

Development for Conservation

Fundraising 101

Prepared for

OR/WA Land Camp 2022

June 2022

David Allen, Development for Conservation



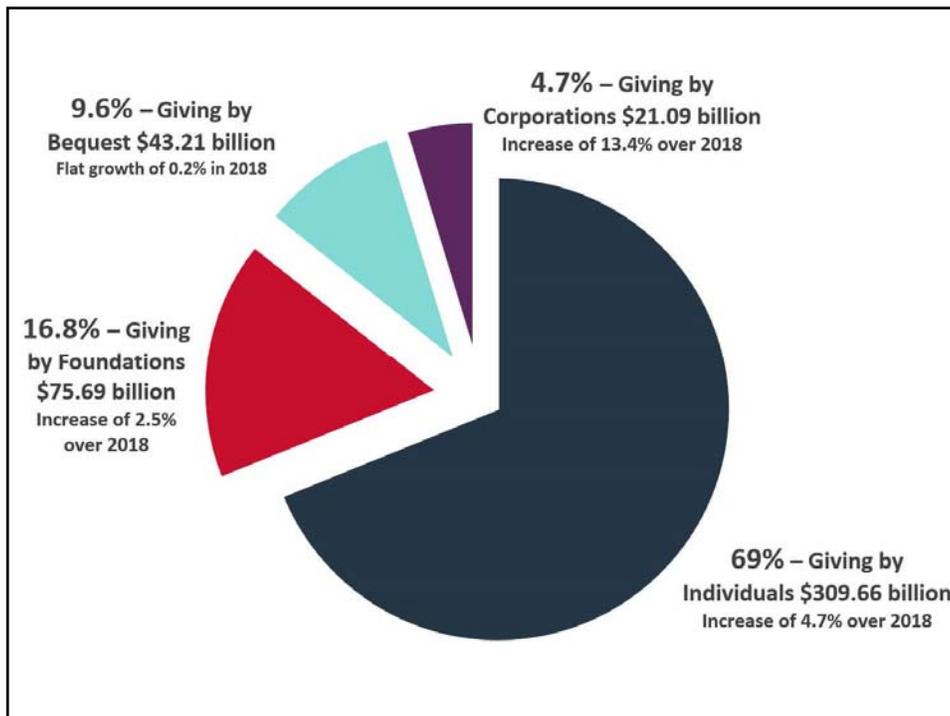
**DEVELOPMENT
FOR
CONSERVATION**

Basic Concepts

- **Fundraising** is about getting money needed to do something or make something



David Allen | Development for Conservation LLC



Basic Concepts

- **Non-profit** or charity implies that the “something” getting done benefits the public



David Allen | Development for Conservation LLC

Basic Concepts

- Charitable donations, or **philanthropy**, implies that the money is freely given and that the donor does not materially benefit in return



David Allen | Development for Conservation LLC

Basic Concepts

- Charitable gifts are **tax-deductible** (with limitations) if the receiving organization is recognized by the IRS as a charity



David Allen | Development for Conservation LLC

Revelations

Money comes from PEOPLE.



David Allen | Development for Conservation LLC

Revelations

*We don't need them to think like WE do.
We need to learn to think like THEY do.*



David Allen | Development for Conservation LLC

If I Could Change Two Things ...

- Learn to see us as helping people do what they want to do, instead of the other way around
- Spend more time imagining and learning why someone might say YES



David Allen | Development for Conservation LLC

Start Here



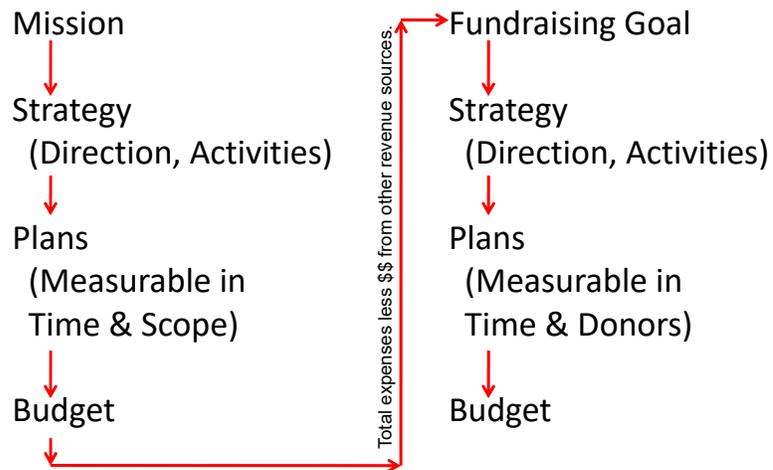
How much do we need to raise?

Plan Case
Leaders Donors



David Allen | Development for Conservation LLC

Strategic Planning



Raise it once

- Capital
 - Land
 - Buildings
 - Equipment
 - Endowment



Raise it every year

- Operations
 - People
 - Utilities
 - Supplies
 - Travel



**What Does a
Million
Dollar Donor
Need to
Know?**

Thought Experiment

Think back on the largest cash gift you have ever personally made and the actual giving decision.

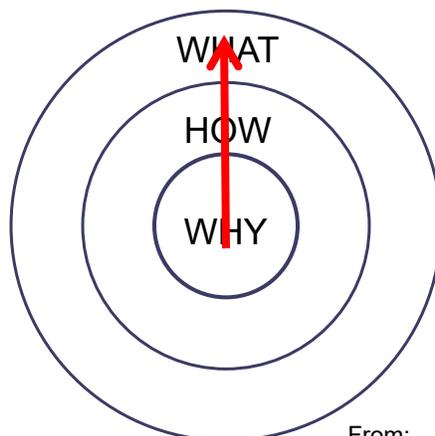
Now imagine giving twice that amount to the same organization (at some point in the future).



Why might you say yes?

2X

David Allen | Development for Conservation LLC



From:
TED Talk - Simon Sinek

What Donors Need to Know



- What you are doing
Outcomes, Results
- How you will do it
Programs, Opportunities
- Why you are doing it
Belief
- That you are capable
Bona fides, Trustworthiness



David Allen | Development for Conservation LLC

WHY??

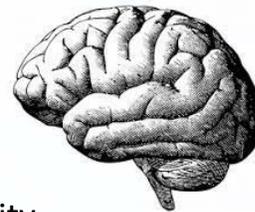
LOVE

- Nature
- Mission
- Project
- Organization
- Asker



BUY

- Exposure
- Goodwill
- Nostalgia
- Dinner
- Social Equity
- Peace and Quiet



Cultivation is about DISCOVERY, not SELLING

Revelations

“Major” describes the decision,
not the person making it.



David Allen | Development for Conservation LLC

Definitions: Annual Gifts

- Annual expectation (renewal)
- Supports the Mission (operations)
- Mail or phone solicitation
- Quick response
- Small(er) gift size
- Measure of success = YES



David Allen | Development for Conservation LLC



Definitions: Major Gifts

- Supports a specific project or need
- Unique appeal
- Personal ask
- Multiple visits
- Large(r) gift size
- Measure of success = ADVANCE



David Allen | Development for Conservation LLC

3 Critical Roles

Mechanic

The person who makes sure all the stuff that doesn't require interacting with real people gets done.

- Gets the appeal and renewal mail out,
- Enters data into the computer, and
- Makes sure everyone's name is spelled correctly.

Mechanics know where everything is and how to find it.



David Allen | Development for Conservation LLC

3 Critical Roles

Strategist

Works effectively behind the scenes, putting others in positions where they can be successful.

- Chief-of-Staff, the orchestra conductor, the aide-de-camp.
- Part planner and part matchmaker.
- Anticipator, the enabler, the facilitator.

Comfortable letting others take credit.



David Allen | Development for Conservation LLC

3 Critical Roles

Star

The face of the organization in a given moment.

- First in line, the one with answers, the source.
- Also sensitive to others, alert to their needs, and gracious.

Lends credibility in the moment through his/her presence and demeanor at events.



David Allen | Development for Conservation LLC

The AAA Board

- Ambassador –
Introducer, Door opener, Connection Maker
- Advocate –
Case maker, Interpreter, Topical Expert
- Asker –
Asker, Negotiator, Closer



David Allen | Development for Conservation LLC

Services

Call me for:

Strategic Planning

Development Audit

Board Training

Board Development

Capital Campaigns

Major Gift Training

David@DevelopmentForConservation.com

608/239-5006



David Allen | Development for Conservation LLC

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

David Allen

Development for Conservation

David@DevelopmentForConservation.com

608-239-5006

608 West Dean Avenue
Madison, WI 53716

www.DevelopmentForConservation.com