



Developing an Annual RD Strategy

 **Convergent**
NONPROFIT SOLUTIONS
Better Fundraising. Better Results.

Convergent Nonprofit Solutions

- ✦ National consulting firm, headquartered in Atlanta
- ✦ Specialize in Feasibility Studies and Capital Campaigns
- ✦ Provide consultative services for fundraising and development strategy
- ✦ Pioneered an ROI outlook on fundraising through our Investment Driven Model™

Asking Rights™

Earning the right to ask for big dollars.

Outcomes

Ingredients
Common
To Success

Credibility

Fundraising
Skills



Icebreaker

- ✦ Describe your organization's fundraising strategy in one word.
- ✦ Do you have a written, formalized annual resource development plan?
- ✦ Do you measure and assess success on a regular basis?



Why have a plan?

Accidental success is not sustainable! A sound resource development plan will allow your nonprofit to maximize its fundraising success and drive efficiency in development activities.

- 1) Raise more money
- 2) Achieve sustainability
- 3) Prioritize activity



Engaging Investors

- 1) Acquisition
- 2) Advancement
- 3) Appreciation



Three Framing Questions:

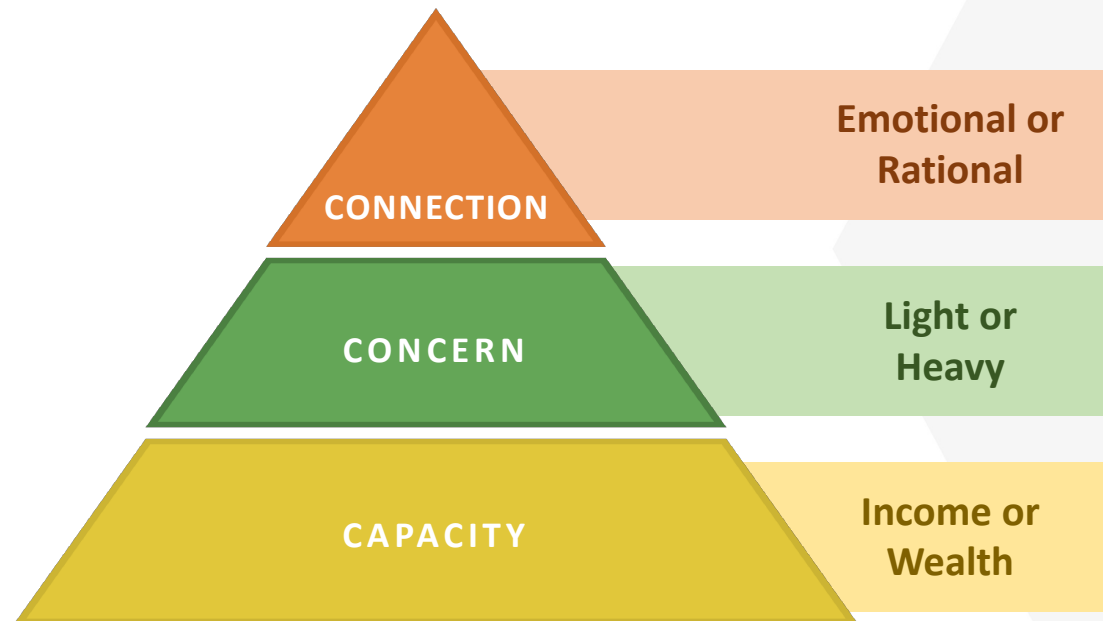


What are your Acquisition channels?



How are you advancing prospects and donors?

Motivations to Give





How are you appreciating your investors?



Shifting from Transactional....

- Focusing on one-time gifts
- Donors are customers
- Values and needs of donors are secondary to getting the gift
- The gift or “transaction” is the end of the road – no further work needed



To TRANSFORMATIONAL

- People *investing* in solving community issues
- Time is spent building and stewarding relationships
- The asker understands the mission's worthiness and the investor has an interest in the mission's success
- Every gift is the best gift for the investor
- Sustainable relationships vs. transactions
- The gift strengthens the relationship between cause and investor



Building an Annual Strategy



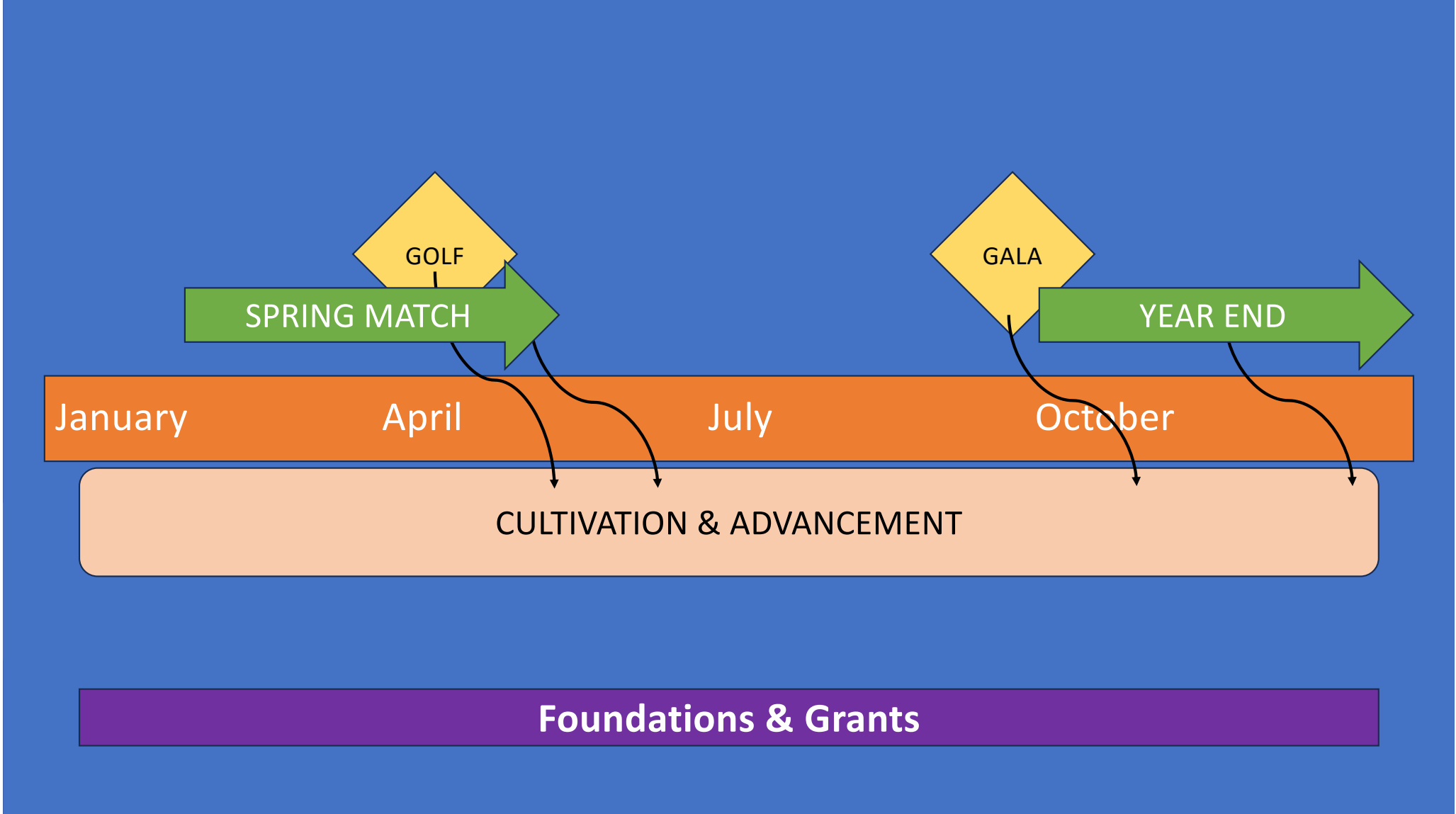
Considerations

- Current & Desired Funding Mix
- Historic reference points for acquisition
- Benchmarks of peer organizations
- ID Gaps that can be closed
- Recognize your audiences
- Know your limitations



Critical Elements

- Build it on the Calendar
- Clarify milestones for implementation
- Set deadlines and objectives
- Assign responsible parties
- Determine goals for each activity
- Schedule debrief and review for each campaign/event, etc.
- Work the plan, adjust as you need to





Know your Audiences

- Current donors
- Volunteers
- Board
- Historic acquisition channels
 - Gala Attendees
 - Golfers
- Is anyone missing??



On Ramps & Advancement

- Events
- Direct Engagement Campaigns
- Recognize Unique Gifts
- Assess capacity - Wealth Screening, peer relationships, etc.
- Targeted follow up – discover motivations, determine progression and next steps



Infrastructure

- Use a database
- Develop reports and leverage data to drive future decisions
- Automate for simplicity
- Marketing & Communications
 - Thank you's
 - Impact Stories
 - News & Events



Measuring Success

- Retention Rate (LYBNT, SYBNT)
- Cost per dollar raised (specifically for events)
- Event Conversion rate
- Lifetime Value
- Average annual Growth rate
- Revenue channel growth



Takeaways:

- Have a plan
- Keep it simple
- Set targets and measure performance
- Leverage data, but don't be anchored to it
- *If necessary*, BBQ the sacred cows



Questions & Discussion