

Development for Conservation

CoronaVirus and Fundraising

Prepared for

Western Pennsylvania Virtual Conference - 2020

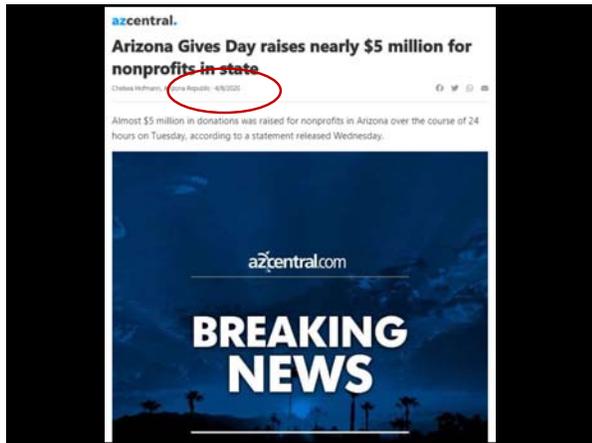
November 2020

David Allen, Development for Conservation



**DEVELOPMENT
FOR
CONSERVATION**





Lessons from 2009

- Donors cut by giving to fewer organizations

A 3D bar chart with seven bars of increasing height from left to right. A red line graph is overlaid on the bars, showing an upward trend that peaks at the sixth bar and then drops sharply at the seventh bar.

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?



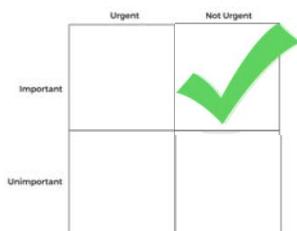
Philosophical Approaches

- Make it Personal



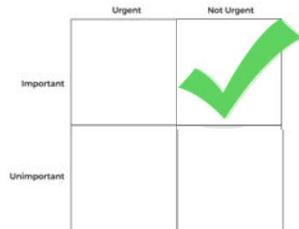
Important/Not Urgent

- Invest in Planned Giving



Important/Not Urgent

- Pay attention to your website



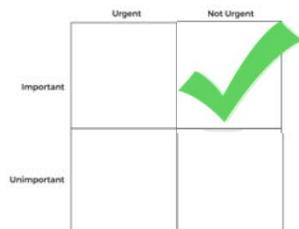
Important/Not Urgent

- Make it Personal – pick up the phone



Important/Not Urgent

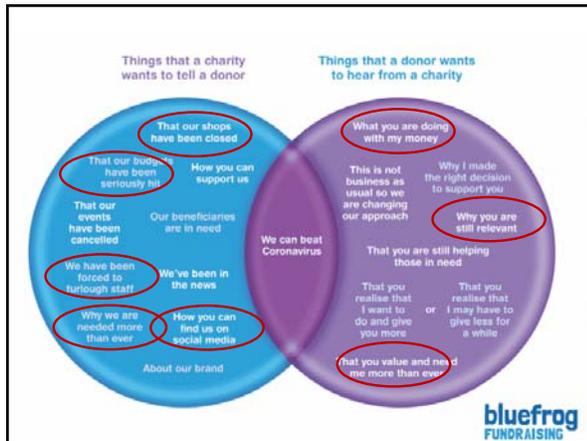
- Increase the Net



Messaging

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





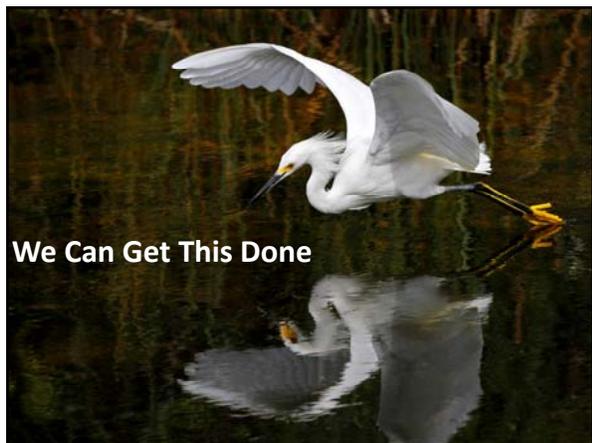
Time to learn from each other

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?



David Allen
www.DevelopmentForConservation.com
(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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