

FUNDRAISING PROCESS

Keeping Your Fundraising Programme Balanced and Growing

Is your fundraising programme healthy and balanced? Is it strong for the long term? Is it raising all of the money you need to raise at the moment? Do you know exactly where to start in raising the funds you need? Would it be helpful to chat with a person who has worked with hundreds of organizations over the past nearly 40 years ... many of which have raised hundreds of millions of dollars? Then this session is one you will benefit from attending. It tells the very basics of fundraising from the ground up!

Bobb Biehl is an Executive Mentor. In 1976, Bobb founded Masterplanning Group International. He has consulted personally with over 500 clients. He has met one-to-one with over 5,000 executives and invested an estimated 5,000 hours in private sessions with some of the finest leaders of our generation. Based on thousands of hours of practical experience, he has originated 40 tools (books, tapes, notebooks) in the area of personal and organizational development. For over 31 years, Bobb was on the board of directors of Focus on the Family. He holds a bachelor's ('64) and a master's degree ('66) from Michigan State University. Bobb and his wife, Cheryl, have been married since 1964. They have two adult children, two grandchildren, and four great grandchildren. His website is www.bobbbiehl.com.

QUESTION

How do I develop a balanced fundraising programme – long term?

INTRODUCTORY STORY

Love Loaf – Ed Gruman = Process

FUNDRAISING PROCESS (Raising money)

1. PROFIT

- * Profit vs. nonprofit—must generate profit to survive ...
just what happens to the profit ... A combination of ministry / business
- * ROI—Return On Investment is the key to every funding appeal / Initiative
- * Net income goes to—Ministry/Service ... A fixed % ...established by the board...to sustain organization and for future growth...an invisible tube - TWE

2. PROCESS

- * The total will eventually shrink to the size of the smallest box!

* INPUT—RESOURCES—DEVELOPMENT—INCOME

*** PROCESS — Operations — Administrative Services — money processed properly!**

* OUTPUT — Ministry/Service — “The Field” —
A real need we can actually meet

* FEEDBACK — Nothing motivates like results!
Changes lives—a model vs. Myth

3. THE LIST—(CAPACITY – 3-30-300-3,000, 30,000, 300,000, 3,000,000)

* How do you see your list? (Donors = wrong answer ... students / team)

* Trust in the organization ... or, no gifts ... build trust for years

“Longer you are in the business, easier it is to stay in the business.” – TWE

4. THE ASK—(Timing!)

* A real need / opportunity to make a difference

* Timing is critical—Super bowl—Edward L. Gruman—Paul Eshleman

REMEMBER:

Your LIST is the key to all of your fund raising!

The FUNDRAISING PROCESS is for your use ... and for the others you are teaching to lead!

The FUNDRAISING PROCESS is available to you 24 hours a day, 7 days a week, 365 days a year, for the rest of your LIFE!