CoronaVirus and Fundraising

Prepared for

Western Pennsylvania Virtual Conference - 2020

November 2020

David Allen, Development for Conservation
Lessons from 2009

• Donors cut by giving to fewer organizations
Lessons from 2009

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

Lessons from 2009

- Organizations that cut FR budgets lost
Philosophical Approaches

- Don’t assume we’re “going back to normal” - period

Philosophical Approaches

- Think Philanthropically

Philosophical Approaches

- Change from donors serving us, to us serving donors
Philosophical Approaches

• Is there another way to raise the NET?

Philosophical Approaches

• Make it Personal

Important/Not Urgent

• Invest in Planned Giving
Important/Not Urgent

• Pay attention to your website

Important/Not Urgent

• Make it Personal – pick up the phone

Important/Not Urgent

• Increase the Net
Messaging

• The mission remains relevant
• Your commitment to it remains unwavering
• Support remains critical

Time to learn from each other

One randomized Breakout session.

• Share ideas briefly
• Everyone speaks
Breakout Session – 25 Minutes

• By way of introduction, share how you will be engaging donors this Fall.

• 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?

We Can Get This Done

David Allen
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(Pun Intended)
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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