



ELF

Organisational Development &
Fundraising Network

Leading and Organising 8-Step Planning Process

With Gregory Long, M.A.



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CDP Definition of Development

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

Jerry Twombly
CDP Founder & Developer



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CDP Definition of Development

Keys to Development...

- Development is the “process of building rational relationships with others.”
- Development is helping you build the capacity and foundation for the growth & impact of your ministry.
- Financial support is a result of doing Development well.



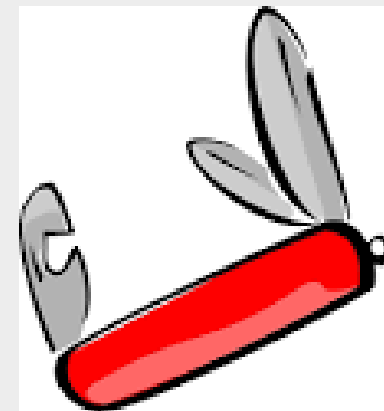
8-Step Planning Process

Core Element: 8-Step Planning Process

Introduction

Example

Ministry Project – Apply 8 Steps to Two
Different Types of Development
Activities



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8-Step Planning Process

Practice Topic:
Banquet

- Profile (Ideal)
- Assess (A-B-C-D)
- Quantify (Reasons for grade)
- Prioritize (Most important to fix)
- Plan (Budget, Category & Phasing)
- Organize (Coordinating resources)
- Implement (Calendar & Accountability)
- Evaluate (Ongoing process)

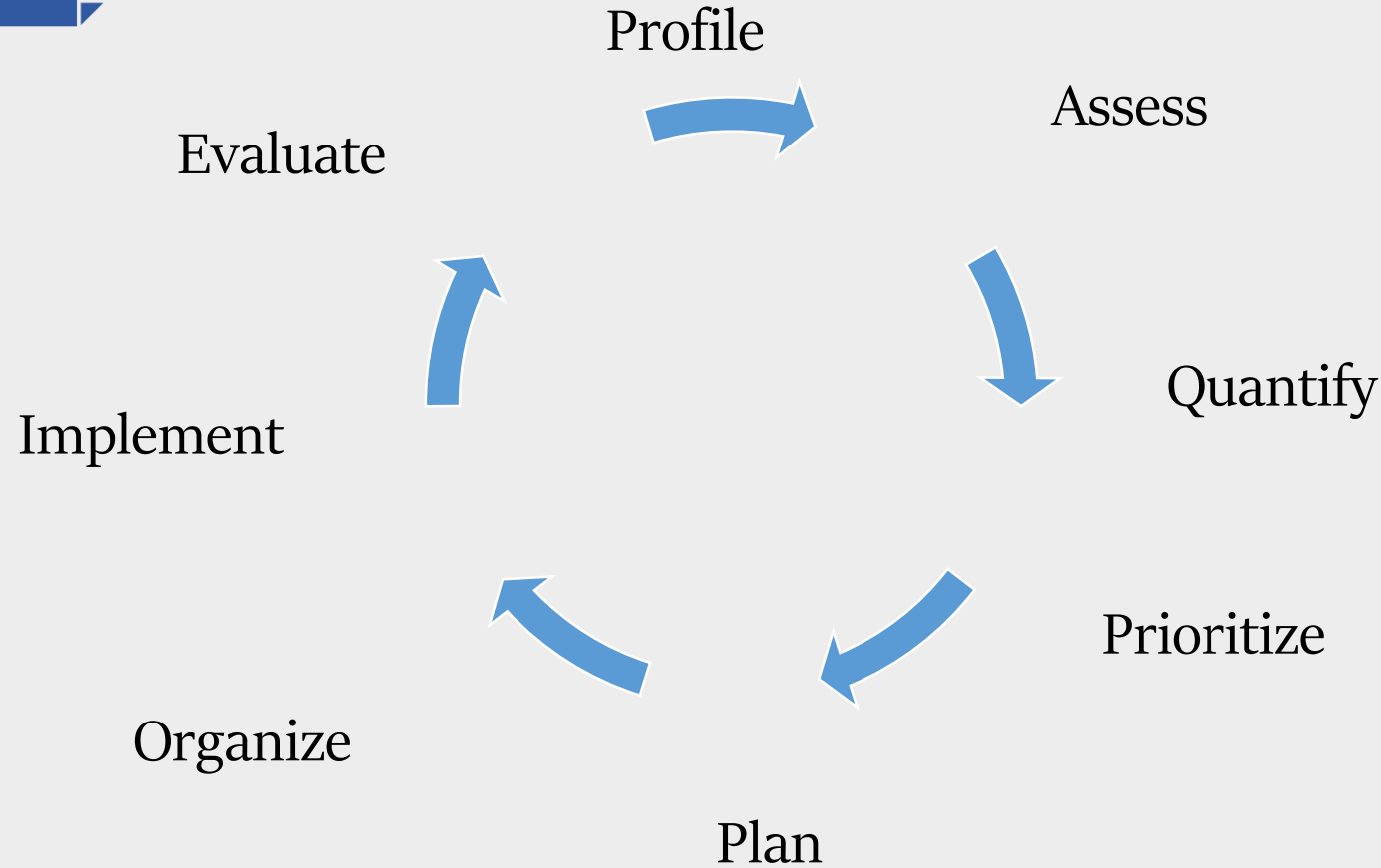
Team Conversation Crucial!



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Planning Cycle



Why so much detail?



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8-Step Planning Process

- Profile
- Assess
- Quantify
- Prioritize
- Plan
- Organize
- Implement
- Evaluate

1) Event (Banquet, Volunteer Appreciation Night, Year-End Celebration)

2) Recent Mailing or Newsletter

YOUR TURN
Worksheets in Course Materials



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Questions

Concerns

Comments

Insights

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