

Development for Conservation

Donor Engagement and the Board

How do we raise \$700,000/year beginning in 2022?

Presented at

River Rally - 2018

Olympic Village, California

29 April 2018

David Allen, Development for Conservation



DEVELOPMENT
FOR
CONSERVATION

Outline for the Session

- Introductions
- Review of the Basics
- Visualizing the Future
- Tools We Can Use
- Barriers & Fears
- Practice



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Please Introduce Yourself

On a scale of 1-10,

Where 10 is **VERY**, and 1 is **NOT AT ALL**,

How *comfortable* are you raising
money for River Network?



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Three Opening Premises

Major Gift

The word “**major**” should modify the word “**gift**,” and NOT the word “**donor**.”



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Three Opening Premises

Organizations raise money
from people who already
give them money.



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Three Opening Premises

People give money because they want to; it's part of *their* agenda.



Not because they're "sold."



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Why do People Give?

1. What's being done is worth doing
 - Belief in the Mission
2. The organization involved can get it done
 - Fiscal stability
 - Regard for staff leadership
 - Respect for the organization locally
 - Regard for volunteer leadership

Start Here



How much do we
need to raise?



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\$700,000

Here's One Vision:

10 Cities X \$35,000/City = \$350,000

Rest of Country = \$350,000

\$700,000



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\$700,000

Each of the 10 Cities:

1 X \$10,000 = \$10,000 (5 prospects)

3 X \$ 5,000 = \$15,000 (9 Prospects)

4 X \$ 2,000 = \$ 8,000 (12 Prospects)

8 X \$ 250 = \$ 2,000 (24 Prospects)

\$35,000 (50 Prospects)



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An Important Question

Why would anybody give
\$10,000 to River Network?

(How could you find out?)



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Attack! Strategies

- Make the decision that River Network is worth it.
- Start by talking to people who already give RN money – Why do they give?
- Find a local advisor or advisors.
- Use Nicole. Use Storey. Use other staff. Use each other.



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Attack! Strategies

- Use the Strategic Plan.
(Big money follows Big vision.)
- Host at least one event *every year* to introduce people to RN.
- Use stories. Use YOUR story.
- Bring people to the River. Let the River tell the story.



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Fears are
stories we
tell ourselves

Fears

- **Intimacy**
- **Losing** (rejection)
- **Strong Emotion**
(the other person will get angry)
- **Not being liked** (or respected, or worthy)
- **Being wrong** in something I said
(I will look silly)
- **Not knowing something** I should
(not having the right tools or information)



Asking

- Preliminaries
- Introductions
- Establish Common Ground
- Make the case
- Envisioned role for the prospect
- ASK
- Pause
- Close



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PRACTICE

- Ask for help finding your 50 people
- Ask for help getting them interested
- Think through WHY someone might give you that “gift”
- Talk about WHY you are giving it



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DAVID ALLEN

I am a non-profit organizational development consultant. I work with nonprofit organization boards to help their members learn how to be better leaders and advocates.

My background includes 30 years working in membership fundraising, major donor development, communications, and marketing. I worked for about half that time for Nature Conservancy (TNC) chapters in Oregon, Texas, and Wisconsin. In addition to my duties for the individual chapters, I served TNC as an internal fundraising consultant and major gift development trainer.



In 2000, I served as the vice-president of operations for the Wisconsin-based, international conservation organization Sand County Foundation, a position I held through mid-2009.

Gathering Waters Conservancy, a land trust service agency based in Wisconsin, called me in 2002 to ask whether I would be interested in teaching a seminar for Wisconsin land trusts on major donor development. From 2002, then, through 2009, I consulted on a nights and weekends basis with just a few clients each year.

In March of 2009, I launched my consulting business full-time using the name **Development for Conservation**.

Also in 2009, I partnered with Nancy Moore to form Conservation Consulting Group. Together we help land trusts prepare for accreditation by providing assessment, planning, and leadership coaching services.

I consider myself a strategic thinker, problem solver, facilitator, educator, and program developer who brings a particular passion for conservation and the environment.

Practice Competencies

Fundraising

- Development Audit
- Staff/Board Training and Development
- Major Gift Coaching
- Capital Campaigns

Organizational Development

- Strategy Development
- Practice & Process Assessment
- Problem Solving Facilitation
- Marketing

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