

# How to Use Common Sense to Build a Great Development Program

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Goal for the session is to give a broad overview of what makes up a good development program, touching on a couple of key elements that anyone doing development (staff, board or volunteer) needs to keep in mind.

Brief description of session: Building a great development program involves partners, plans and, of course, philanthropy. Most of all, though, it involves lots of common sense. This interactive session will help attendees see how basic concepts they already know can be used to raise funds to help meet their mission, and they will leave with a good sense of the key elements of a solid development program.

10:30 – 10:38 Intro / Ask for types of orgs represented & experience level. Why I love fundraising – world of philanthropy / you are the broker / If questions – call/e-mail [**Have Cards There**]

10:38 – 10:45 Planning is critical: Why are you raising money? [**Flip chart**] Donors don't give because your org has a need, they give to help people. Plan drives development, not other way around: case must be clear and compelling. Strategic plan; vision statement; mission statement (how many have one that is inspiring?) – this develops Case.

Food Bank example:

- Vision: No child or adult in the Manchester region goes hungry.
- Mission: to ensure that every family in the Manchester region can meet the basic nutritional needs of all family members.
- Elevator speech: bad version – *we need funds because the economy is really bad and a lot of our donors haven't been able to give this year.* Good version – *Last month, more than 25,000 children in Manchester went at least one day without food. Your gift will allow at least one child to sleep without suffering the pain of hunger.* What's the difference between those two versions? [one makes you imagine the person being affected, as opposed to money-based approach]

10:45 – 10:55 Components of Development Program

- Pyramid of giving (**handout**): must have something for everyone (costs; labor-intensive; broad vs targeted) – return on investment/cost per dollar raised
- Annual fund (base): special events, direct mail, telephone, personal solicitations, on-line solicitations, grant proposals, social networking // Talk about roles of special events
- Major gift program: personal solicitations; targeted mailings [**Do line graph to show potential/propensity**]
- Campaigns (capital, endowment)
- Planned gift program: personal solicitations; targeted mailings
- Internal support systems:

- Database / prospect research
- staffing / volunteer leadership
- budget / policies
- management buy-in /board buy-in – dev cannot stand alone
- development audit / plan
- Get your ducks in order first: policies, internal systems, mgmt/bd buy-in
- You don't have to have every component of a full-blown dev pgm to succeed

10:55 – 11:05          Development is process, both for organization and donor:  
relationship-building

Do exercise with \$20 (motivations for giving and relationship concepts)

- Difference between solicitations and development: much more than just asking people for something: relationship-building / philanthropy
- Connecting people to people: people give because... / Bank of America study of wealthiest philanthropists
- Cycle of Commitment (**handout**): your job is to move them along & give them way to act; gift is end of one process, and beginning of next

11:05 – 11:20 Think through your development program & develop a plan:

- Who: are you asking (indiv/corp...); know target aud. & make sure communication is appropriate; Who is going to have vested interest in your mission – are they involved? (Vol/give more \$\$): Make sure you include ALL potential constituencies – think BIG Know why you are asking for funds from each constituency, and why they should want to give to you
- What: are you asking them to do – must ask for gift and specific amount
- Where: is the org. headed? Share vision; people give to help people
- Why: should they give? What will their gift accomplish, both for you and for them?
- When: timing of solicitation approaches; something for each stage of cycle – simple matrix.
- How: do you maximize development investment – solicitation methods

11:20 – 11:35 Building a strong program: Most critical concepts to remember

- Focus on individuals most (**give gift source info**); People give to people – keep it personal and show what their gifts have made possible – you / your volunteers can share your zeal – it will do more than anything

- Remember, development takes time– it is relationship-building. Getting a no is part of the game: figure out what to do differently next time
- Don't be afraid to ask others to join you in carrying out your mission: you are giving something to donors, not taking something away
- Need of donor is more important than needs of organization – communicate, and show connection! / Donor Bill of Rights. Respect your donor: it is a partnership
- You and organization have obligation to fulfill public trust: each individual must be comfortable trusting you with their resources; Codes of Ethics / Assoc. of Fundraising Professionals, etc.
- Look at how your organization responds to people at each level: who answers the phone? Are they trained to view each contact as a potential donor/client/customer? What happens to people who express interest in your organization?
- Thank your donors often and well: acknowledgment is cultivation tool – cycle is ongoing
- Understand what your goals are for each solicitation or program you implement: assess whether or not you met the goals, and measure it! (use special event example)
- Don't hide in your office: development means getting out there and building relationships. Having a great database, or a clean office, won't get you the funds!

11:35 – 11:45 Questions