

Development for Conservation

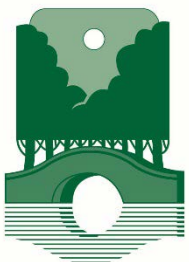
Individual Donor Stewardship

Prepared for

Pennsylvania Land Conservation Conference

April 2023

David Allen, Development for Conservation



**DEVELOPMENT
FOR
CONSERVATION**

4 Paradigm Shifts

1. We are **helping donors do something important** just as much as they are helping us
2. Focus on the **NET**, as opposed to the **COST**
3. Major describes the **decision**, not the person
4. Plan for **WHY** a person might say **YES**, instead of imagining all the reasons they might say No



David Allen | Development for Conservation LLC

Major Gift Fundraising

Cultivating, soliciting, and stewarding **INDIVIDUAL** donors - treating them as individuals - is the primary differentiation between major gift fundraising and all other fundraising.



David Allen | Development for Conservation LLC

WHO?

- Donors who have made \$1,000 gifts (or more) in the past 5 years.
- Donors who made a gift of (or several gifts adding to) at least \$250 last year.
- Donors who rank highly from donor research
- Any one else you know that you believe could help in a big way




David Allen | Development for Conservation LLC

NAME	A - I know this person really well			B - I know this person; I have met them			C - I know OF this person				
	A	B	C		A	B	C		A	B	C
Anthony											
Garrett											
Stephanie											
Peter											
Kathleen											
Tim											
Ann											
Nicole											

Organize the List


1. Donors whom just one person knows well
Ask that person to introduce donor to others
2. Donors whom many people know well
Need to select a gate keeper
3. Donors whom no one know really at all
Delegate to the Development Committee



David Allen | Development for Conservation LLC

Organize the List

- A. Donors who are ready to be asked –
When can we ask them?
We need to imagine why they will say YES
- B. Donors with a known interest in a specific program, project, or outcome – *Why will they say YES?*
We need to show them opportunities to get involved
- C. Donors who are warming to the organization and mission –
How do we get them excited about the Campaign?
We need to learn more about their specific interests
- D. Donors we are connected to but really don't know yet –
How do we get to know them?
We need to meet them - Development Committee
- E. Donors we are not connected to –
How do we meet them?



David Allen | Development for Conservation LLC

How much?

- No more than 4 X what they gave last year for annual renewals
- No more than 20 X their largest gift ever for major gifts.
- Set a date (month), and amount, an asker, and a strategy
- WHY will they say YES?



David Allen | Development for Conservation LLC

Thought Experiment

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

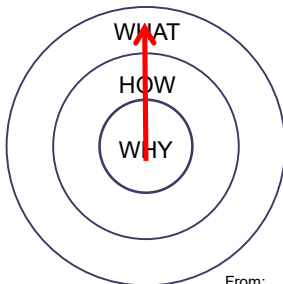
Now imagine giving twice that amount to the same organization (at some point in the future).

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

What Donors Need to Know

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



David Allen | Development for Conservation LLC

WHY??

LOVE

BUY

- Nature
- Mission
- Project
- Organization
- Asker



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



Cultivation is about DISCOVERY, not SELLING

Here's the Secret

We need to SHOW donors
how their investments
are paying dividends.

Donors care about what THEY are doing with their
money a lot more than they care about what WE
are doing with it.



David Allen | Development for Conservation LLC

HOW?

- Personal thank you - use the phone!
- Personalized 1:1 or 2:1 experience
- Introduce to others
- Get out on the land
- Small group "Insider's View" briefings
- Larger group events (appreciation events)
- Breaking news as it happens
- Solicitation



David Allen | Development for Conservation LLC

Capacity

- 120-150 Prospects is full-time
- 25 Prospects requires 50 days' work each year
- Plan it; Calendar the plan



David Allen | Development for Conservation LLC

DAVID ALLEN

I am a non-profit fundraising consultant. I work with nonprofit boards and staff to help them learn how to be better leaders and advocates. I work almost exclusively with conservation organizations because that is where my heart is.

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 by providing needs 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