

# Development for Conservation

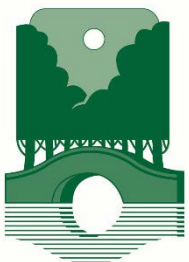
## Using Donor Clubs to Raise More Money for Operations

Presented at

**PALTA Land Conservation Conference**  
**Skytop Lodge**

17 May 2019

**David Allen, Development for Conservation**



**DEVELOPMENT  
FOR  
CONSERVATION**

### Some Comparisons

<p><b>Annual Gift Donors</b></p> <ul style="list-style-type: none"> <li>• Tend to support the MISSION</li> <li>• Unrestricted \$\$</li> <li>• Practical limit \$1,000-\$25,000</li> <li>• Renewal is assumed</li> </ul>	<p><b>Major Gift Donors</b></p> <ul style="list-style-type: none"> <li>• Tend to support specific projects or outcomes</li> <li>• Restricted \$\$</li> <li>• Practical limit \$5,000-unlimited</li> <li>• Renewal is neither assumed nor even likely</li> </ul>
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### Some Comparisons

<p><b>Annual Giving Leaders</b></p> <ul style="list-style-type: none"> <li>• Annual engagement plans as a group</li> <li>• Fosters unrestricted support of the mission</li> <li>• Signature Event(s)</li> </ul>	<p><b>Major Gift Prospects</b></p> <ul style="list-style-type: none"> <li>• Annual engagement plans as individuals</li> <li>• Fosters restricted support of specific projects</li> <li>• Individualized communication</li> </ul>
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### Some Comparisons

<p><b>Transactional</b></p> <ul style="list-style-type: none"> <li>• Exchange is tangible; Transaction is complete following the exchange</li> <li>• Established price point</li> <li>• Increased gift requires increased benefit</li> </ul>	<p><b>Philanthropic</b></p> <ul style="list-style-type: none"> <li>• Exchange is related to information, association, and privilege</li> <li>• Variable GIFT</li> <li>• Increased gift requires deepening relationship</li> </ul>
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## The Challenge

Why should I give BIG bucks to the organization and leave it unrestricted?

Why should I give \$1,000 every year instead of \$100 or even \$250? Why should I give \$5,000 or \$10,000?



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## Giving Clubs are ONE Answer

Giving Clubs are a form of Social Register

- They (can) provide a sense of exclusivity and engagement – a deeper relationship
- Members pay attention to who else is a member
- They foster expectations of regular renewal, philanthropy, and association - a more direct sense of ownership



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## Names

- Voyageurs
- Bluffland Guardians
- Compass Club
- Land Legacy Society
- Blue-Green Society
- Northern White Cedar Society
- Black Rock Society
- Lone Star Circle



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## Names

- Katherine Ordway Associates
- Warren Knowles Society
- Margaret Power-Biggs Society
- Nancy Seiberling Circle



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## Solicitation Strategy

- “Special Appeal” Mail followed by a phone call
- Handwritten letters
- Personal visits
- Director involvement

All of the Above



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## Collateral

- Stationary
- Descriptive Brochure
- Pin
- Decal or Cling



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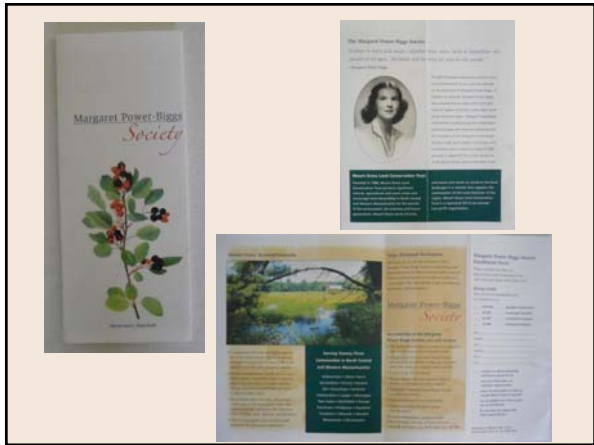
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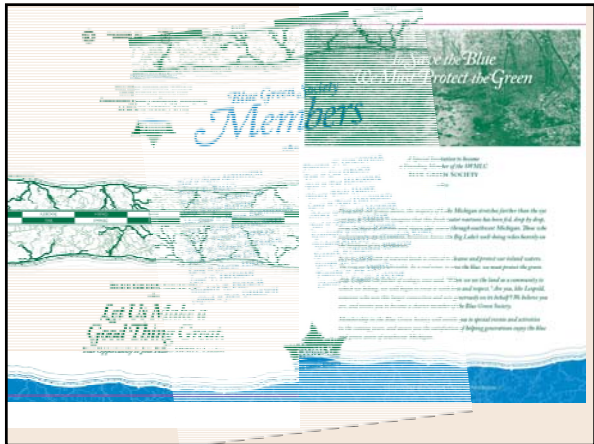
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## Special Event/Giveaway

- Make it plain, but unique
- Make it corny
- Make it FUN!



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### Starter Set of Donors

- Induct everyone already giving at the threshold level
- Look at donors who may have given \$1,000 in the past
- Look at current donors who are giving \$250 or more




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### Considerations

- Name
- Solicitation Strategy
- Collateral
- Signature Event/Giveaway
- Starter Set of Donors




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Gift Decision is a **Single** Decision by a **Single** Donor

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**A Few Last Words...**

- “Anonymous” should not include “from board members”
- Board members are expected to lead – including in giving money
- Board members are never excluded from organizational events - period

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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 gift 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 2004 to ask whether I would be interested in teaching a seminar for Wisconsin land trusts on major donor development. From 2004, 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, strategic 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*

- Strategic Planning
- Practice & Process Assessment
- Problem Solving Facilitation
- Marketing

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