

Development Plans that Make a Difference

AFP Fairfield County Chapter

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Fundraising cannot operate in a silo, it must be:

- ❑ Integrated into the entire organizational culture
- ❑ Consistent with organization's mission, vision & values
- ❑ Part of a strategic plan
- ❑ Owned by Board and staff
- ❑ Donor Focused
- ❑ Realistic, Measurable, Consistent, Responsive Flexible

5 Steps to a Plan that Works

- 1) Establish a clear process
- 2) Involve the right people
- 3) Use template provided in this workshop
- 4) Evaluate progress 2x per year & modify plan as needed
- 5) Celebrate

Establish a clear process

- ✓ **When is it going to be done?**
- ✓ **Clear roles & responsibilities**
- ✓ **Do we have funding for this?**
- ✓ **How is board involved ?**
- ✓ **How is it going to be used?**

Involve the right people

- 1) Staff
- 2) Board
- 3) Donors/ volunteers/ community at large?
- 4) Consultant?
- 5) Work groups associated with each objective

Perspectives

What do they want	Board
	Staff
	Individual Donors
	Funders: Government/Foundation/Corporation

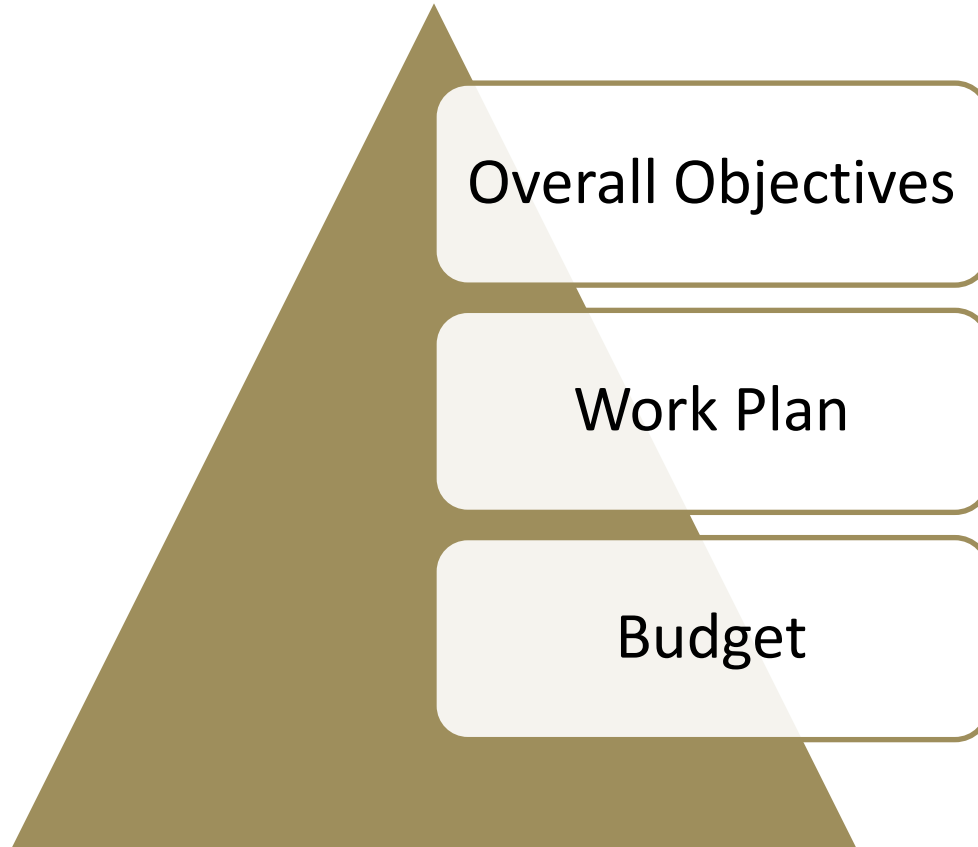
Final 3 Steps

(3) Use template provided in this workshop

(4) Evaluate progress 2x per year & modify plan as needed

(5) Celebrate

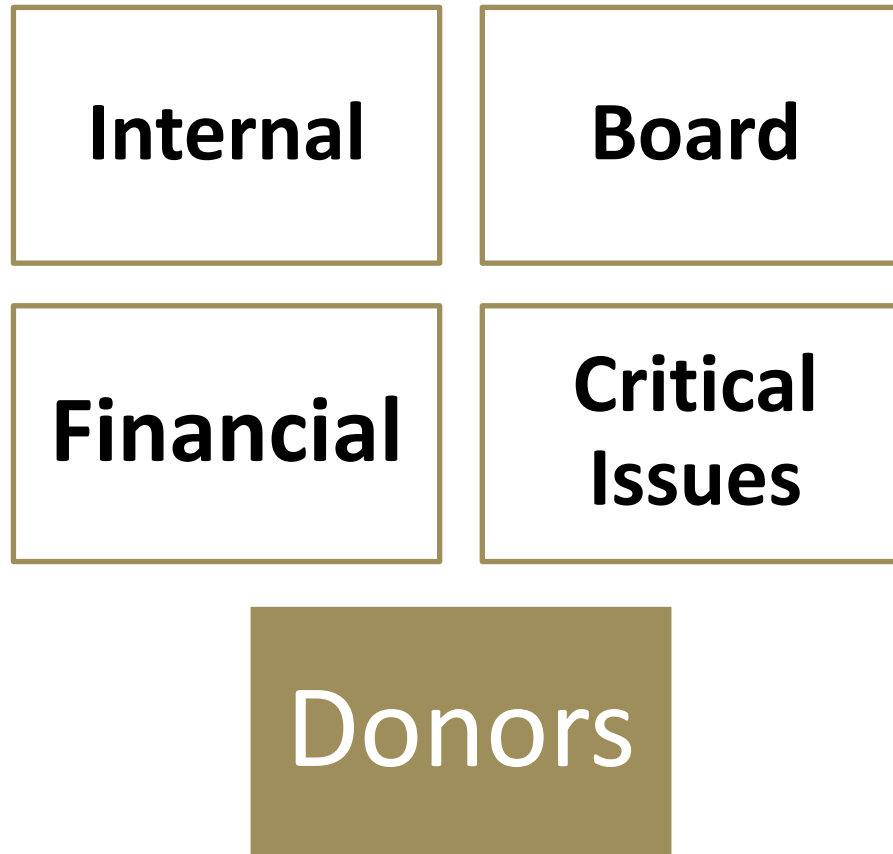
Template for a Plan that Works



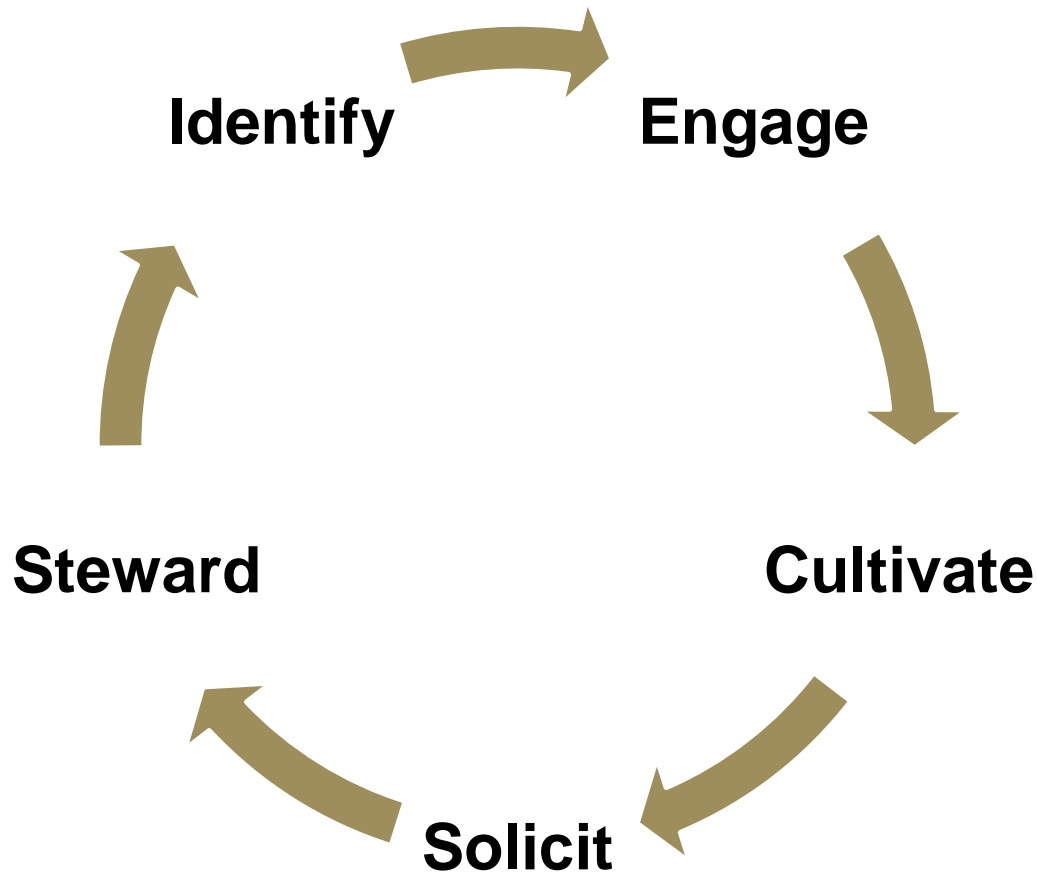
What are the most important things that we need to focus over the next 12 – 36 months?

OBJECTIVES

Objectives: Maximum 4 - 5



Objectives: Donor Relations

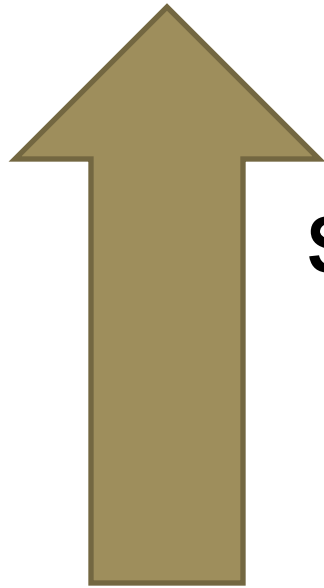


Objectives: Board and Financial

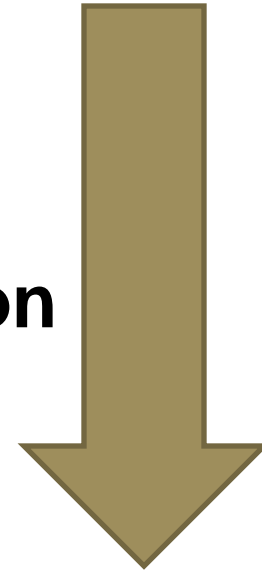
- Total Dollars Raised
- Donor Retention Rate
- Strategic Development Committee
- Board Giving
- Board Policies

Fundraising Effectiveness Project

**\$6 raised in
New Gifts**



**\$5 Lost in
Donor Attrition**



AFP and the Center on Nonprofits and Philanthropy at the Urban Institute, August, 2010

Objectives:

Internal & Critical Issues

- Technology
- Staffing and Professional Development
- Policies & Procedures
- Outside Counsel
- What has the potential to most impact our FR success?*

Task

Measure of Success

Timeline

Person(s) Responsible

Budget

Work Plan

Development Work Plan

Objective 1:

To increase donor retention rate from 50% to 80%

TASK	MEASURE OF SUCCESS	TIMELINE	PERSONS	BUDGET
Segment all lapsed donors from past two years and assign solicitors	Solicitors assigned And understand what they are being asked to do	By October 1 st	Sally, DOD Sam, Dev. Ch.	

What do we need to invest?

What can we expect in return?

BUDGET

Annual Fundraising Budget

Staffing

Software

Professional Development

Printing & Postage

Dues and Subscriptions

Postage

Travel

Event Costs

Donor Cultivation

Board Development

Consultants

Common Mistakes

**No
Budget**

**Never
Using it**

**Too many
goals**

**The wrong
objectives**

**No buy
in**

Not doing it

Thank You!

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