ELF
Organisational Development &
Fundraising Network

The Laws of Development

With Gregory Long, M.A.

CDP Definition of Development

The things we do to build rational relationships with others…

Jerry Twombly
CDP Founder & Developer

Rules of Development

World has Changed!
Rules Remain Same+/-

NOT Your Development Plan

Elements that impact, affect and reflect your Plan

Rules -- Guidelines

Rules of Development

The 80/20 Rule:

- In 1896 the Italian economist **Vilfredo Pareto** noted that 80% of the land in his country was owned by 20% of the people who lived there.
- The concept has been tested in a wide range of circumstances and it has been so consistently true that Pareto's Principle has become the 80/20 Rule.

Rules of Development

The 80/20 Rule

What Does that Mean to You?

- 80% of the money given to your ministry comes from 20% of the donors.
- Same with volunteers.

Can you see them...?

Rules of Development

The 80/20 Rule

What Does that Mean to You?

85/15 Rule ??

4% of all donors in study were giving 76% of all gifts/donations

14% were giving 89% of all gifts/donations

Erik Daubert, Growth in Giving Project (2018)

Rules of Development

The 80/20 Rule
What Does that Mean to You?

- Increased reliance on fewer donors
- Greater risk if one of those key donors stops

- Build stronger relationships with donors

Do you know who your 20% donors are?

How solid are your relationships?

How might you strengthen them?

The Rules of Development

The Rule of Linkage:

The closer someone is to your ministry, the greater the likelihood they will support your by giving, volunteering, advocacy, etc.

Relational Linkage

Created Linkage

The Rules of Development

The Rule of Communication:

- One-on-one is good
- 2-on-1 is best (extra set of ears)
- Involve board members, pastors, friends of prospective donor
- Meeting based on best/strongest relationship with that couple/individual (or hierarchy)

The Rules of Development

The Rule of Specificity:

If you want something from someone, ask them (specifically).

From strength of your vision

Not a hand out

Give multiple options (Bridging)

The Rules of Development

The Rule of Vision:

Lead with your Vision, not with your need.

The Rule Advice:

If you want advice, ask for money. If you want money, ask for advice.

The Rules of Development

The Rules of Five:

- A “Development Generation” is 5-7 years
- An organization should not enter a new capital campaign within 5-7 years from the beginning of the previous one.
- Never ask a volunteer to do more than 5 things in a year.
- A decrease of 5% of your donors over a short time is a caution to study.
- Always establish 5 major objectives in conjunction with each Development initiative. ($$ and non-financial)

The Rules of Development

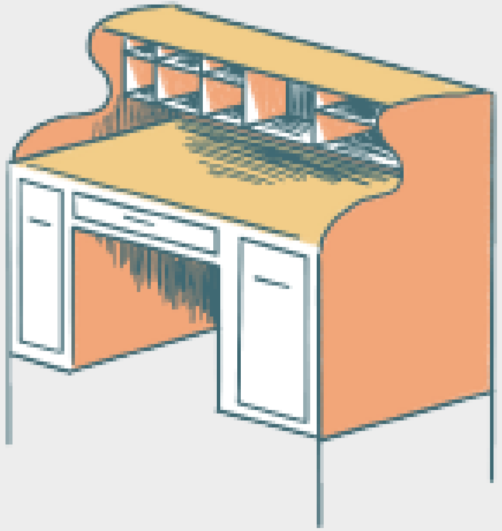
The "Cubby Hole" Rule:

People like cubby holes. Provide them with options.

Affinity groups (Churches, foster care families, vendors, parents, medical professionals)

- Prayer partner team (newsletter, hand signed thank you)
- Grandparents Group
- Coffee-a-Week Club
- Leadership Legion
- Boutique Brigade

Each group gets unique communication throughout year

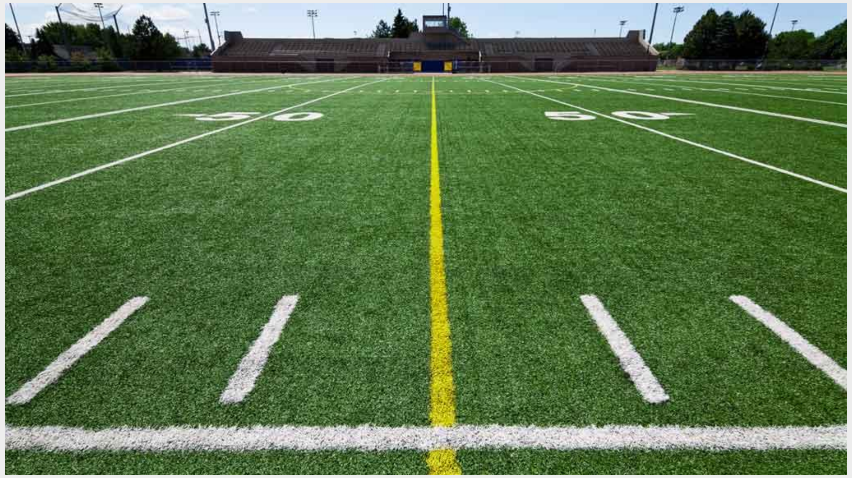


The Rules of Development

The Rule of Turf:

There are three places to meet people:

- Their turf
- Your turf
- Neutral turf
- Neutral and your turf are best.



Tours of your center/facility

The Rules of Development

The Rule of Timing:

There are better times of the year to solicit/ask than other times.

Development Calendar

Calendar year = end of year gifts

NO ONE asks for money on April 15th (or holds their banquet)

Use other times for volunteers projects, events, etc.

The Rules of Development

The Prospect Rule:

You will need 3 (maybe 4) qualified prospects to get one donor.

Not just 4 people – 4 people capable of giving the gift you are seeking.

(4 gifts of $100 = 16 people capable of giving $100)

Guideline to use with your giving charts.

The Rules of Development

For Personal Reflection

Which of the "Rules" have you observed or experienced in your ministry?

There might be more than one, but which one seems most like what you see in your ministry's Development work?

Which Rule was new for you, and how do you see it exhibited in your ministry?

Which Rule needs more attention?

Questions – Concerns – Comments – Insights ??