



Housing – Lending - Education

Let's Talk Resource Development \$\$

HOW IS YOUR RESOURCE DEVELOPMENT
COMPONENT DOING?

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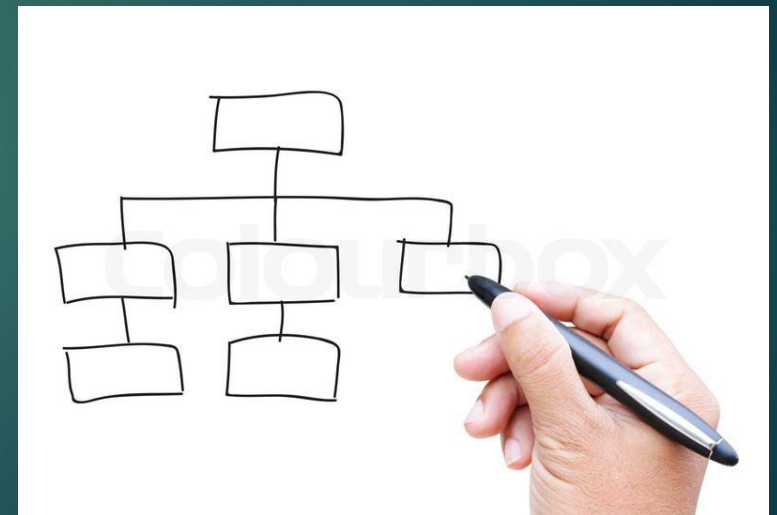
Session Context and Goal

For Executives, Board members, Fundraisers, Program Directors, and more

- ▶ Resource Development is a critical function within nonprofits
- ▶ Resources are needed to achieve our missions by offering programs, expansion of services, enlarging our footprint, resolving problems, and sustaining organizational efforts
- ▶ Let's introduce ourselves (name, organization, role) and learn from our peers as we network together using the guiding questions

Question 1:

Given there is no one cookie cutter way to do Resource Development, what does your organization's fundraising component look like and how is it staffed?



Question 2: Does your organization have a Resource Development Plan?

- ▶ If you have one, what is it composed of?
- ▶ If you don't have one, why not?
- ▶ Potential items to include: goals, amount to be raised, staffing, for operations or capital, case statements, new prospects, timing/calendar, who is in charge, etc.



Question 3: What typical funding sources do you approach?

- ▶ Government (federal, state, local)
- ▶ Banks (with a CRA responsibility)
- ▶ Federal Home Loan Bank
- ▶ Corporations/Businesses
- ▶ Foundations (community; corporate; within state, regional, or national)
- ▶ Individual giving (donors)
- ▶ Events
- ▶ Do you have the tools to approach funders? (audit, annual report, strategic plan, case statements, budget, projected outcomes, leverage, and consumer benefits)



Funder Relationships are Important

- ▶ The goal is to develop a long-term relationship. Find ways to meet funders face to face.
- ▶ It is important to report your accomplishments, outcomes, impact, funds spent, and lives changed, on a regular basis.
- ▶ Find ways to engage the funder by bringing them to your base of operation to meet with staff, Board members, and beneficiaries.
- ▶ Find ways to acknowledge the grant by saying thank you, highlighting the funding in the Annual Report, on your website, or at celebrations and events.

Question 4: How do you find out about funding and grant opportunities?

- ▶ What networks are you on or affiliations do you have?
- ▶ What grants management and notification services do you subscribe to?
- ▶ How much does it cost?
- ▶ Other approaches you use:

The Importance of Making the Case for Funding? (The Case Statement)

The case for support: Why are we relevant? What have we done lately? What will we accomplish with additional funds?

- ▶ Statement of the condition we want to effect (needs assessment).
- ▶ Supporting evidence of the need.
- ▶ Description of previous accomplishments.
- ▶ Plans to affect/alleviate the condition (objectives & methods).
- ▶ Projected impact on the condition.
- ▶ What will the effort cost? Cost/Benefit assessment.
- ▶ Evaluation

The Case Statement will become the basis for your proposal or application.

Question 5: What is a recent fundraising success or a current challenge you face?

What are you learning from it?

What makes this unique?

Does anyone else have this experience?

Challenge



Question 6: How is your Board of Directors engaged in fundraising?

- ▶ Is there a Resource Development Committee of the Board?
- ▶ Do they connect the organization with new prospects?
- ▶ Do they meet with new prospects?
- ▶ Do they provide names for the donor list?
- ▶ Do Board members give?
- ▶ Do they help acknowledge funding?
- ▶ Do they weigh return on investment?
- ▶ Other ways the Board helps?

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|-------------------------------------------|------------------------------------------|
| High Mission Impact High Profitability | High Mission Impact Low Profitability |
| Low Mission Impact High Profitability | Low Mission Impact Low Profitability |

Question 7: How is your organization's donor giving and social media presence?

- ▶ Is the amount raised and number of people giving going up, down, or constant?
- ▶ What strategies are you employing?
- ▶ How is your social media activity?
- ▶ Who does this for the organization?
- ▶ Is raising a donor base a goal for the organization?





Question 8: How is your organization's capacity when it comes to Resource Development?

- ▶ Do you have a fundraising component that is staffed & functional?
- ▶ Are you investing staff and money into your fundraising efforts?
- ▶ Do you have the skills, experience, and resources for ongoing successful fundraising?
- ▶ Are organizational revenues increasing or decreasing?
- ▶ Are your funding sources becoming more diversified?
- ▶ Are you where you want to be on fundraising?

Final Question: What is on your Resource Development agenda to try in 2025 that is new and different?

- ▶ Have you gained any ideas from today?
- ▶ Did you learn of any new funders or prospects to approach?
- ▶ Do you need more organizational capacity to move fundraising forward?
- ▶ Share a new goal or step you want to take.

BEST WISHES AND GOOD LUCK!

THE END