

# Create a Fund Development Plan

Martha Lovejoy, Director of Development

NH LAKES



## Why is it important to create a fund development plan?

- ▶ Provides framework for your development program
- ▶ Opportunity to engage many (THE BIG WE) in a conversation around your organization's strategic vision and the resources necessary to bring that vision to life.
- ▶ Breaks goals into measurable and manageable tasks
- ▶ Provides a road map for those who come next



## Section I: Mission/Case for Support

- ▶ Mission
- ▶ History
- ▶ Strategic goal for the year ahead
- ▶ Communications theme for the year ahead

Who:

As many as possible -

- ▶ Survey at Annual Mtg
- ▶ Community leaders



# Lake Lazarus Association

## Fund Development Plan 2018-2019

### Background Summary

The Lake Lazarus Association (LLA) has been dedicated to the preservation and protection of Lake Lazarus and its resources since it was incorporated in 1988. It surveys and monitors lake quality regularly and encourages membership to comply with all laws and regulations impacting the safety, health, and quality of the lake environment.

Currently, Lake Lazarus has no documented aquatic invasive species (AIS).

LLA has participated in the NH LAKES Lake Host Program for the past 10 years. This year, with new AIS documented in nearby lakes, LLA has committed to increasing the number of hours Lake Hosts will staff the public boat ramp. This increased coverage is anticipated to add an additional \$5,000 to the organization's budget.



## What YOU should do to prepare to plan:

- ▶ Take an inventory of everything your organization does to:
  - ▶ Raise money (membership dues, sell shirts, events, year-end appeal)
  - ▶ Engage new and current supporters (newsletters, newcomer gatherings, annual meeting)
- ▶ Review the metrics from previous year(s) (amount raised-cost = net)



## Section II: Types of Funding

### Current:

- ▶ Membership Dues
- ▶ Merchandise Sales
- ▶ Lobster Picnic

### New:

- ▶ Year-end Appeal
- ▶ Business Sponsorship

### Who:

For current - it is important for YOU to go through and assess the success of each of these sources of revenues. Look back several years.

For New - Recruit some help to come up with new ideas



Source	Current Yr Budget - NET Rev	Last Year	Year Before
Membership Dues Via Appeal Letter	\$3,000	\$2,900	\$3,800
Membership Dues Via Annual Mtg	\$2,500	\$2,300	\$1,200
Business Sponsors	\$1,000	\$0	\$0
Merchandise	\$2,000	\$2,200	\$1,800
Year-End Appeal	\$4,000	\$0	\$0
<b>Total</b>	<b>\$12,500</b>	<b>\$7,400</b>	<b>6,800</b>



## Questions to ask:

- ▶ What generates the largest portion of your revenue?
- ▶ Which sources are most reliable?
- ▶ Where is the greatest potential for growth?
- ▶ Where should you devote more time?
- ▶ Which areas are not producing and why?
- ▶ Which areas should you consider eliminating?
- ▶ Where can you involve more board members and volunteers?





# Common Challenges

- ▶ Board makeup/governance
- ▶ Organization's strategic vision - does it exist, does it inspire?
- ▶ Technology
  - ▶ Donor records
  - ▶ Online payment platform
- ▶ Staff/Volunteer Turnover

All of this should go in the plan!

If WE want to raise money, WE need to address some of these challenges.



## Section III: Goals and Objectives

- ▶ Raise an additional \$5,000 to cover expanded Lake Host hours.
- ▶ Increase member engagement through new eNews.
- ▶ Develop newcomer program.
- ▶ Improve online payment capability
- ▶ Identify an affordable member contact/giving database.



## Section IV: Assumptions

- ▶ LLA has developed a strong base of friends, prospects, and members.
- ▶ The board of directors is committed to supporting LLA in securing new support.
- ▶ All board members will play an active role in the implementation of this plan.



# Acquiring, Renewing, or Upgrading

When you think about what fundraising activities you will use, think about it from three perspectives:

1. Getting new donors or sources of funding - 25% annual effort
2. Renewing current funders or sources of funding - 50% annual effort
3. Upgrading current donors, supporters, or funders - 25% annual effort



## Acquiring - 25%

- ▶ What will you do to identify new donors?
  - ▶ Meet with realtors working in your watershed - provide an informational packet they can share with new homeowners.
- ▶ What new strategies might you consider?
  - ▶ Newcomer gatherings - or make sure they receive a personal invite to event.
  - ▶ Individualized plans for each board member.



## Renew - 50%

- ▶ How will you approach current donors?
  - ▶ Pick up the phone.
  - ▶ They should have already had an opportunity to be part of your planning process.



## Upgrade - 25% effort

Getting current supporters and grantors to consider larger gifts usually requires a more personal touch - command performance.

Must have a clear vision for why you need more.

They should have already been involved with the this strategic vision.



# Who's on your fundraising team?

Sometimes this means going outside your comfort zone.





# Individualized Trustee Development Plans

- ▶ Provide 5 names people who might donate
- ▶ Get \$\_\_\_\_\_ sponsorship dollars from businesses you know
- ▶ Identify 2 networking events you can attend (with others)
- ▶ Participate in thank you calls
- ▶ Host a lakeside gathering
- ▶ Other

Choose three.

You may find a board member has a special interest/skill - willing to organize a road race/open water swim.



# Know your community's philanthropic culture

Support the positive, overcome the negative.

