ELF

Organisational Development & Fundraising Network

cdp ONLINE

Funding Your Vision
Part I

With Gregory Long, M.A.

SOLICITATION PROCESS

CDP Definition of Development

The things we do to build
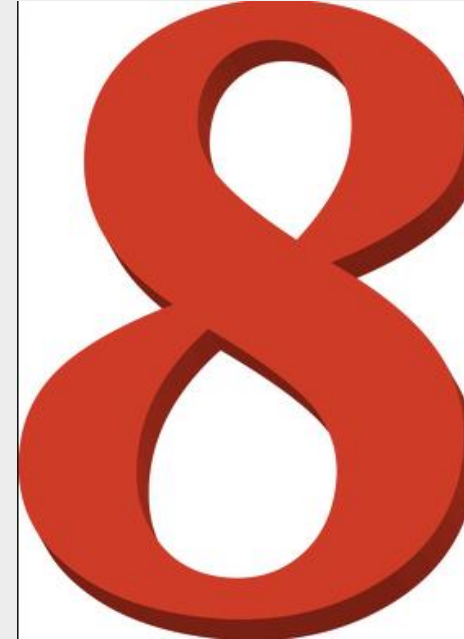*rational relationships with others...*

Jerry Twombly
CDP Founder & Developer

SOLICITATION PROCESS

The 8 Areas of Development

- Fundraising
- Recruitment
- Retention
- Public Relations
- Database Management
- Strategic Planning
- Organization
- Outcomes

The Definition of Development

*"Development represents the things we do to build **rational relationships** with others."*

- Characteristics of Relationships

- Words we Use

The Difference Between

<u>Relationships</u> and <u>Arrangements</u>

The "Work" of Development

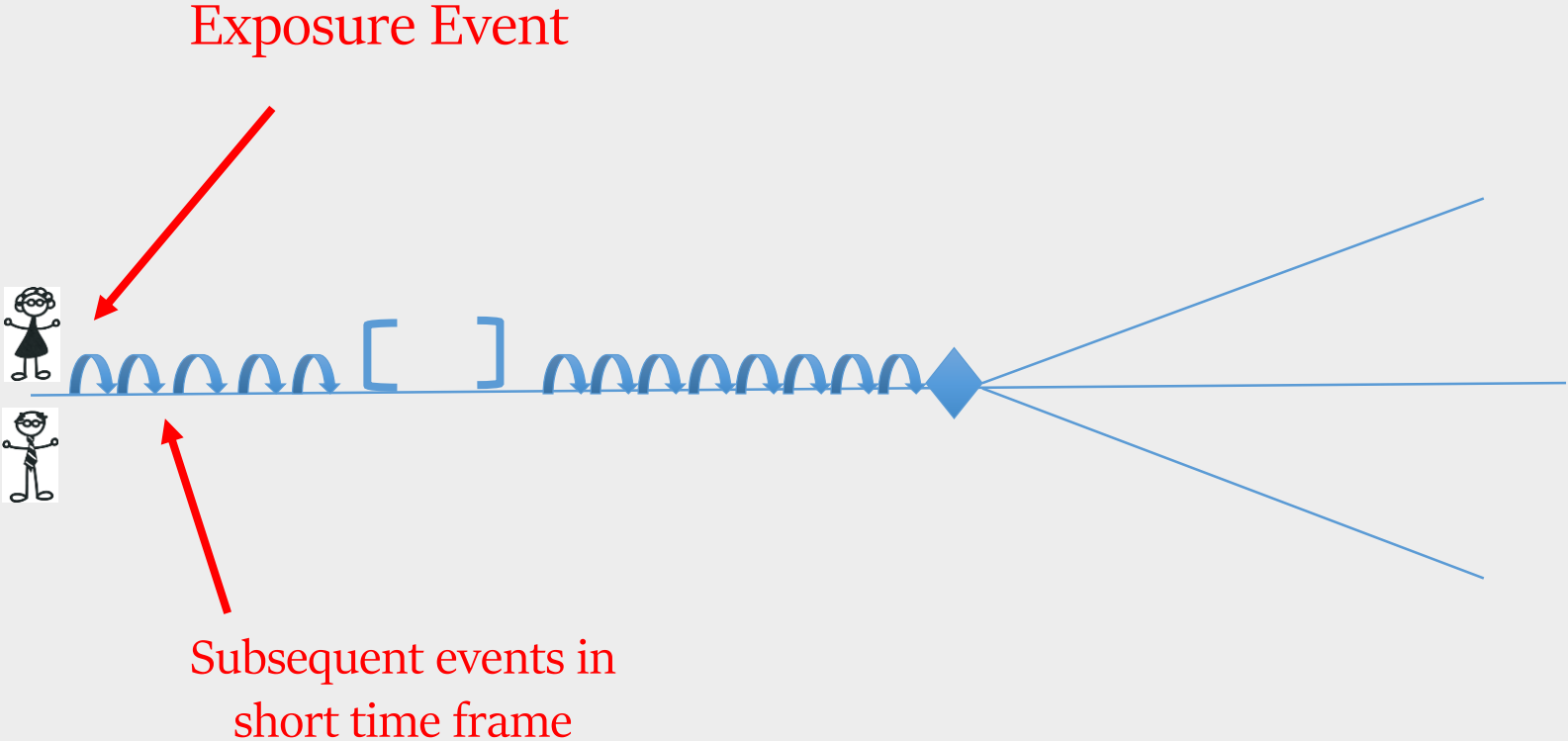## The Work of Developing an Organization

- It's not difficult
- In fact, it's easy
- We all have experience

Development is like. . .

- Falling in Love
- Building a Deep Friendship
- The Time it Takes
- The Process

The Relationship Continuum

Exposure Event

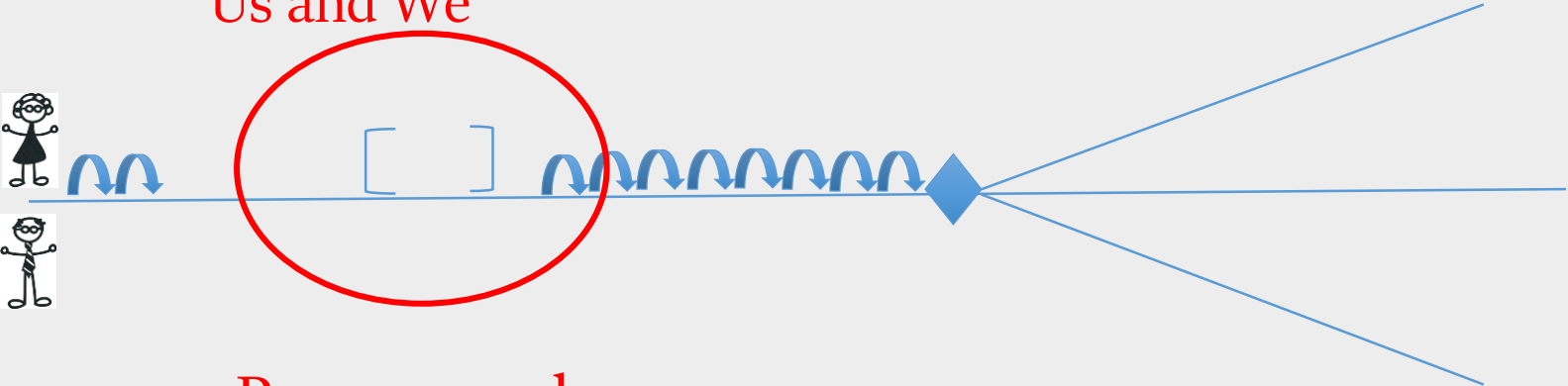Subsequent events in short time frame

The Relationship Continuum

I and Me

become

Us and We

Pronouns change

Emotion grows deeper

Rational behavior grows stronger

Funding Your Vision
Five Steps for Relational Solicitation

Identifying

Qualifying

Cultivating

Soliciting

Sustaining

SOLICITATION
PROCESS

Five Steps for Solicitation

Identifying

Qualifying

Cultivating

Soliciting

Sustaining

SOLICITATION
PROCESS

Relational Solicitation
Identifying

"We don't know enough people!"

"Our database is too small."

Many ministries and organizations believe they are limited by geography, staff, budget, etc.

Many believe they just don't know people with "money."

SOLICITATION PROCESS

Relational Solicitation
Identifying

With today's technology, there is almost no limit to the people you can reach and invite to partner with your ministry.

Linkage

Relational Linkage

Created Linkage

SOLICITATION PROCESS

Relational Solicitation
Identifying

Linkage

Those closest to your ministry are most likely to partner with you.

Relational Linkage – people who have some type of relationship with you.

SOLICITATION
PROCESS

Relational Solicitation
Identifying

Relational Linkage

People who have some type of obvious or natural relationship with you.

What are the groups already connected to your Vision?

Schools – Parents, Grandparents, Alumni

Pregnancy Care – Churches, Local Hospital and Medical Practitioners

Church – Members, Worshipers, Sunday School, Weekday Ministries, etc.

SOLICITATION PROCESS

Relational Solicitation
Identifying

Relational Linkage

People who have some type of obvious or natural relationship with you.

Vendors & Suppliers (print shops, office supplies)

Media (local newspaper, magazines, radio)

Technicians (HVAC, plumbing)

SOLICITATION
PROCESS

Relational Solicitation
Identifying

Created Linkage

Ways to build connections with people who do not have an obvious or natural relationship with you.

- Potential partners and donors

- Advocates for your mission

- Influential individuals

- Like-minded organizations for collaboration

SOLICITATION PROCESS

Solicitation - Lesson 3
Identifying

Affinity Groups - Relational Linkage

- Created Linkage

Share Core Values (although you may not know it)

Provide an opportunity to share your work & mission with them

Exposure opportunity (recall Relationship Continuum)

SOLICITATION PROCESS

Ministry Project

Identify three (3) affinity groups for your ministry. These can be either Relational or Created.

List six (6) individuals that you wish were part of your organization, but are not currently.

SOLICITATION PROCESS

Relational Solicitation
Qualifying

Potentially, anyone in the world could be in relationship with your ministry.

Everyone in relationship with your ministry is in a different stage – some are closer and more engaged than others. Can you think of a few examples?

How do we let this steer and guide our communication and Solicitation strategies to encourage people to partner with us?

SOLICITATION PROCESS

Relational Solicitation
Qualifying

Methods to Qualify:

- Linkage (type of relationship)
- Wealth
- Profession
- Interests
- Special Needs

SOLICITATION PROCESS

Relational Solicitation
Qualifying

Within your database, consider building models that incorporate the AID Model

Attend - Involve - Donate

If they are not in your database – they do not count!

SOLICITATION PROCESS

Relational Solicitation
Qualifying

A-I-D

A   Attend

I   Involve

D   Donate

SOLICITATION PROCESS

Relational Solicitation
Qualifying

You'll need a definition for each as it best matches with your ministry.

Adjust best for you!

Attend – Heard about Mission

Involve – Volunteered or served without hearing   Mission

SOLICITATION PROCESS

Relational Solicitation
Database Strategies and Tips

Seeking God's Best Ministry						
Name	Address	Other Info	A	I	D	
Andrew Attender			X			1
Elaine and Greg Long			X	X		2
Vivian Volunteer				X		1
Sue and Jerry Twombly			X	X	X	3

SOLICITATION PROCESS
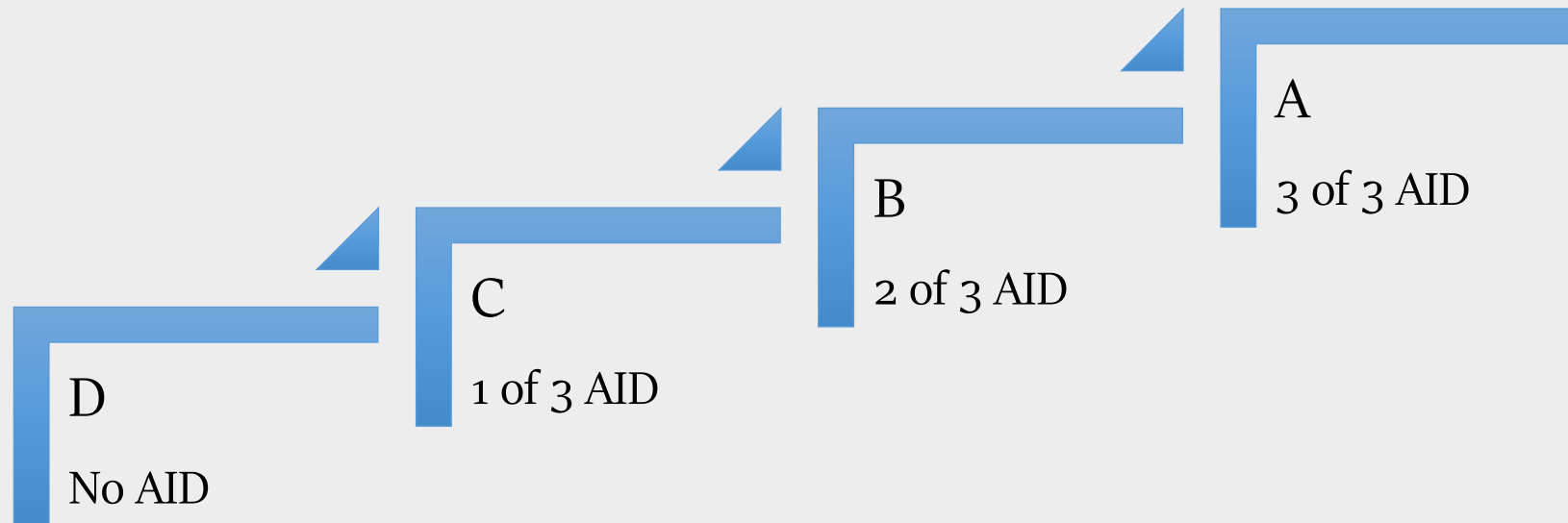
Relational Solicitation
Qualifying

A-B-C-D

A
3 of 3 AID

B
2 of 3 AID

C
1 of 3 AID

D
No AID

(AID: Attend, Involve, Donate)

SOLICITATION
PROCESS

Relational Solicitation
Qualifying

A-B-C-D

A

3 of 3 AID

Sue & Jerry

B

2 of 3 AID

Elaine & Greg

C

1 of 3 AID

Andrew & Vivian

D

No AID

(AID: Attend, Involve, Donate)

SOLICITATION PROCESS

Relational Solicitation
Qualifying

A-B-C-D

A
3 of 3 AID

B
2 of 3 AID

C
1 of 3 AID

D
No AID

(AID: Attend, Involve, Donate)

SOLICITATION PROCESS

Relational Solicitation
Qualifying

A-B-C-D

A

3 of 3 AID

90%

B

2 of 3 AID

60%

C

1 of 3 AID

30%

D

No AID

10%
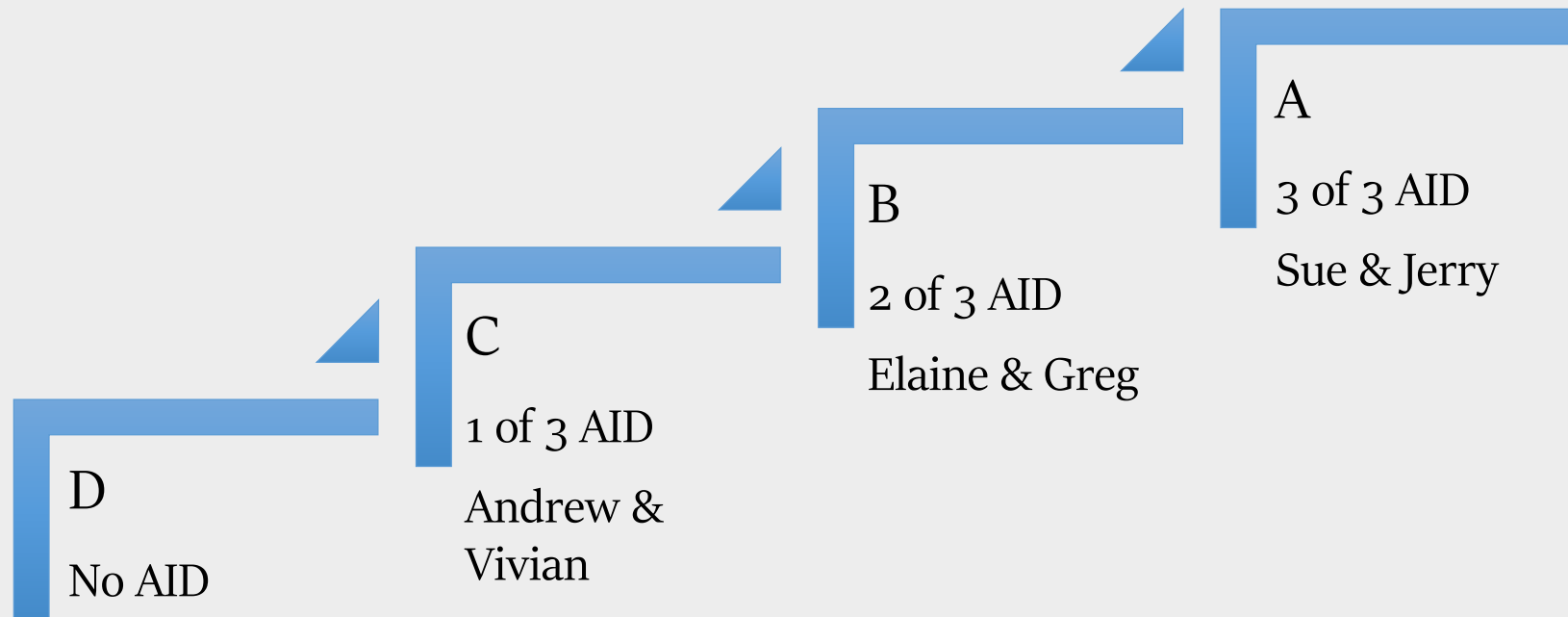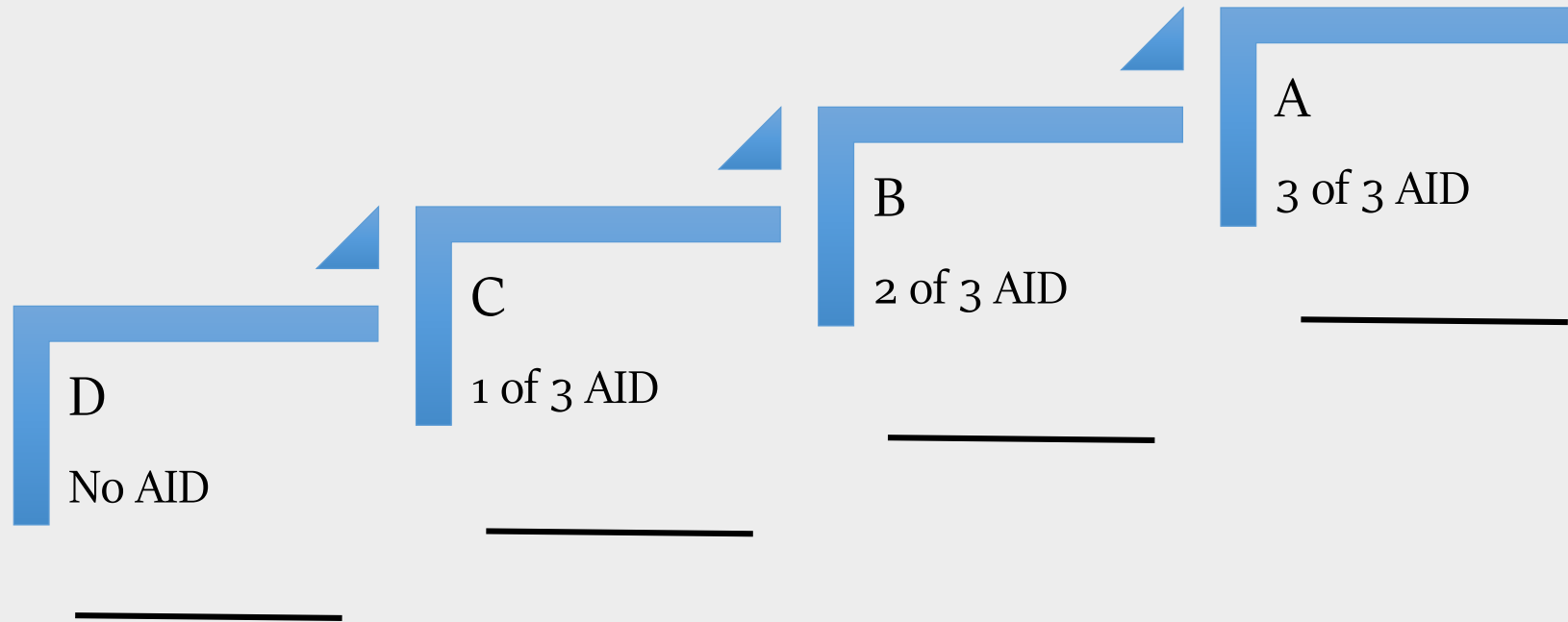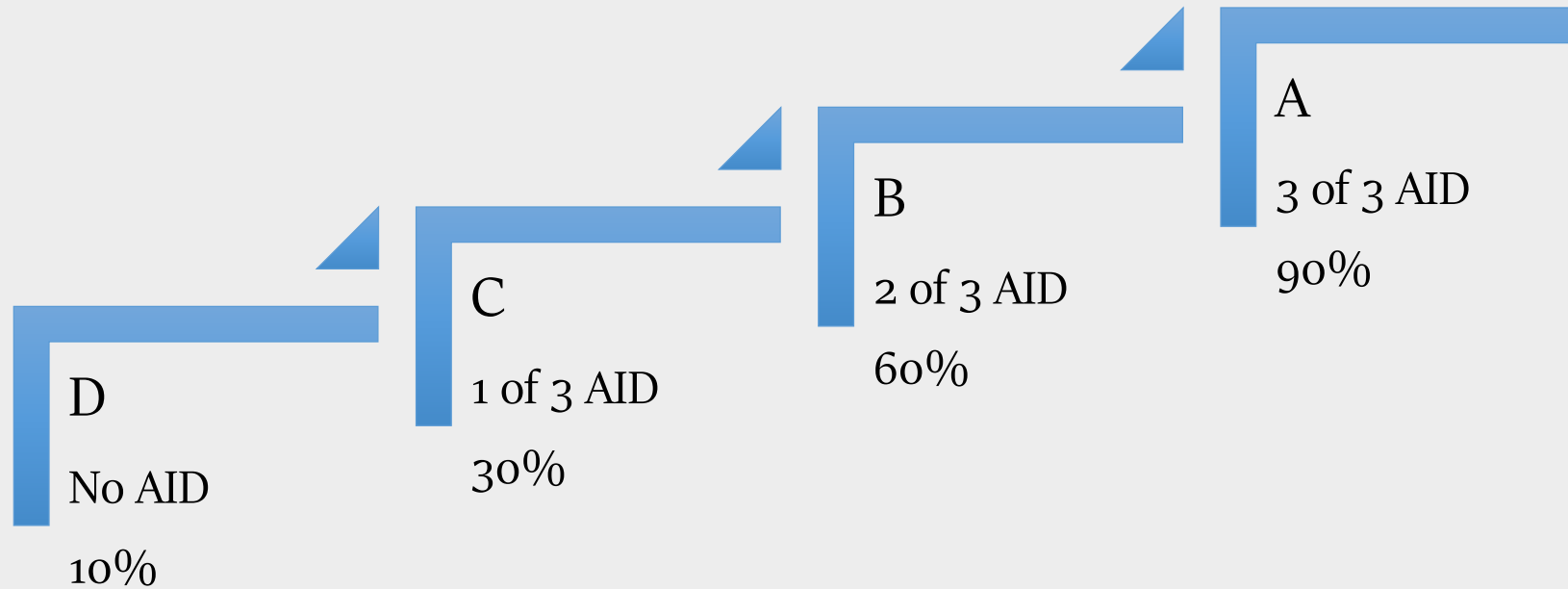
(AID: Attend, Involve, Donate)

SOLICITATION
PROCESS

Relational Solicitation
Qualifying

There needs to be a way to identify and track where people are in relationship with your ministry.

No matter how basic or complicated your system might be (spreadsheet, commercial database, index cards, etc.).

We need to know an individual's connection to us.

SOLICITATION PROCESS

Qualifying - Ministry Projects

Project #1

Reflection – Think about ministries you personally support. Where are you in relationship to these groups?

A – I – D

A – B – C – D

SOLICITATION PROCESS

Qualifying - Ministry Projects

Project #2

Think of 3-5 people in your ministry who would be classified as an "A" or "B" entry in your database system.

Start a document, describe how they connected with your ministry. What is their journey and relationship with you?

How can this be replicated for others?

SOLICITATION
PROCESS