staff identifies parent leaders	board gives names for letter board members are assigned conversation partners board president goes on two lunches	former board member agrees to broker an important introduction	parents follow up email with calls	big donors are competed and asked to bring someone donors bring friends to the lunch	
	ED gives short introduction providing background and larger social context Dev staff writes and edits ED writes personal notes ED chats up memorial gift prospect	staff meets afterwards with guests to answer questions staff contributes anecdotes	board invites guests board forwards to contacts with personal note board members invite guests	volunteer shoots video one advisor tweets a link to the update	volunteers serve as tour guides	donor is recruited to announce scholarship recipient one donor forwards to her entire Xmas list donor hosts the party	
Cultivation tour of after-school performance e-newsletter with video clip update note with press clippings house party with client testimonial mail campaign in fall gala with varied levels, journal parent drive for "Director's Fund" one-to-one visits	Ed writes notes to donor prospects over \$50 ED calls major contributors from prior years Ed goes on all visits	staff helps parents create materials explaining the drive organizing director goes on appropriate visits	board members give in names and give each board member takes a half or full table board accompany ED	volunteer agrees to chair the benefit volunteers coordinate phone drive Advisor makes two calls to get a meeting	volunteer agrees to chair the benefit volunteers coordinate phone drive two donors go on visits	donor agrees to be honored donor provides match as an incentive two donors go on visits	
	ED writes personal note on all letters over \$100 Dev staff makes sure donors are appropriately acknowledged	program staff builds this into afterschool activities	board members call their contacts board president gives flowers to donor who brought in most \$ board makes calls	board members call their contacts board president gives flowers to donor who brought in most \$ board makes calls	volunteers get kids to create art work & messages donor thanks other donors by name for joining him	volunteers get kids to create art work & messages donor thanks other donors by name for joining him	
Recognition immediate thank you letter/call kids write holiday cards recognition from stage and in gala journal update call from board contact mid-year	Dev staff makes sure donors are appropriately acknowledged	program staff builds this into afterschool activities	board members call their contacts board president gives flowers to donor who brought in most \$ board makes calls	volunteers get kids to create art work & messages donor thanks other donors by name for joining him	volunteers get kids to create art work & messages donor thanks other donors by name for joining him		

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Board Member Fundraising Activation:

Where are your board members along this continuum?



Recruiting resource-getters from the outside world

Organizing board efforts

Spurring other board members to action

Thinking of ideas on their own

Following through (without a second request) on what they agree to do

Needing a couple of nudges but then following through

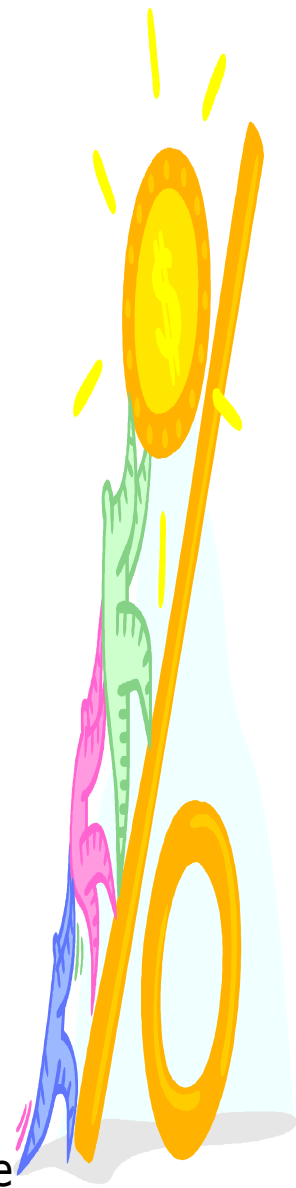
Looking to be told what to do, task by task

Agreeing and then not coming through

Ignoring your emails / won't answer phone calls

Managing and Supporting Stakeholder Fundraising Efforts

- Create a working steering group (could be the board fundraising committee)
- Establish board-board and board-staff partnerships
- Be clear what people are agreeing to do
- Train people to be effective askers
- Develop a script or talking points
- Provide administrative support
- Set a concrete (achievable) goal
- Update participants about their progress
- Give them recognition for their success (use carrots, not sticks)



De-Stressing Tips

(Thank you, Kim Klein)

- Create a fundraising plan in partnership with others...and USE it!
- Be honest with your ED, Board chair or Board Fundraising Committee Chair about the realities and really partner with them
- Recruit or hire more help (including volunteers and current donors)
- Increase the number of people asking on your behalf
- Delegate
- Control what falls through the cracks – if you prioritize, you'll always know what those things are.
- Simplify (*What can you get rid of?*)
- Connect with other people in the field, take some time to relax and enjoy each other, and build a support system. You're not alone.