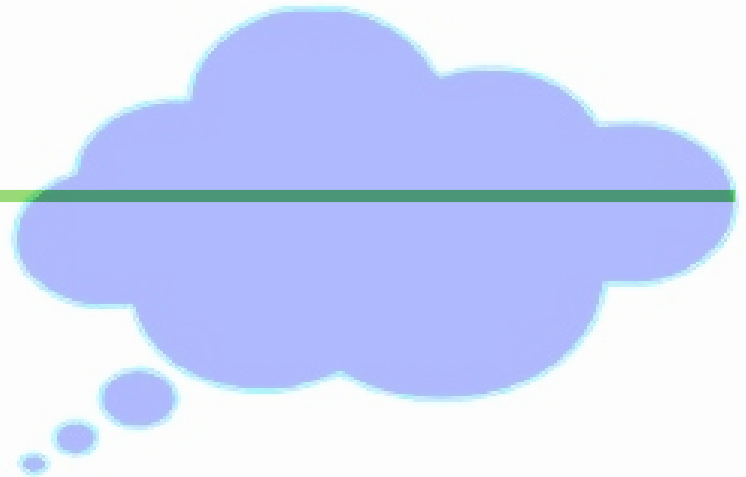
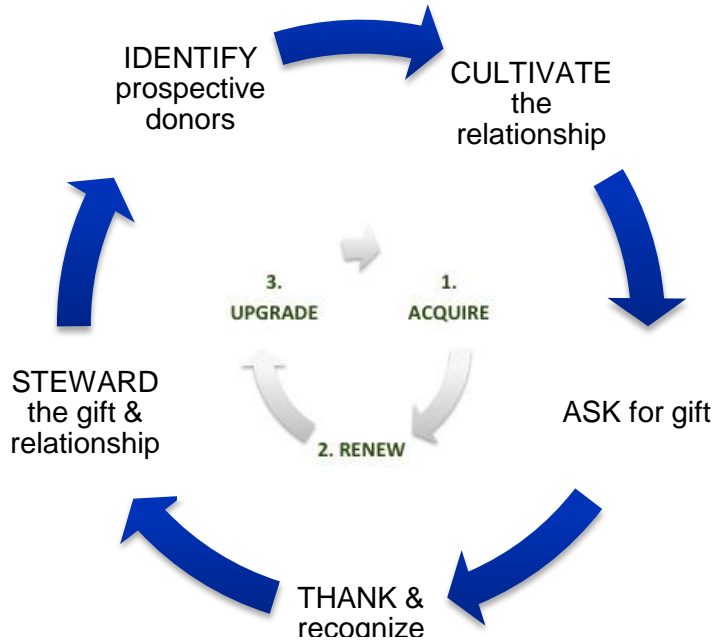

FUND DEVELOPMENT



What are the things you do during your week to build philanthropic & funding relationships?

Who are you building those kind of relationships with?
Think of actual people, institutions and the kind of support & involvement you are nurturing.

How I learned to raise money

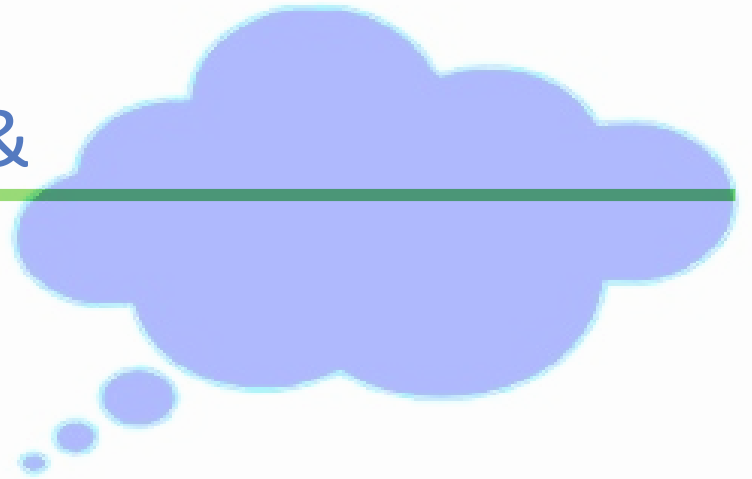


Philanthropy means...



**Voluntary Action & Giving for the
Common Good**

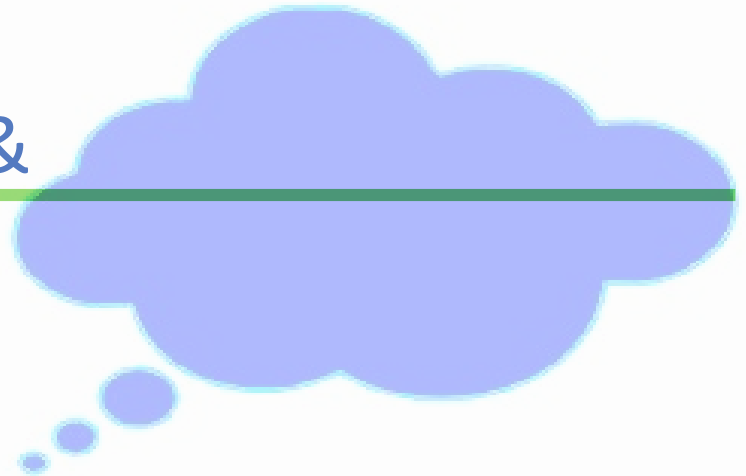
Self Reflections on Money & Your Role in Fundraising



Page 34-35:

What questions are most relevant to you?

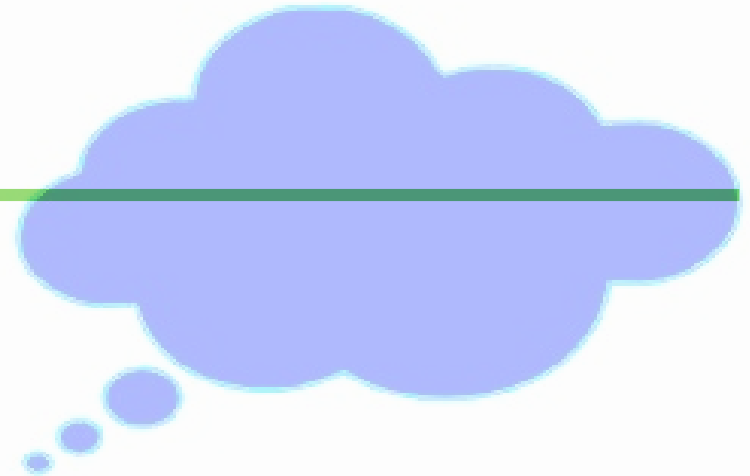
Self Reflections on Money & Your Home Culture



What did you learn about money when you were young?

What was talked about? What didn't people talk about?

Money Beliefs & Behaviors in the Organization



How is money talked about in your organization?

Who is trusted with managing money?

Are you confident in talking about money & making the case for fundraising in your organization?

Development Cycle for Fdn Grants & Donor Gifts





The exchange principle

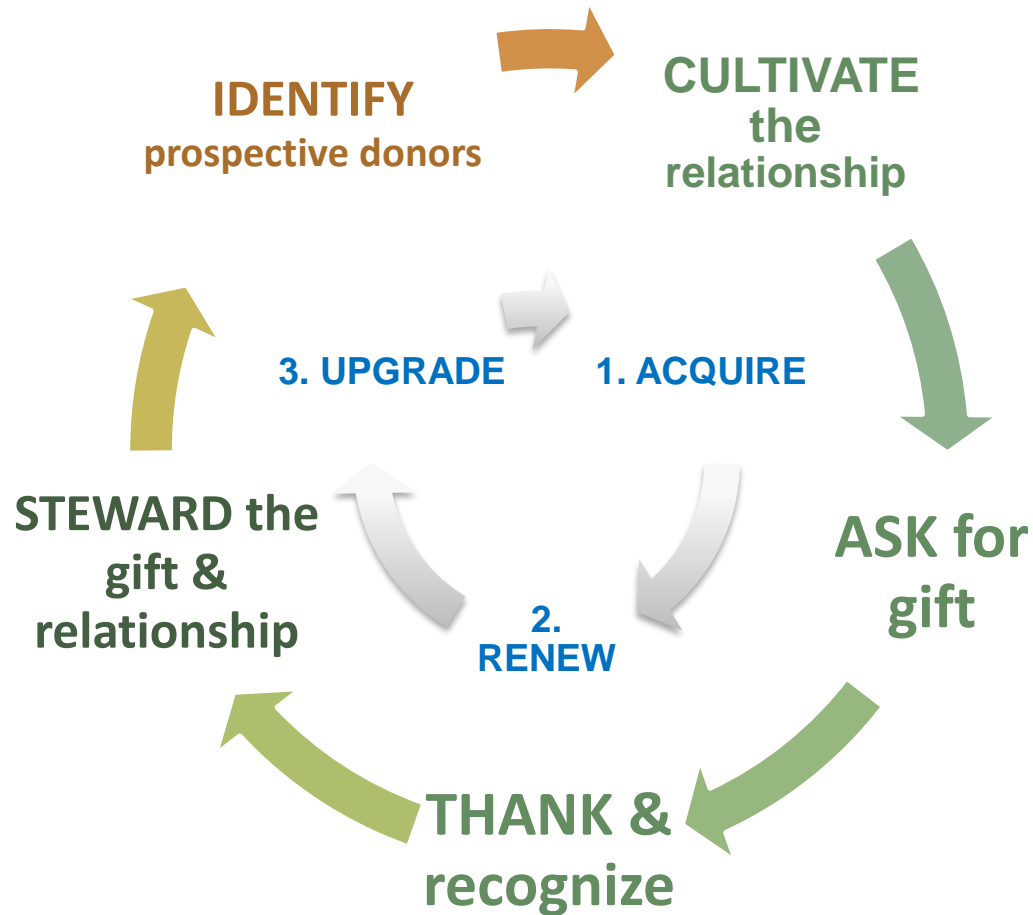
Cultivation Conversation

listen



- **What motivates you to give time and money to a cause or organization?**
- **What groups/causes do you feel most passionate about?**
- **What do you hope to achieve when you support a group?**

Development Cycle



Stages of Engagement & Moves Management

Page 43

1. What do you know about this persons giving interests?
2. What do they know about your organization?
3. Which of the stages would this person require in order to give or increase their giving?
4. **What is your next action with this person?**





Bright Spots in Fundraising

In any **community, there** are people whose uncommon but successful behaviors or strategies enable them to find better solutions **to a problem than** their peers, despite facing similar challenges and having no extra resources or knowledge than their peers”

Fundraising is Core to Organizational Identity

The decision to raise money from individuals is steeped in core values

Being genuine about what we stand for is core to fundraising success.

Fundraising is a form of organizing support and building power.

Fundraising is Broadly Distributed

Fundraising is not the purview of a select group of professionals, but a process that anyone can engage in.

Development Directors are organizational leaders focused on skill building, culture change and systems development.

The conversation about development goals belongs everywhere. It's not contained in a single team or person.

Fundraising Succeeds because of Authentic Relationships in Every Direction

“Donor” is only one aspect of many relationships that committed supporters have with the organization.

Authentic relationships with donors vs. transactional interactions.

Trust and accountability between staff and board.

Persistence, Discipline and Intentionality.

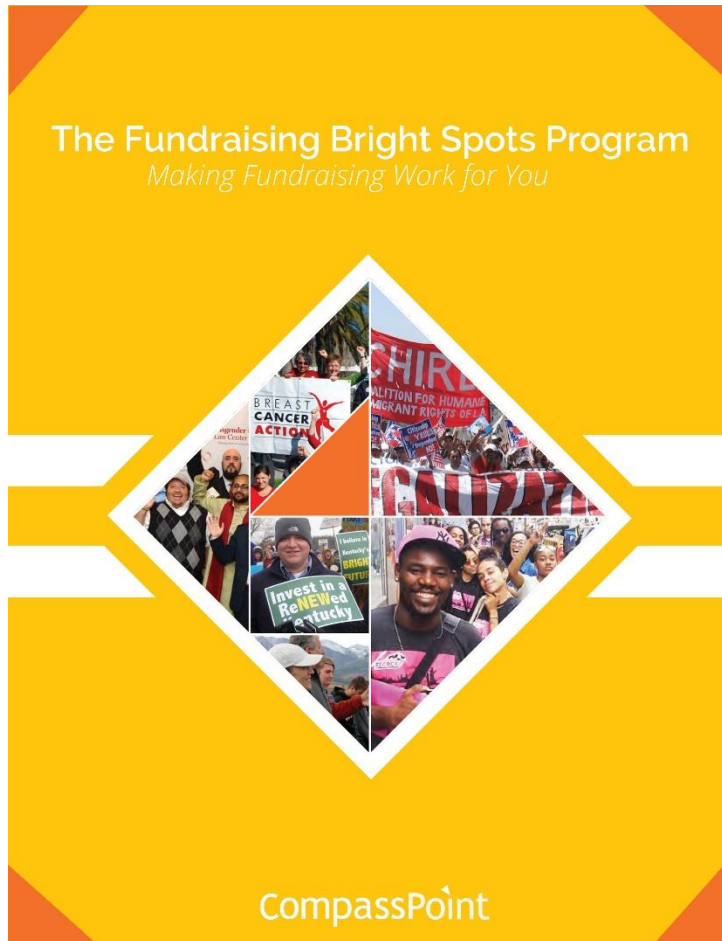
More important than having a perfect system is working whatever system you have with a stance of rigor and improvement.

Development and communications are inextricably linked.

Try on the Bright Spots Mindset: What could your fundraising look like?

1. Fundraising is Core to Organizational Identity.
2. Fundraising is Broadly Distributed.
3. Fundraising Succeeds because of Authentic Relationships in Every Direction.
4. Fundraising is Characterized by Using Data and Systems with Persistence, Discipline and Intentionality.

Resources



For 2018 Fundraising Bright Spots registration dates, email NelsonL@CompassPoint.org



www.grassrootsfundraising.org

Development Executives Roundtable

www.dersf.org

Example: Shared spreadsheet online

Solicitor	Donor	Contact info	Most recent gift	Ask to renew	Status
Jordan	Rory Brown	213-555-8686 r.brown@gmail.com	\$250	\$250	1 st call 10/29/14; talked 10/6; confirmed!
Jordan	Jeff Pate	310-863-4098 jjsteasy@yahoo.com	\$40/ mo	\$50/ mo	Emailed twice- wants to stay at \$40/mo
Mazzie	Vera Angeles	Look up new # vavavom@steasy.net	\$1,500	\$1,500	Agreed to meet; 11/8/14
Mazzie	Mike Cashmore	310-933-4098	\$1,200	Upgrade \$1,500	10/28/14: asked to talk in December
Mazzie	Gigi Ong	Do not call- Gigio@comcast.net	\$500	\$500	Cannot reach; HELP!