

# Development for Conservation

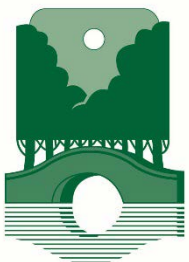
## Triple AAA Boards

Prepared for

**Pennsylvania Land Conservation Conference**

April 2023

**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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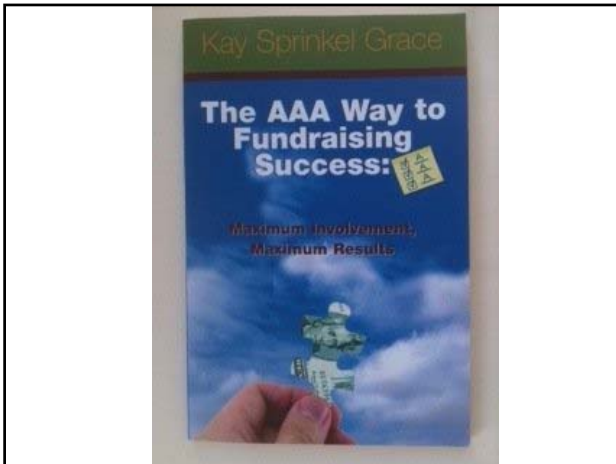
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## What is a Triple AAA Board?

- Triple 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



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## 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. Write "lift notes" on appeal letters
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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### 2023 Events

**Bolton Winterfest** - Saturday February 25, 1:00-4:00 p.m., Bolton Heritage Farm. Celebrate winter with fun activities for the whole family including snow sculpting, snow painting, crafting, hiking, snowshoeing, cross country skiing, sledding, games, a bonfire and refreshments. Bad weather date: February 26.

**Aromatherapy: The Art of Making Bath Salts** - Tuesday March 14, 6:30 p.m., Congregational Church Education Building. Led by Marge Kloesfer. Learn how aromatherapy and the use of aromatic scents can improve your physical and psychological well-being.

**Make a Critter Fan** - Saturday April 1, 2:00 p.m., Congregational Church Education Building. Led by Dorothy Hall, Bolton Land Trust's Artist-in-Residence. Children ages 5 to 12 will learn some fun facts about five different critters then choose an animal face to color and turn into a fan to take home. Parents must stay to help. Registration required by March 27. Email: gmarrion@blt.net.

**Freddo Family Preserve Celebration Walk** - Saturday April 15, 1:00, rain date Sunday April 16, 1:00. Join members of the Freddo family for remarks, a guided hike on a portion of the preserve and refreshments to celebrate the family's gift of 23 acres adjacent to the Blackledge Marsh property. Park and meet at the end of Cocoon Drive. Walk is about 1 1/2 miles best suited for stable walkers. Dogs on leash welcome.

**Spring Bird Walk** - Saturday May 6, 8:00 a.m., Location TBD. Led by longtime birder and Bolton Land Trust member Ernie Harris. Learn the calls, flight patterns and distinguishing characteristics of birds passing through on spring migration or here to stay.

**Strawberries at Sunset** (for Bolton Land Trust members only) - Sunday June 25, 6:00, Peace Farm 68 Hedron Road, Bolton. Enjoy picking berries in the beautiful fields of the now-preserved Peace Farm while listening to local musicians, followed by dessert. Rain date Monday June 26.

**Annual Walk of Thanksgiving** - Saturday November 25, 1:00, Location TBD. Rain date Sunday November 26, 1:00 p.m.

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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 sheets, 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 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](mailto:David@DevelopmentForConservation.com)

608-239-5006

608 West Dean Avenue  
Madison, WI 53716

[www.DevelopmentForConservation.com](http://www.DevelopmentForConservation.com)