

**Mastering the Fund Development Process, PART TWO**  
Sponsored by OCCUR  
With Kim Klein


**KLEIN & ROTH CONSULTING**  
Real money. Real people. Real change.

## About the Presenter

**Kim Klein** is the author of five books, including the classic text, **Fundraising for Social Change**, recently released in a SEVENTH edition. She also wrote **Reliable Fundraising in Unreliable Times**, which won the McAdam Book Award in 2010.

She has provided training and consultation in all 50 United States, five Canadian provinces and 21 other countries. She is a lecturer at the School of Social Welfare at the University of California, Berkeley, and has served as guest faculty at the Haas School of Business at UC Berkeley and Concordia University in Montreal. Kim co-founded the Grassroots Fundraising Journal in 1981.

## What Have You Done?



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## By June 1, we will:

Examples:

1. Do one on-line appeal
2. Make sure that we always invite donations
3. Expand our fundraising team
4. Ask three people to increase their giving
5. Set a goal
6. Clarify our prospect profile
7. Rethink our events

**Create your own plan. Make it reasonable.**

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## Plans Are Built on a Foundation



## A Strategic Plan addresses

What are the most important ways we can strengthen our programs in the next 3-5 years?

- Requires analysis of internal and external factors.
- Clear priorities strengthen commitment and effectiveness throughout organization.
- Provides foundation for all fundraising

## Getting the Organization Ready

Fundraising must be based in the organization's strategic plan. Each strategic goal becomes a fundraising goal too.

The board oversees this whole process of planning and implementation.

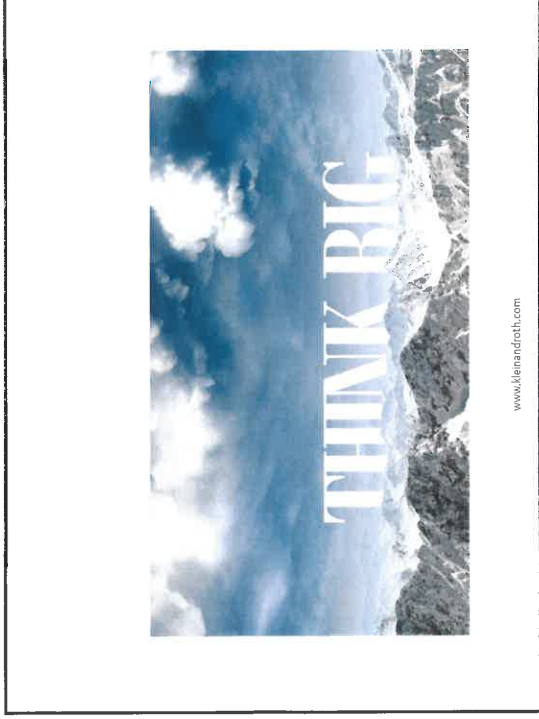
## Strategy vs. Operations

**Most board and staff come from positions of responsibility for operational decisions.**

**They have little experience with governance and strategic thinking.**

**Result: discussions slide into familiar territory--operations.**





## About Fundraising Plans

- Need to be built around acquisition, retention or upgrade goals
- Makes sure that the risks taken are the right risks.
- Are evaluated on this premise: the same number of people, working the same amount of time, raise more money every year


## About Foundations

- 86,192 grantmaking foundations
- Holding \$715 billion in assets
- Four kinds of foundations:
  1. Independent (majority of foundations are this)
  2. Operating (set up to fund a specific organization or set of organizations)
  3. Corporate (2700 corporations have a foundation)
  4. Community (serving a specific region and raising money from a variety of people)

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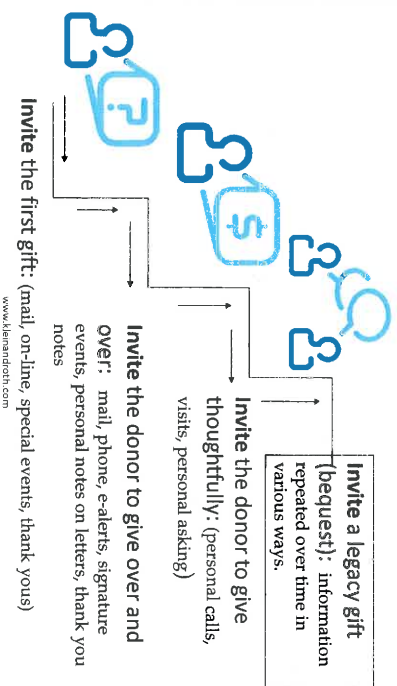
## More About Foundations

- 2/3rds of all grants came from top 1000 foundations
- Only 29% of foundations have a website
- 60% of foundations will not accept an unsolicited proposal



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## The Purpose of Fundraising is to Build Relationships



## Fundraising Frame

- Mission-driven
- Builds relationships
- Uses the right strategies
- Diversifies both sources of income and solicitors



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## Why People Give

- They are givers
- They are asked
- To people with causes
- To opportunities
- To help you meet needs
- On their timetable, not ours.



## A Clear Message:

- ✓ What does your org most believe?
- ✓ What does your org do to act on its beliefs?
- ✓ What is your track record?
- ✓ How much money do you spend?
- ✓ Where do you get your money?
- ✓ Who is involved in your organization?



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## You Need Askers!!



## Every Fundraising Team Needs:

A way for everyone to participate. Some:

- will ask for money and some won't
- love events, and some don't
- enjoy working alone, others in teams
- prefer approaching strangers
- prefer working with institutions

Who are you?

Is your team balanced amongst all the styles?

## Every Team Member Should be Able To:

1. State a one sentence, easy to remember mission or vision statement
2. Name three important accomplishments from the previous year
3. Name three goals for the current year
4. Know the total budget and some budget detail
5. Talk about how the organization raises \$.

## Set a goal for yourself

Example: \$10,000

Need:

10 at \$1,000

Or

1 at \$5,000

1 at 2,000

3 at 1,000

Need 3X as many prospects as gifts.



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### Break it down into small bites:

Create a chart of possible prospects:

Name Relationship Gives \$ Cares? Ask for:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

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### Make a list, work the list

Name Relationship Gives \$ Cares? Ask for:

- |             |              |       |               |              |
|-------------|--------------|-------|---------------|--------------|
| 1. Max      | ex-boyfriend | never | hardly        | time of day  |
| 2. Mary     | cousin       | Yes   | yes           | \$150        |
| 3. Jose     | friend       | Yes   | lobbyist      | houseparty   |
| 4. Susan    | colleague    | ??    | Sort of       | comedy night |
| 5. Georgia  | book club    | Yes   | probably not  | ---          |
| 6. Milagros | neighbor     | Yes   | definitely    | \$500        |
| 7. Tiffany  | best friend  | Yes   | already gives | \$1,000      |

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### For More Information and Resources:

- [www.grassrootsfundraising.org](http://www.grassrootsfundraising.org)
- [www.josseybass.com](http://www.josseybass.com)
- [www.networkforgood.org](http://www.networkforgood.org)
- [www.techsoup.org](http://www.techsoup.org)
- [www.compasspoint.org](http://www.compasspoint.org)
- [www.malwarwick.com](http://www.malwarwick.com)
- [www.foundationcenter.org](http://www.foundationcenter.org)

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