



Wild Woman Fundraising

Make Your Fundraising Plan

for 2018

Hit Your Goals With
A Better Fundraising Plan



By Mazarine Treyz

Fundraising Planning Week One: All About You!

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Introduction

There is nothing so powerful as a carefully crafted plan. By visualizing your dreams and making your plans for the future carefully, you can essentially guarantee your success.

Most people don't have an idea of what a plan actually is.

A plan is where you take every aspect of your goals and map them out on a year-by year basis so that when you are done you know what you need to do and focus on now, next month and next year.

So let's start making 2017 much better than 2016!

This week is All about YOU!

- Where are you at? What HAVE you been doing?
- What do you want to improve about your current program?
- Getting your board engaged with fundraising planning
- The problem with events
- The Catch-22 with government grants
- Depending on one big donor can be dangerous

This next section is all tongue in cheek, so just remember, after we talk about how NOT to do this, we're going to get right to how to do this! :)

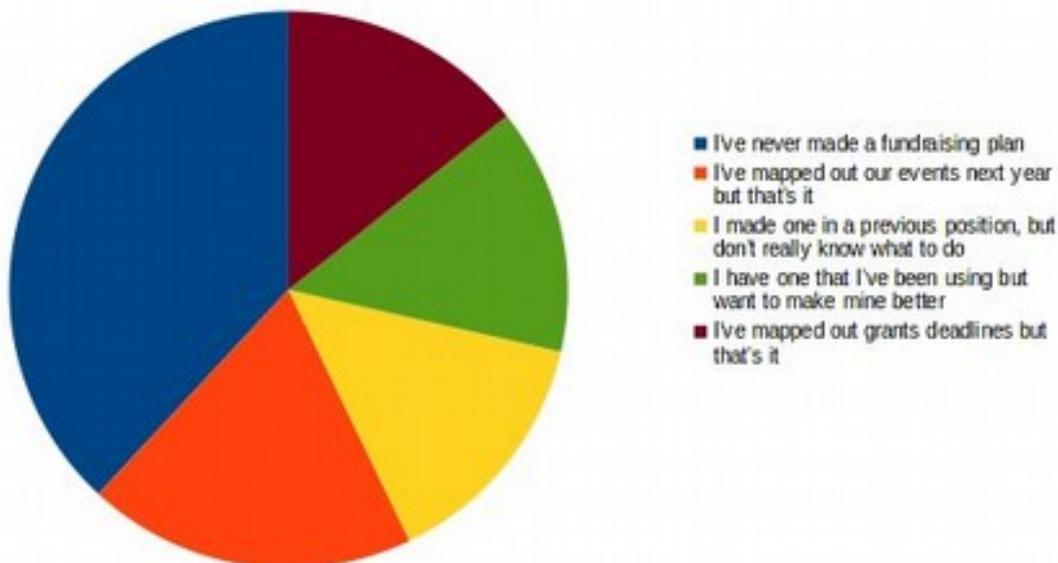
How NOT to make a fundraising plan!

- 1. First, make sure you make it in total isolation.** You don't want any input from any other staff or board messing it up.
- 2. Make it focused solely around one or two income streams,** like one big event and a government grant. Because what could go wrong?
- 3. Don't worry about predictions or feasibility studies.** It's not like the economy is going to get any worse, right?
- 4. Make sure it's a comprehensive plan. 40 pages, at least!**
- 5. Why put dates or timelines on this plan?** It's a yearly plan, it'll all get done SOMETIME during the year.
- 6. Don't put in who is responsible** for what part of the plan. Because it will probably all get done, by someone, at some point.
- 7. Don't make any reachable goals.** Just plan on going from \$200,000 to \$1,000,000, instantly.
- 8. Don't make a budget.** Budgets are so boring and costs are so irrelevant when you're going to make a million!

You know, a rambling, stream of consciousness document with some vague ideas and some random clip art should do it.

Where are you at? What HAVE you been doing?

Where are you at with your fundraising plan?



According to our class survey, about 44% of us have never made a fundraising plan, a quarter of us have only mapped out grants deadlines, another 25% have mapped out events but that's it, and only 37% percent of us have ever made a fundraising plan before.

Since most of us have never made a whole fundraising plan before, let me just tell you, you are not alone.

So many nonprofits just kinda roll along in a “well let’s keep doing what we’ve always done” kinda situation, whether it’s the annual events, a winter appeal, and a few grant proposals. When we’ve got so many things on our plates, it’s so easy to lose sight of what we’re supposed to be doing.

If you’ve just been kinda muddling along, I can sympathize. This course is going to help you figure out where you want to go, and stay on course to do the fundraising tasks that will help you succeed. I’m not saying you’ll make a million in your first year of working your plan. So much of your success depends on factors that are largely outside of your control, such as

1. Your board
2. Your grant funder's guidelines
3. Your local corporations willingness to volunteer/work with you
4. The economy

But there are some things you can control.

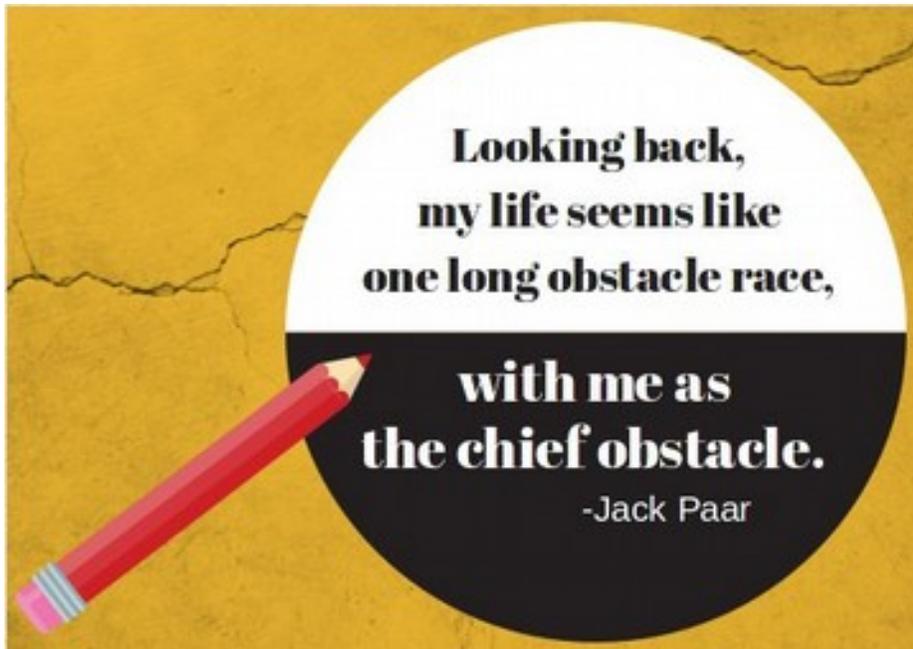
1. Your ability to stay focused
2. The amount of grant research you do
3. Taking a few moments to write the most important tasks for the week

4. Your fundraising plan

Some of the common mistakes I see with nonprofit fundraisers are:

- No fundraising plan because no one deems it necessary
- Not being able to ask for help and trying to “do it all” where all you do is never good enough.
- Being somehow expected to raise twice as much as was raised the previous year, with no bigger budget or assistance, and the fundraiser saying “Yes, Okay!” to this.
- No one to train the fundraiser, no budget for training and such a frenetic pace that there is often not time to pause and reflect on how to do things better.
- No board giving expectation and the fundraiser not agitating for this.

With this first week, we’ll help you see that you might be making some of these mistakes, and hopefully, show you how to overcome some of these issues.



What do you want to improve about your current program?

Where are you at right now?

If you don't know where you are, and where you were last year, you're not going to be in a good place to measure your progress in 2017. SO, let's get started right now!

If you are new to fundraising or don't know the answers to these, look in your database, your spreadsheets, or seek out someone who DOES know this, such as your accountant, or your executive director.

Take a moment right now to reflect.

What worked about what we did this year with fundraising and marketing?

What didn't work this year with fundraising and marketing?

Did we improve on last year's fundraising results or marketing reach?

Why, or why not?

So many people who are taking this course want a way to show progress that is not dollars raised. How can you do this? By showing how many people you touched this year. Fundraising is about building relationships, and the more people you touched, the more potential relationships you helped to build.

THIS is how you can show your board members that how they measure your performance can be more than just dollars raised.

REMEMBER: It's about reach, about stewardship, and about relationships, not just about the ones and zeroes.

Looking Back: 2016-2017 Fundraising Progress Worksheet

How we stewarded our donors	2016 results	2017 results
New Sponsors		
Renewing Sponsors		
New donors		
Renewing donors		
Monthly donors		
Lapsed monthly donors		
Bequests		
Planned Giving		

How much we raised	2016 results	2017 results
Grant monies raised		
Event income (net)		
Volunteer fundraising (net)		
Volunteer fundraising (number of volunteers)		
Appeal letters (net)		
Major gifts		
House parties		
Earned income (net)		
Government Grants/Contracts		
Online donations		
Other:		
Total we raised		

Getting your board engaged with fundraising planning

Why is it important that the board fundraise and engage in fundraising planning?

Because paid staff cannot do it all.

And because if one or two board members fundraise but no one else does, this will lead to resentment.

But most importantly,

The reason that board members must take a leadership role in fundraising is simple: They own the organization.

Kim Klein

“The reason that board members must take a leadership role in fundraising is simple: They own the organization. They are responsible for the well-being of the organization and for its successes. Furthermore, the organization’s supporters and potential supporters see board members as the people most committed and dedicated to the organization. If they, who care the most about the group, will not take a lead role in fundraising, why should anyone else support the group?”

When the board does take the lead, its members and the staff approaching individuals, corporations, and foundations for funds can say,

“We have 100% commitment from our board. All board members give money and raise money.” This position strengthens their fundraising case a great deal.” -Kim Klein

Structural issues that must be solved:

First of all, do your board members have a written job description that includes a certain amount that they must give or get for your nonprofit?

If not, now is the perfect time to talk with your board chair about adding this into your board job description that each board member signs off on.

If your board doesn’t know the first thing about fundraising, here’s another thing to add to your board job description; every board member must serve on the development committee for 6 months before becoming a full-fledged board member. This will help each board member start to get a sense of what fundraising is, and where they want to grow in fundraising.

1 From [The Board and Fundraising](#), by Kim Klein, Grassroots Fundraising Journal

Do you have a development committee?

If not, it's time to start one.

If you do, perhaps it's time to add an analysis of how this committee is working and where they would like it to go.

1. Assign various members to explore opportunities in the community after looking at where you are today
2. Start to set financial goals and look at the R.O.I. for each aspect of the program
3. Create a strategy that cuts where initiatives are not bearing enough fruit and expands on opportunities

As Gail Perry, author of "Fired Up Fundraising" says,

"Each of your board members needs to be a roaring advocate for your nonprofit! And they need to be opening doors to VIPs or "Very Important Prospects" and asking these people for advice. Why? Because when you ask for advice, you get money."

When you have done your analysis of what has worked and not worked for the last two years, you are ready to bring your board into your fundraising planning process. This usually takes place as a board retreat.

You present your findings, what worked and what didn't work from last year, and then talk about what might work this coming year, based on your analysis.

What's important? *Give board members SPECIFIC fundraising tasks once you start creating that fundraising plan.* For more research on why this works, see [The Special Report for Engaging Board Members in Fundraising, by the Nonprofit Research Collaborative](#).

Make it okay if they don't know how to start. You need to hold their hand, and ask, "Did you understand what I said?" or "Would you like me to explain further how to do this?"

2 To read more of Gail's ideas for how to get board members gradually ramped up into fundraising, [read her post, here](#).

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Gail Perry

Then you break board members up into groups that agree to work on different fundraising tasks.

Maybe one group works on a board appeal letter.

Maybe another group works on grant research.

Maybe a third group works on getting together quarterly house parties for your nonprofit.

Maybe a fourth group works on brainstorming ways to market your nonprofit, and how to use their contacts to gain your cause more media exposure.

Once they agree to do these things in your fundraising plan, you need to consistently follow up with them every week.

At the board retreat, when your fundraising plan comes up, here's how you can help board members be more involved.

1. Board members signing on to what they will be doing.
2. Debate, discussion and rigorous review of the work on the consultant, fundraising committee and staff.

3. A look at the governance structure and nominating procedures to decide what skills and talents are needed with-in the board to move forward.
4. Discuss governance structure to decide what needs to be in place to implement the plan. This might involve additional committees or using advisors differently.
5. Sign off by board on exactly what they are going to do to implement the plan.
6. Review of budget in case additional tasks need funding i.e. web development, planned giving etc.

The problem with events

A lot of times, people start out in fundraising and think they'll just get lots of sponsorships for a fundraising event, and they'll be good to go!

WRONG!

According to Kim Klein, events are absolutely the **WORST** way to make money for your cause.

Why?

Because you have to start 6 months in advance, and it takes so much of your time and energy that it should give you thousands more than it actually does. Some nonprofits barely clear \$5,000 in net profit after various event fees and factoring in the cost of employee time to run the event.

I know one nonprofit that does an event a month, and it has seriously burned out their fundraising staff. Please, don't make this mistake.

A couple of years ago, I talked with the VP of Development for a Seattle hospital, and he said, "When I came on, we had 11 events per year! It was a nightmare. Now, we only have 3 events, and we are primarily a major gifts shop." And they are making more money than they ever did with events.

Reasons to do events:

If your nonprofit has been doing the same event for years and you get upwards of \$75,000 with the event, then it makes sense to keep doing it.

What are the good things about events?

You can combine the identification, cultivation and ask of your donor all into one night.

And events can be good tools for people to learn about your cause.

The Catch-22 with government grants

When I started out, I thought grants were the main way that you could fundraise. How little I knew!

Grants take a LONG time to get, and sometimes, as with government grants, quite a bit of work to write and get the paperwork together for.

Why else are government contracts a risky proposition?

Well, let's look at a study released in December 2013 by the Urban Institute³, conducted in partnership with the National Council of Nonprofits, examining the government contract and grant experience of nonprofits in 2012.

This study surveyed 55,702 public charities with government contracts, human services nonprofits comprising somewhat more than half of that number with a median level of grants and contracts of \$387,732.

What mainly frustrates nonprofits about government grants?

In a nutshell, governments delaying payments, changing contract terms, and owing hundreds of thousands of dollars for work already done.

- **As of 2012, 26% of human service contractors were waiting for payments owed by state government for more than 90 days.** That is an improvement over the 2009 level of 36% waiting for past-due amounts longer than 90 days, but the proportion of human service groups waiting 61 to 90 days increased from 16% in 2009 to 24% in 2012.
- **The average amount of money the state government owes nonprofits is \$190,633.** This average amount owed by state government to nonprofits declined by 17.7% from \$231,749 in 2009 to \$190,633 in 2012. While a significant improvement, being owed nearly \$200,000 in government funds is all but financially crushing for many organizations.
- **Human service nonprofits report that grant and contract payments typically do not cover the full costs of services.** Is it a significant improvement that in 2009 two-thirds of human service nonprofits cited insufficient cost coverage as a problem, but in 2012, only one-half do? It still leaves one out of two human service nonprofits facing a problem of having to make up the full cost of service delivery by drawing on non-governmental resources.

3 For the full study, please go here: <http://www.urban.org/UploadedPDF/412962-Nonprofit-Government-Contracts-and-Grants.pdf>

- **Contract problems:** While the proportion of human service providers citing grant and contract problems has decreased between 2009 and 2012, still roughly two-thirds or more of nonprofits surveyed by the Urban Institute still found problems with differing government agency reporting formats, financial or budget categories, allowances for administrative and overhead expenses, and outcome reporting requirements. More than half of nonprofits reported continuing problems with differing definitions of services and target populations.
- **Scraping by is hard:** Nonprofits are figuring through repeated experiences out how to “scrape by” in these circumstances, so less than half of Urban’s surveyed human service providers reported late payments and midstream contract changes as problems. Still listed as problems for more than half of the surveyed human services groups were the complexity and time involved in the application process and in performance reporting.⁴

Government grants can also take a long time to get you the money for your programs.

And what happens in the meantime, while you’re waiting for this money?

Do you have to furlough workers?

Do you tell them, “Sorry, your paycheck is going to be late?”

That sort of thing makes people upset and distrustful of your nonprofit leadership.

I interviewed Barry Silverberg, Board Chair at the Texas Nonprofit Development Corporation, and co-chair of the National Task Force on Government - Nonprofit Contracting Issues (National Council of Nonprofits). He said,

“The government will continue to diminish its role of offering services, which offers more opportunities for nonprofits. Nonprofits that get their money primarily from the government and foundations are hurting right now. Nonprofits that get their money from earned income are doing better.”

In other words, Don’t feed at the public trough. The public trough is federal, state, corporate and foundation money. If you can be funded by earned revenue, such as memberships that offer real benefits, consulting, and program services, you too can succeed while the economy recovers.”⁵

By now I hope you know that grants are an okay way to get money, but really not the best way to sustain your nonprofit long-term.

Grants can be a part of your healthy income streams for your nonprofit, just don’t focus on them to the exclusion of all else.

4 Nonprofit Quarterly, Dec 5, 2013 <http://nonprofitquarterly.org/policysocial-context/23347-contracting-payment-practices-of-states-a-lingering-problem-for-nonprofits.html>

5 You can read my full interview with Barry Silverberg here: <http://www.wildwomanfundraising.com/learned-texas-nonprofit-sector/>

That's it for the preview of this course!

If you'd like to learn more, just [go here](#) to check out the rest of the [Fundraising Planning course](#).

OR you can look at [Fundraising Mastermind Elite](#), which has this course, plus 10+ other e-courses, and 60+ recorded expert webinars, all for one low yearly price! It's basically like getting a \$3,000 coupon to my store.

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100% SATISFACTION GUARANTEED

(IDEA) → PLAN
ACTION

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