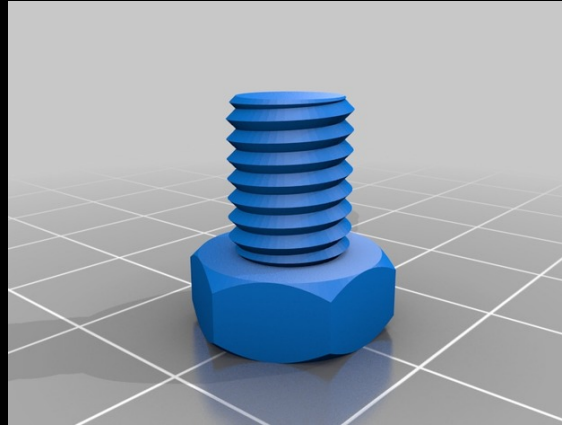


FOUNDATIONS

Evangelism + Discipleship + Planting Churches



Nuts & Bolts: Starting a Fundraising Office



Barb Bowman – Mission Aviation Fellowship, VP of Advancement, bbowman@maf.org
Kristen Shuler, V.P. Development, East West Ministries International, kshuler@eastwest.org

Introductions

Break into groups of 3-4 people and share

- Name, Organization
- What intimidates you the most about starting up a fundraising office?
- What pieces do you already have in place?

Structures: Donor File

Segment Name	Last Gift Date	Gift History
Major Donor	Last 24 months	General Fund gift >= \$5K
Mid-Level Donor	Last 24 months	General Fund gift >= \$1K
Project Donor	Last 24 months	Project gift >= \$1K
Missionary	Last 24 months	Missionary gift any amount
Short-term trip	Last 24 months	STMT gift any amount
Active opportunity	Last 24 months	General Fund gift <= \$1K
Lapsed major-mid	Last 60 months	Ministry-wide gift >= \$1K
Lapsed donor	Last 60 months	Gift to any category/amount
Super-lapsed	>60 months	Gift to any category/amount
Non-Donor	No gifts	EntityID, but no gifts

- Determine number of segments for your organization
- Create strategies and goals for executing a plan for each segment
- Measure results of each stream

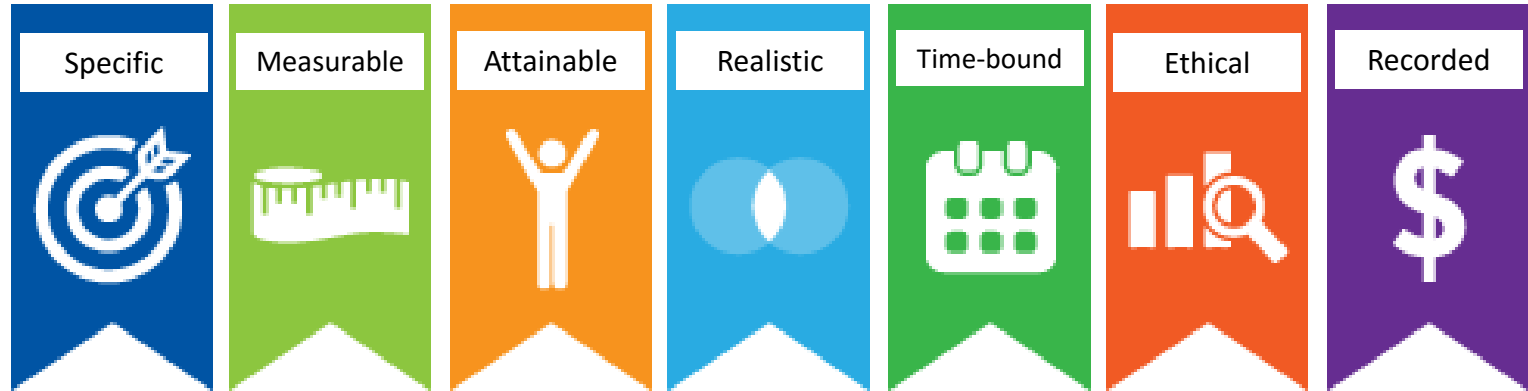
Structures: Revenue Streams



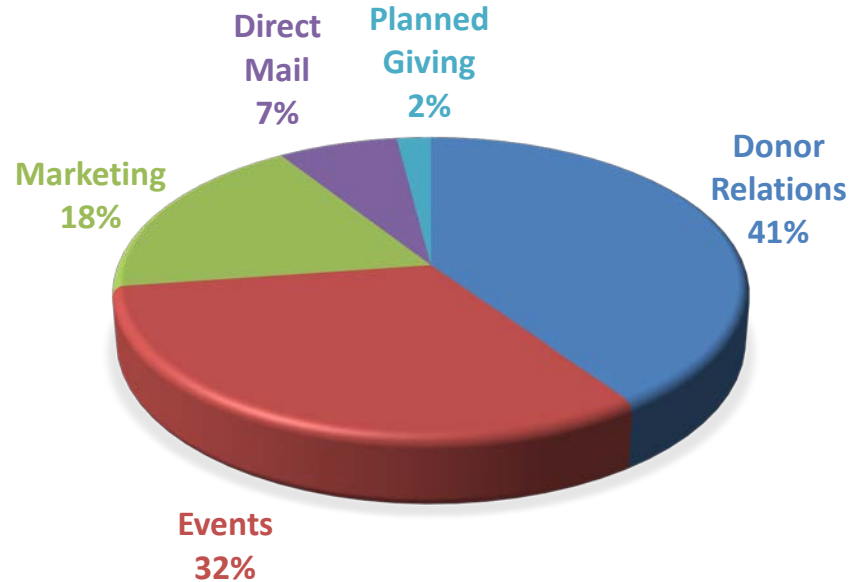
- Determine number of revenue streams for your organization
- Create strategies and goals for executing a plan for each stream
- Measure results of each stream

Goal-Setting Strategy

S M A R T E R



Structures: Budget Allocations



Structures: Ministry Unit Costs

Evangelism



Equipping Leaders

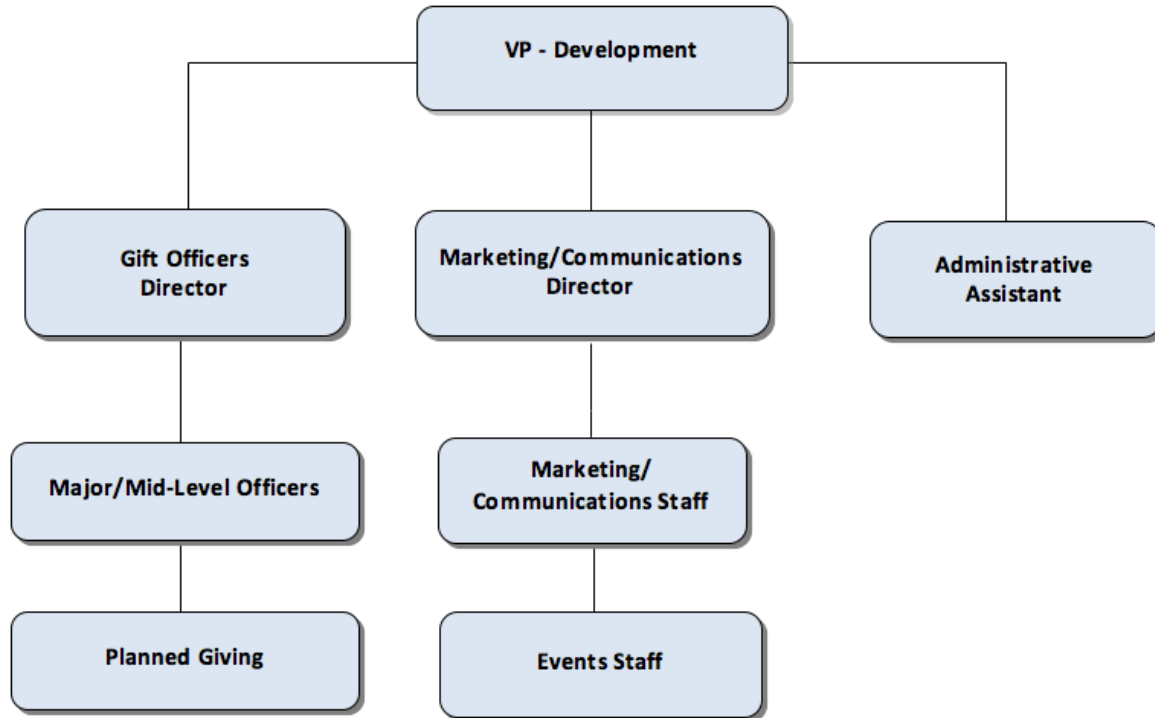


Multiplying Churches

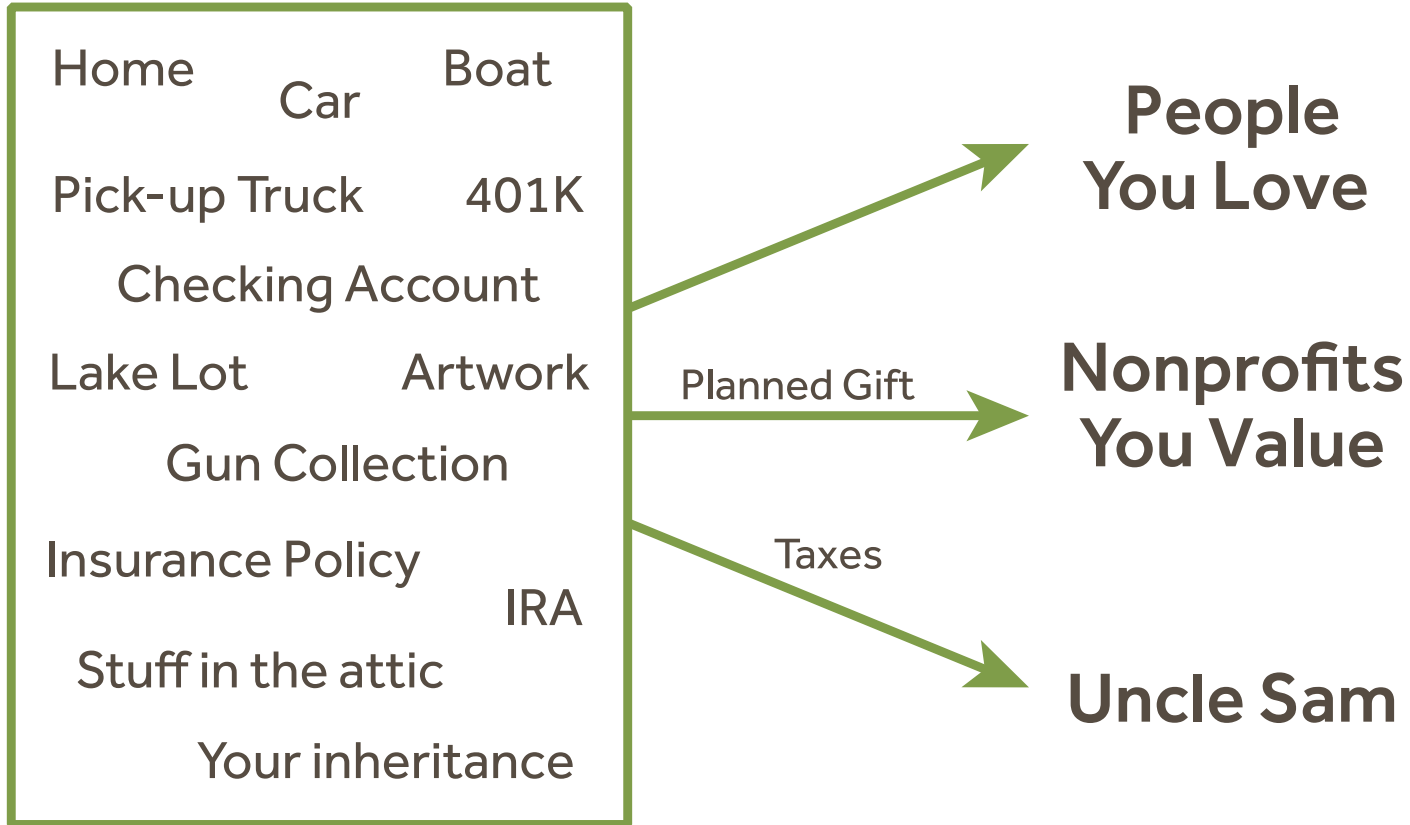


- Determine ministry strategies to promote
- Evaluate cost of each ministry strategy
- Communicate impact of giving per strategy

Structures: Staff Considerations



Importance of a GAP

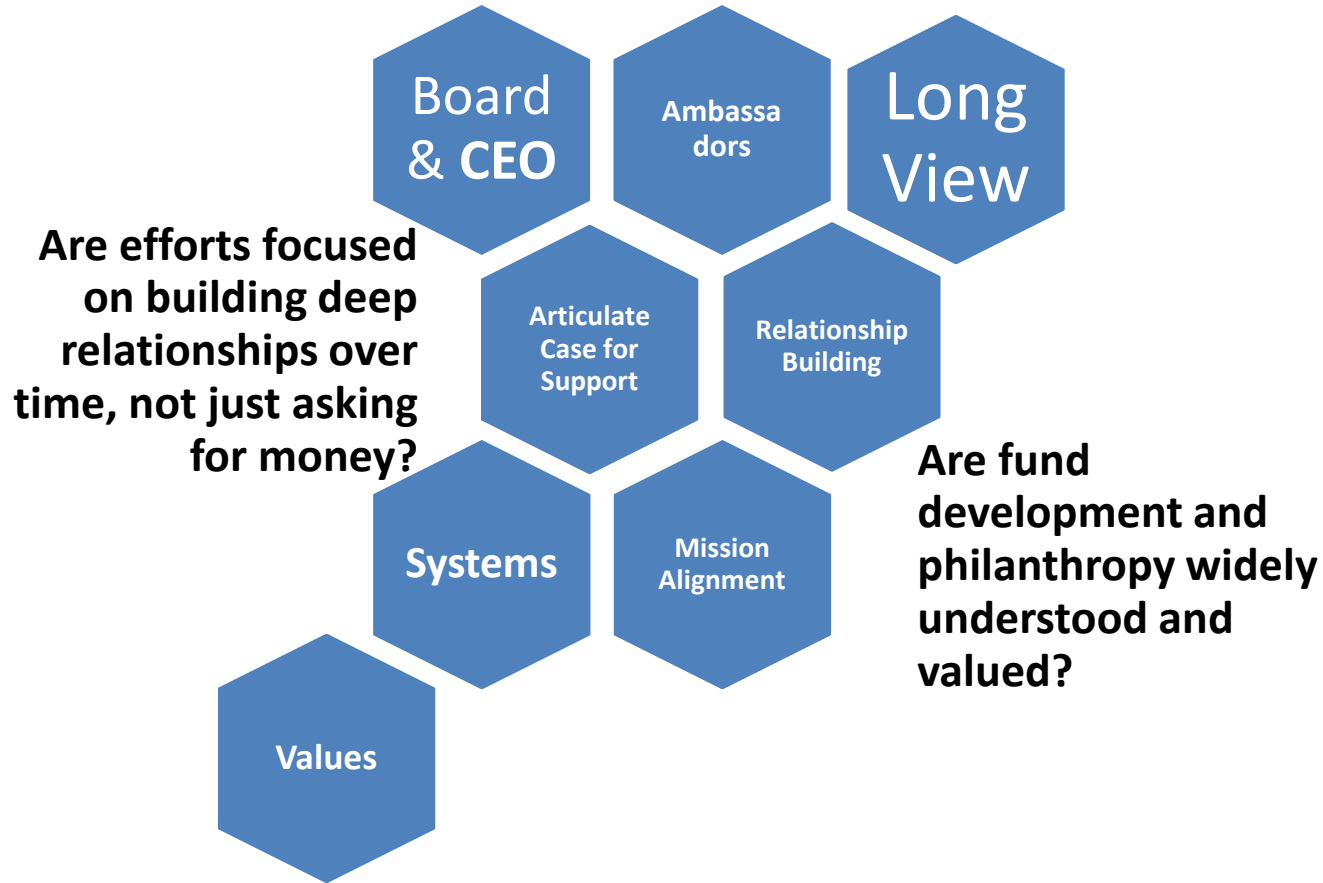


CULTURE OF PHILANTHROPY

What are some adjectives that describe your organizations attitude towards fundraising?



CULTURE OF PHILANTHROPY



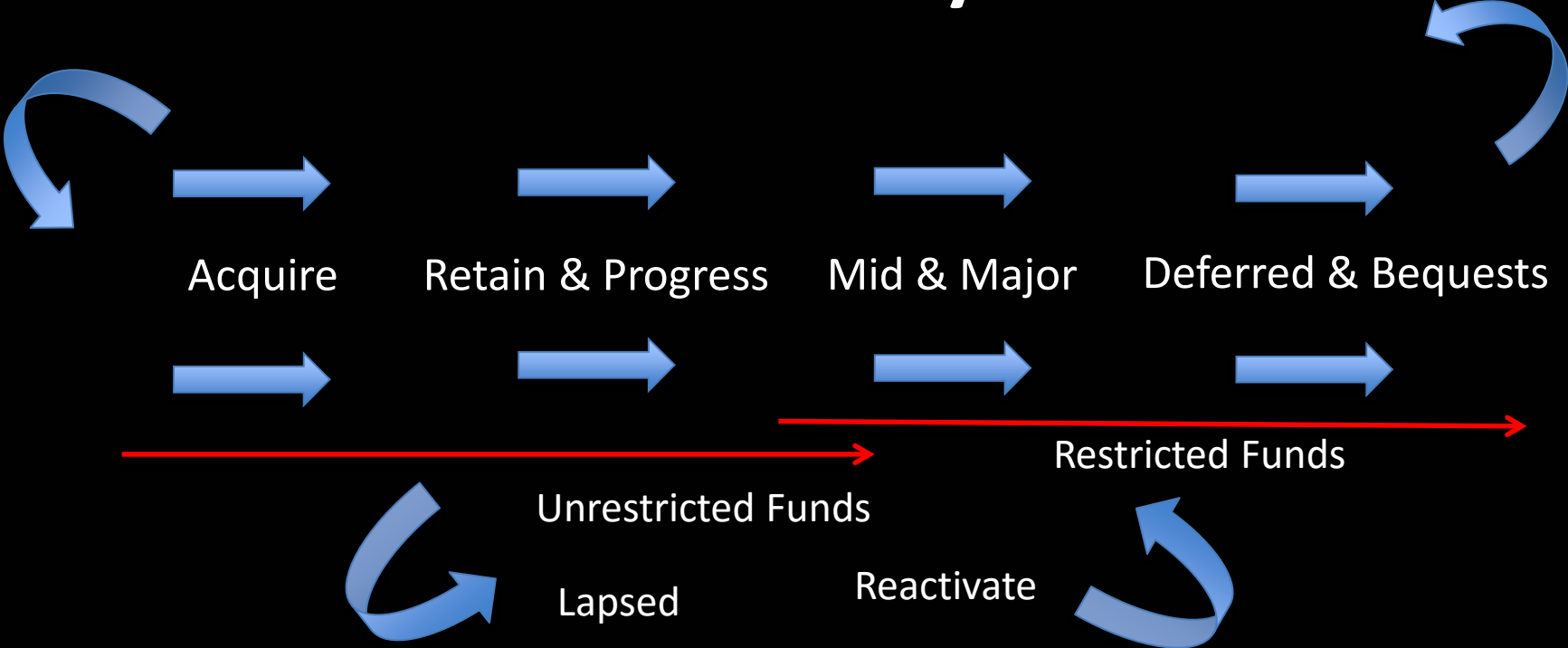
Growing Beyond the Founding Donors

“Your organization must acquire new donors, it must retain those donors at the highest possible rate, it must move them, over time, to their highest possible levels of giving and finally, it must coordinate all these efforts as it reaches out to investors and potential donors.”

Larry C Johnson,
*Eight Principles of
Sustainable Fundraising*



Donor Life Cycle



WHERE DO I BEGIN?

Find a Connection for First Engagement

- Common interest
- Common passion
- Common relationship
- Get name & contact info
- Cultivate
- Bless & release



I HAVE FIRST GIFT, NOW WHAT?

- Treat your donor file like it is your personal treasure chest
- Cultivate through multiple channels regardless of what channel they came in
- Map out a donor pyramid and move to the personal the higher the giving potential
- Let donors drive and focus on long-term



Basics of a Gift Acceptance Policy

- Purpose Statement
- Prohibited Gifts
- Gift Review Process
 - Cash
 - Securities
 - Real Estate
 - Life Insurance
 - Property
 - Deferred Gifts

CRMs or DMSs – Lessons Learned

- Think long-term
- Don't believe everything the salesman tells you
- Host outside or inside?
- Start-up vs. conversion – different approaches
- Business rules & clean data are king
- Prioritize business objectives

Questions & Answers