



Simple Development Systems for Small Shops

The webinar will begin at 3:30 p.m. EDT

Presenter: Pamela Grow
Facilitator: Magda Hageman-Apol

Webinar Tips

To hear the presenter please phone in (toll free):

Phone: 1-866-439-4480

PIN Code: 893 007 32 #

Your phone lines will be muted during the presentation.

You can submit questions and remarks through the Chat Room during the presentation and ask live questions at the end.

Introduce Yourself in the Chat Room

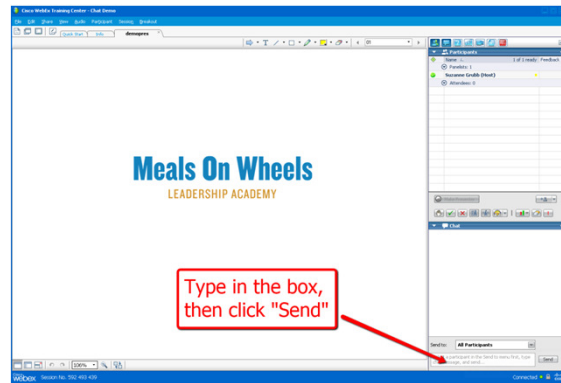
Tell Us...

1. Your name, your program name
2. What are your biggest fundraising challenges?

***Please type your responses in
the webinar “Chat” box...***

***Make sure “Send to” says
“All Participants”***

Then click “Send”



2013 Annual MOW Conference

For more information and to register, click
on this link:

<http://www.mowaa.org/conference>

Doing it all *and doing it well*



Simple Development Systems

About me



- Author, *Five Days to Foundation Grants*, *Simple Development Systems*
- Publisher, *The Grow Report*
- Founder, *Simple Development Systems*
- Pamelasgrantwritingblog.com & pamelagrow.com

Is this you?



Quit stressing



Today we'll be covering

- The power of your story
- Individual giving: It's all about your peeps!
- Foundation grants: building your portfolio
- Your website: more than a "donate now" button
- Pulling it all together: your fundraising plan



This?

Oral disease is a silent epidemic afflicting economically disadvantaged children in this country.

Will you partner with KinderSmile Foundation to turn this around?

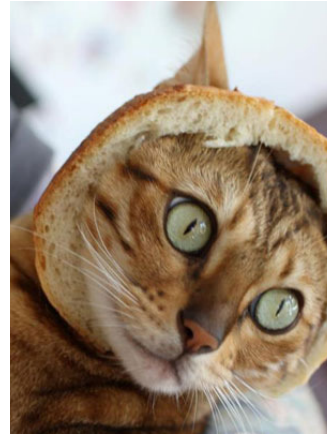
We are a 501(c)3 nonprofit organization, founded in 2007, to provide dental services to low-income and un-insured children and their families through Community Outreach Programs.

Or this?

QuickTime™ and a
decompressor
are needed to see this picture.

Great stories

- Are a slice of life
- Features ONE individual
- Avoids jargon and flowery language

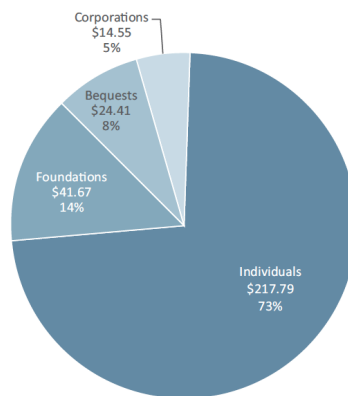


Features an emotional hook

QuickTime™ and a
decompressor
are needed to see this picture.

Where's the money?

2011 contributions: \$298.42 billion by source of contributions
(in billions of dollars – all figures are rounded)



Source: Giving USA 2012

Target your individual donors



Recognize that, in everything you do, donor-centricity is key.



What is one of the best ways to truly “get” donor-centricity?



Create a detailed donor profile

What is her level of education?

Where does she shop?

What other organizations
does she contribute to?

What is her income level?

Where does she live?





A first time gift is like a first date. Not
a marriage proposal.

“90% of donors who start contributing to a particular cause stop giving by the fifth renewal request.”

Penelope Burk

“Eight of 10 first-time donors do NOT make a second gift.”

Dr. Adrian Sargeant

Ways to get to know your donors on a deeper level



Make it a habit to personally call one donor a day to thank them



Cards on special occasions



Regularly survey...

Begin a monthly giving program



Harvey says

- “... generally speaking on an annual basis each person that converts to monthly giving gives **two to three times more money, some of them even more.**”

*Monthly Giving for the Small Shop –
Interview with Harvey McKinnon
(Pamela's Grantwriting Blog)*



Foundation Grants: think portfolio

Research

- Foundation Center Participating Collections Library
- State directories
- Community foundations and grantmaker associations
- Nozasearch
- Guidestar

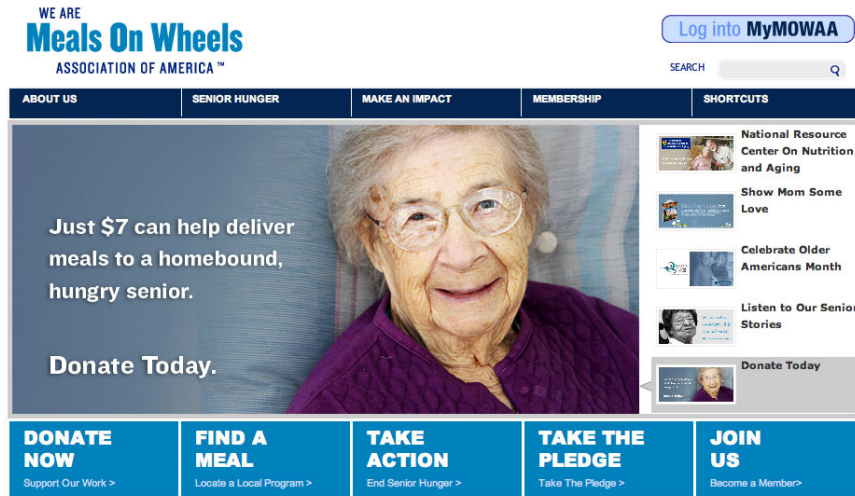
Why target small to mid-sized foundations?

- Are you looking for unrestricted funding?
- Small to mid-sized foundations, unlike the large foundations, have stepped up their giving to meet the demands of the economy.



The 12/12/12 Rule

Your website



Your website





Most important?

Your development plan

You've got to be very careful if
you don't know where you are
going, because you might not get
there. *Yogi Berra*

Keep it simple. Tweak it often.

Source	Last year	2 years ago	Projected
Government			
Foundation			
Individual			
Events & Sponsorships			

SIMPLE DEVELOPMENT SYSTEMS

SYSTEMS

All the funding you need - 10 to 15 hours a week on-line

SimpleDevelopmentSystems.com

2012

Sample Marketing Calendar

	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su				
January 2012	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
Enews																																	
Happy New Year Card																																	
Thank you letters																																	
Thank you phone calls																																	
February 2012			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29		
Valentine's Day Donor Thank You Cards																																	
Enews																																	
Print newsletter																																	
Thank you phone calls																																	
March 2012			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Enews																																	
Thank you phone calls																																	
Gratitude report																																	
April 2012		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
Enews																																	
LYBUNT/SYBUNT mailing																																	
Facebook contest																																	
May 2012			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Enews																																	
Print newsletter																																	
Monthly giving introduction																																	

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Work your plan

You can't do it alone.



Questions?

To get you started...

