

The Development Plan

The Development Plan is the final component that organisations must address in planning for success. While the effectiveness of a ministry will be determined by how well they achieve their stated mission, motivation will be fuelled by a compelling vision, and structure will emerge out of the strategic plan- it will be the development plan that will provide the resources (finances, people, and time) to accomplish what God has placed in our hearts to do!

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I.What's Included in Development Planning?

The development plan "mirrors" each step of the strategic plan. Each strategic planning initiative will require money, people, and time to accomplish. The development plan speaks to these issues and the infrastructure that will be required to generate each of them in sufficient amounts at the right time.

Development planning recognizes the need to address each of the seven specific "leading development indicators," specifically:

- A. Database Size
- B. Average Annual Real Support
- C. Number of Donors
- D. Core Donors
- E. Major Donors
- F. Mega Donors
- G. Capital Potential Index (CPI)

II. Financial Planning

A. Two Ways to Plan

1. The Traditional Giving Chart- The traditional giving chart follows this model outlined in the table below:

# of Donors	# of Prospects	% of Need	Gift Size	Running Total
1	3	8%		
2	6	6%		
4	12	4%		
8	24	2%		
16	48	1%		
32	96	.050%		
64	192	.025%		

This chart works best if time is a primary factor in addressing pressing needs.

2. Personnel Quantification

Loosely based on the 80/20 rule, this method can be of specific value should you have the time. It is best in that it provides the strongest infrastructure to support ministry growth.

B. Eight Kinds of Donors

There are eight kinds of donors, they are:

1. Casual Donors
2. Project Donors
3. Core Donors
4. Major Donors

5.Mega Donors

6.Lifetime Donors

7.Legacy Donors

C.Four Ways to Implement

The "arms and legs" of development are:

1.Projects

2.Programs

3.Activities

4.Events

III.People Planning

It is essential for an organisation to know where people will be needed, what they will be required to do, and at what time will they need to be "deployed" to fulfil their role in strategic planning initiatives.

The philosophical foundation upon which the "people" component of the development plan is based is the belief that everyone wants to be a part of something bigger than themselves. We all have an innate desire to belong and virtually every individual wants to commit themselves to a project to which they can commit their life (time, talent, and resources). The non-profit provides that opportunity.

A. Critical Groups- What groups are critical to the success of various initiatives introduced in the organisational strategic plan?

B. Identification of Influencers- Who are the "influencers" in each identified group?

C. Group Cultivation- Think through AID in terms of the five assigned functions for each group member.

D. Group Engagement- There are many ways in which an individual can participate in support of an organisation.

1. Organisation

It will be important to create an organisational infrastructure to support your personnel needs. Circle organisational charts can be created around:

- a. **Groups**--One chart might reflect all the groups that might need to be engaged to accomplish a task. The "individual" assigned to coordinate development of each group become the "centre circle leader" for the respective group.
- b. **Individuals**--Each group needs to be organized with specific focus on "cultivating" group members for tasks required in the strategic plan.

2. Ways in Which People Can Give Individuals can give

- a. **Cash**—
- b. **In Kind**--In-Kind contributions are represented in the following ways:
 - Product*--Individuals can give products that would be required in accomplishing strategic initiatives.
 - Professional Expertise*--The strategic plan will call for individuals with special skill sets. Individuals may choose to contribute their skills and expertise.
 - Discounts*--Anyone contributing expertise without regard to profit contributes to the financial well-being of the organisation.

c. **Time—**

IV. Maximizing Time

B. The Ministry Calendar

You're probably doing much of what you need to do in order to be effective in development. Look at your calendar and let's see if there are things already scheduled that hold development potential.

C. Leveraging (Organisation)

Organisation is at the heart of development. The DMA organisational model will allow you to maximize yourself while enabling you to accomplish great things for the glory of God.

Conclusion