

Development for Conservation

CoronaVirus and Fundraising

Prepared for

CT Land Conservation Council - 2020

September 2020

David Allen, Development for Conservation



**DEVELOPMENT
FOR
CONSERVATION**

Lessons from 2009

- Relationships with donors matter
- Donors cut by giving to fewer organizations



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Lessons from 2009

- Foundation support substantially dried up
- Did not rebound until 2011 or later



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Lessons from 2009

- Organizations that cut FR budgets lost



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Philosophical Approaches

- Don't assume we're "going back to normal" - period



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Philosophical Approaches

- Change the headspace from donors serving us, to us serving donors



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Philosophical Approaches

- Communicate in very personal ways
 - Phone
 - Personal letters, cards, email, gifts



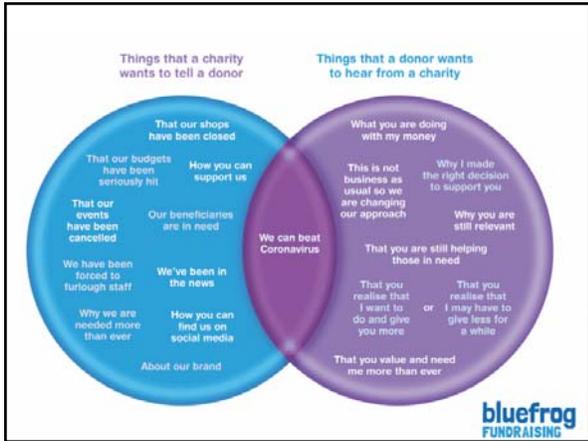
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Messaging

- The land trust mission remains relevant
- Your commitment to it remains unwavering
- Support remains critical



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Ideas from Across the US

- Bayou Land Conservancy, Houston, TX
 - Shadowed a Land Steward on a monitoring visit on video
 - Facebook Live Event “Ask the Ecologist” to keep people engaged



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Ideas from Across the US

- Westerly Land Trust, Westerly, RI
 - Live-streaming the release of a red-tailed hawk on one of the preserves
 - Promoting a Trails app



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Ideas from Across the US

- Natural Lands, Media, PA
 - All-out effort to recruit new members from preserve parking lots; volunteers are also helping manage social distancing



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Ideas from Across the US

- Mississippi Valley Conservancy, LaCrosse, WI
 - Sent emotional email to major gift donors and received an outpouring of support and love in return
 - Kept a commitment to visit a capital campaign donor who volunteered to release the restriction from her 2020 campaign pledge



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Ideas from Across the US

- Multiple organizations
 - Conducting Virtual Events
 - Seeking NET sponsors for events
 - Considering launching Legacy Match Campaigns



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Important/Not Urgent

- Invest in Planned Giving

	Urgent	Not Urgent
Important		
Unimportant		



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Important/Not Urgent

- Pay attention to your website

	Urgent	Not Urgent
Important		
Unimportant		



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Important/Not Urgent

- Donor Stewardship – pick up the phone

	Urgent	Not Urgent
Important		
Unimportant		

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Important/Not Urgent

- Develop policies covering Gift Acceptance and Unrestricted Bequest Distribution

	Urgent	Not Urgent
Important		
Unimportant		

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Important/Not Urgent

- Deep analysis
- Fundraising Planning
- Database Cleanup

	Urgent	Not Urgent
Important		
Unimportant		

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CARES ACT

- Allows \$300 per person above-the-line tax deduction for those who do not itemize.
- Increases the AGI limits for those who do itemize cash donations to charity from 50-60% to 100%.



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Time to learn from each other

One randomized Breakout session.

- Share ideas briefly
- Everyone speaks



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Breakout Session – 25 Minutes

- By way of introduction, share how you are engaging donors. What strategies have worked particularly well?
- Is there something you heard today that you feel could make a difference for you and your land trust?
- How can we support each other?



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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
- Strategic Fund Development Planning
- Staff/Board Training and Development
- Major Gift Coaching
- Capital Campaigns: Feasibility, Planning, Management

Organizational Development

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

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