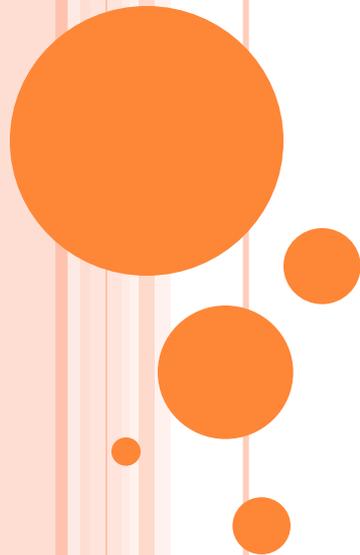


# SUPPORTING A SUSTAINABLE PROGRAM



Content from IYI Summer Camp  
2017  
Presented By: Devina Jani  
November 2017

# KNOW YOUR WORTH/VALUE

- Provide clean and concise information

Vision  
Mission  
& Values



WHAT ARE YOUR GOALS?

WHAT ARE YOUR TACTICS TO ACCOMPLISH THOSE GOALS?

WHAT TOOLS/RESOURCES DO YOU NEED TO ACCOMPLISH THOSE GOALS?





# BUILD YOUR CASE— PERFORMANCE BASED DECISIONS

- Measure what you're doing-how do you define success
- Invest where you have the greatest impact-knowing what you do best
- If you had more resources where would you put them?



# BUILDING A SUSTAINABLE FUND DEVELOPMENT PROGRAM

- What will it take?
  - Leadership (early = board driven, season = CEO lead with support of board)
  - Clean, focused unwavering vision
  - A plan
  - Resources
  - Look at it, tell people about it, set a date, be realistic, commit!



# THE “WHY” OF GIVING— WHAT INSPIRES YOU TO GIVE?

- Why do people give?
- What motivates you?
- Why do you give to some organizations and not to others?
- Have you stopped giving to certain organizations? Why?



# TIPS AND SUGGESTIONS

- Make board and staff profiles available/visible
- Must have gift acceptance policy
- NEED donation management system
- Make connections and build rapport with your donors/clients
- Language/correspondence at 8<sup>th</sup> grade level
- Have events (engagement)



# WHAT DONORS DO WANT



Transparency

Engagement

Inclusion

Participation

Impact

To know leadership

To be able to trust you

A relationship

**Are YOU providing this?**



# WHAT DONORS DO NOT WANT

Want to be solicited by person to convince people to donate

Want to be kept at arm's length and only hear  
from you when you need something

Want to hear how awesome you are



**Are YOU doing this?**



# TRENDS GROWING NOT GOING AWAY

- Matching gifts will become more automated
- Crowd funding
- Nonprofits must become more tactile on their websites
- Fundraising software
- Donors will use mobile giving channels
- Organization must use previously used formats to engage donors
- Succession planning must become major focus for orgs
- Nonprofits will leverage expert advice for specific fund campaigns
- Organizations will use text-to-give for more than just events



# FUND DEVELOPMENT SOURCES

Direct mail  
Social media  
Online  
Major donors  
Giants  
Corporations  
Events  
Community Agencies  
Board  
Other



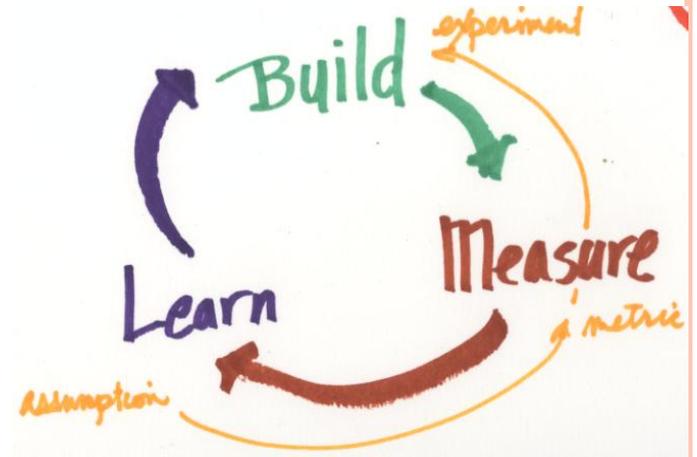
# FUNDRAISING IS THE RESPONSIBILITY OF EVERY BOARD MEMBER

- Make a proud, personal, meaningful annual gift
- Understand your fundraising program and strategies
- Help thank donors
- Communicate with donors and tell them what is going on
- Help identify prospective donors
- Cultivate relationships



# PURPOSE OF A PLAN

- What gets measured gets done
- Holds the board accountable
- Donor retention 40% (low)
  - #1 key = engagement
  - Friendraiser + fundraiser
  - Recognized “gift-in kind” donors
  - Say “Thank you!” in a specific, meaningful way



# COMPONENTS TO BUILDING A PLAN

1. Case for existing
2. Articulating language that puts plan into context
3. Specificity – action items, dates, who/what/when/where/why
4. Identify new donors annually
5. Creativity – donors get bored and distracted; keep them engaged
6. Identify Tactics – direct mail, grants, events, online, board, etc.
7. Cost Estimates
8. Donor/Volunteer engagement strategy – do not do it = lose it!



