

Development for Conservation

The Triple AAA Board

Prepared for

OR/WA Land Camp 2022

June 2022

David Allen, Development for Conservation



**DEVELOPMENT
FOR
CONSERVATION**

Revelations

Money comes from PEOPLE.



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Revelations

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



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Revelations

We waste too much time imagining why donors will say NO.

A better question is why they might say YES.



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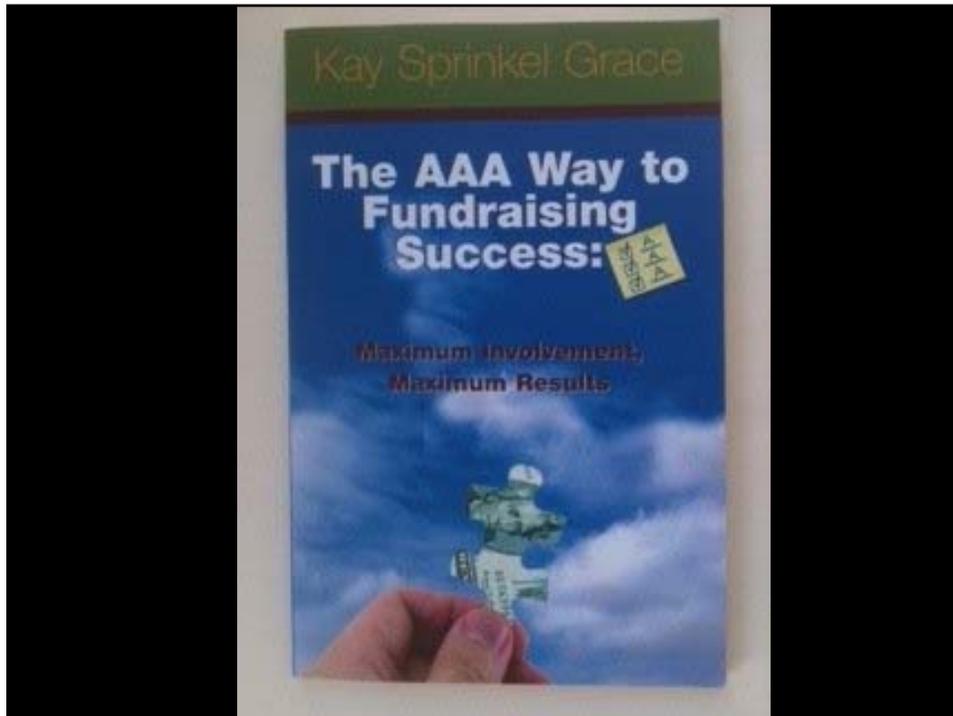
Exploring the AAA Structure

Board member involvement is critical in FR

- Connecting into the community
- Engaging others
- Extending the impact of the mission
- Multiplying staff efforts
- Strengthening your own commitment



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What is a AAA Board?

- AAA is a construct – a management tool
- Every Board member is asked to play as role as an Ambassador, Advocate, and/or Asker
- Every Board member is offered an array of potential assignments from which to choose - drawn from the strategic development plan



Roles Board Members Play

- Ambassadors
 - Hosts, Door openers
 - Build relationships
- Advocates
 - Topical Experts
 - Make the case (formal and informal)
 - Recruit other volunteers
- Askers
 - Closers, call the question, make the ask



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Askers

- Well informed, trained, and coached
- "Matched" with prospects and donors for maximum opportunity for success
- Teamed with another Board member or staff
- Benefit from the work of the Ambassadors and Advocates
- Key to follow-up and closing



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Advocates

- Make the “case.” They may be topical experts or local enthusiasts, but their presence lends credibility to the request.
- Strategic in their information sharing
- Articulate about the strategic plan and vision
- “Ask” for engagement more so than for money



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Ambassadors

- Every Board member should be an Ambassador
- Critical role in cultivation of prospective donors and stewardship of continuing donor-investors
- Need to be well informed and coached in the messages about the organization’s impact
- Catalysts for donor-investor renewal
- What do our Board members need to become confident Ambassadors?



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3 Things Board Members Can Do

1. Host an Engagement Event every year
2. Adopt a small set of Individual Prospects
3. Make Thank-You Phone Calls



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Bolton Land Trust (CT)

- Board Members propose new engagement events each year
- All events are evaluated by the Executive Committee
- Emphasis on Diversity
- All events are formally evaluated -
“Would you recommend doing this event again next year?”



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Bolton Land Trust (CT)

- Events are scheduled a year in advance and marketed to the entire town in January (along with an invitation to join)
- Events are marketed to members during the year as they occur



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Support

- On-going training and coaching
- Staff and board leadership support, feedback, and encouragement
- A “tool kit” – including (but not limited to) fact sheet, elevator talking points, organizational stories, financial statements, staff and board lists, organizational funding priorities, etc.



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Support

- Clear expectations right from the GO
- Steady internal marketing and communication about impact
- Positive feedback loops
- Investment: retreats, materials



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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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