

Development for Conservation

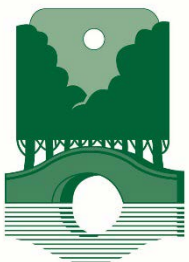
Tools for Shifting Board Culture in Favor of Fundraising

Prepared for

Connecticut Land Conservation Council – 2024

March 2024

David Allen, Development for Conservation



**DEVELOPMENT
FOR
CONSERVATION**

Premise

Nonprofits market themselves
to bring in new people



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Premise

Nonprofits raise money from
people who already give money



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Premise

Fundraising is about building relationships with donors



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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.



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Premise

All Board Members can and should participate in major gift fundraising
(building relationships with donors)



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Talk to Me

How are your board directors participating in raising money (capital and operating) for your land trust?



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1 – Term Limits / Advisors

- Three Year Terms
- Three-Term Limit
- A tenth year granted to outgoing Board Chairs to ensure smooth transitions
- Term Clock resets to zero after 1 term away (3 years)



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Advisors

- Former Board Directors
- Prospective Board Directors
- Committee Members (who are not directors)
- Included in distribution of agendas and minutes
- Interviewed for Strategic Plan development
- Invited to one Board meeting / year (Holiday Party)

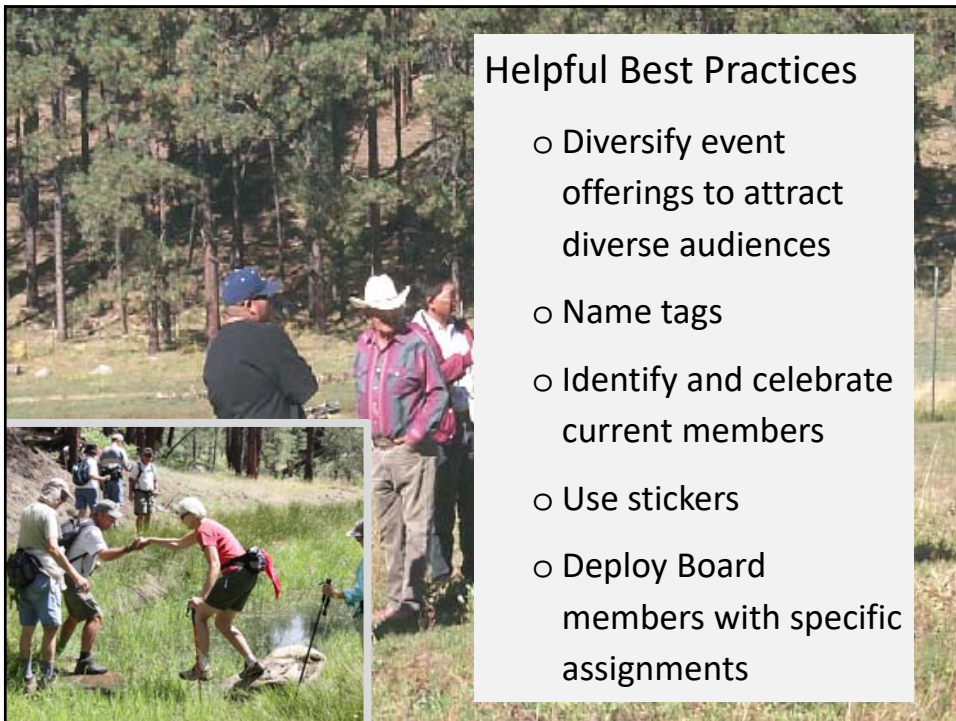


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2 - Engagement Events

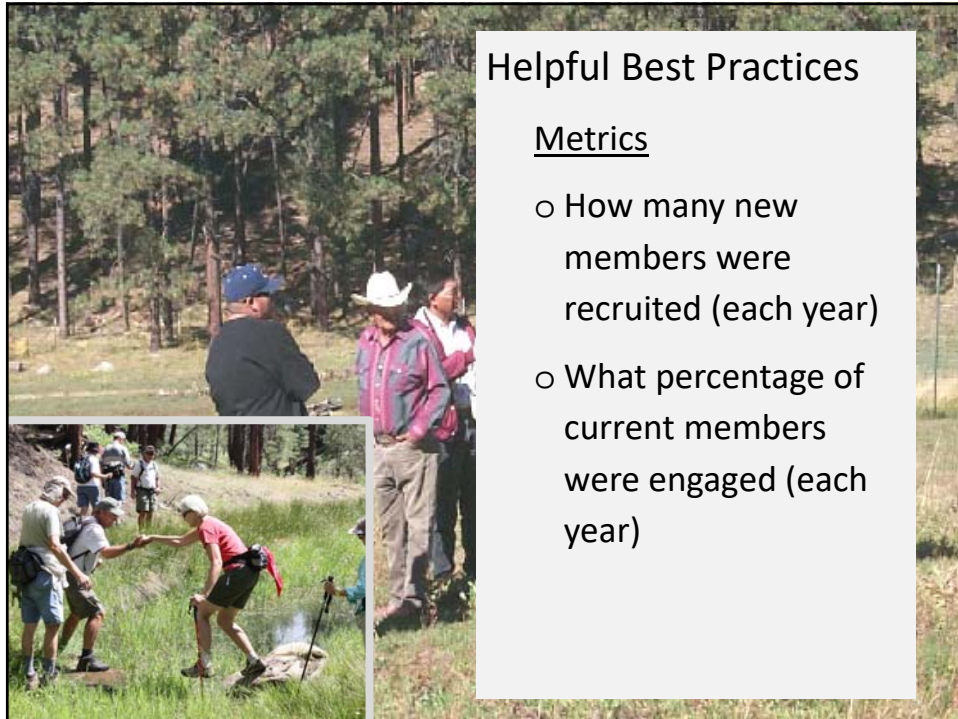
Examples

- Field Trips
- Library Lectures
- Project tours
- Volunteer projects
- Living room get-togethers
- Backyard BBQs
- Networking events



Helpful Best Practices

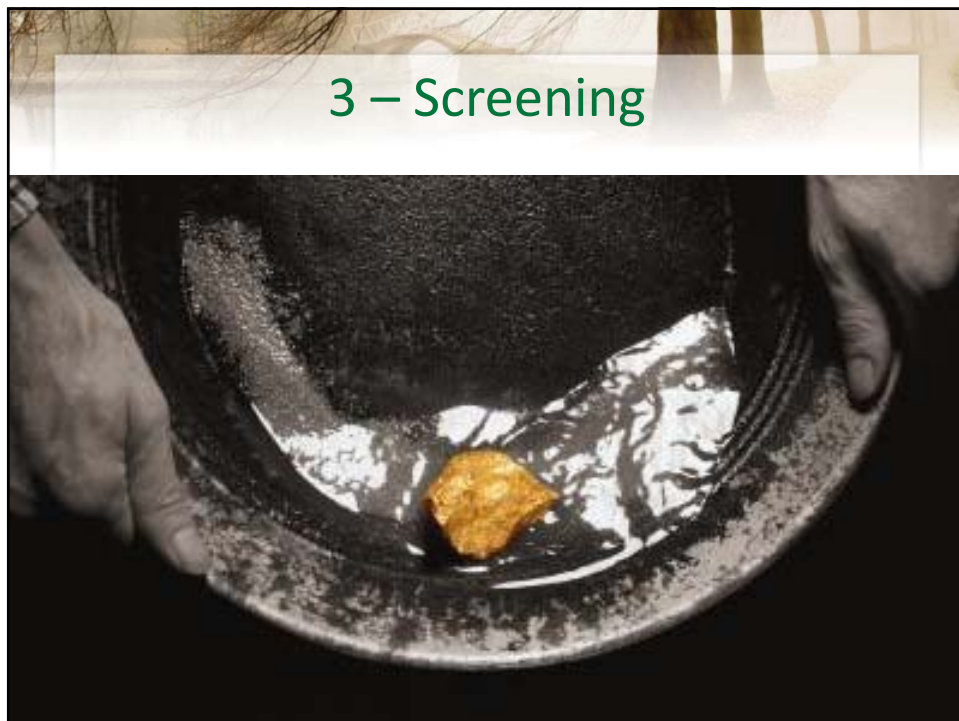
- Diversify event offerings to attract diverse audiences
- Name tags
- Identify and celebrate current members
- Use stickers
- Deploy Board members with specific assignments



Helpful Best Practices


Metrics

- How many new members were recruited (each year)
- What percentage of current members were engaged (each year)



Screening

- Who do you know?
- ★ Who has money?
- B Who would make a good board member?



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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
Larry			
Jon			
Michael			
Tim			
Mike			
Karl			
Ann			

4 – The Telephone



- CALL Every donor after Every gift
- Use an index card - One side with a message script; one side with current talking points
- Call with invitations
- Call with News



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5 - Donor Relations Committee

What do Donor Relations Committees do?

- Plan for, establish, and monitor organizational relationships with members and donors.
- Manage and coordinate the donor engagement work of Board directors.
- Understand the ROI (net) for each fundraising activity.
- Ensure that the fundraising activities are funded (budgeted) adequately to be successful.



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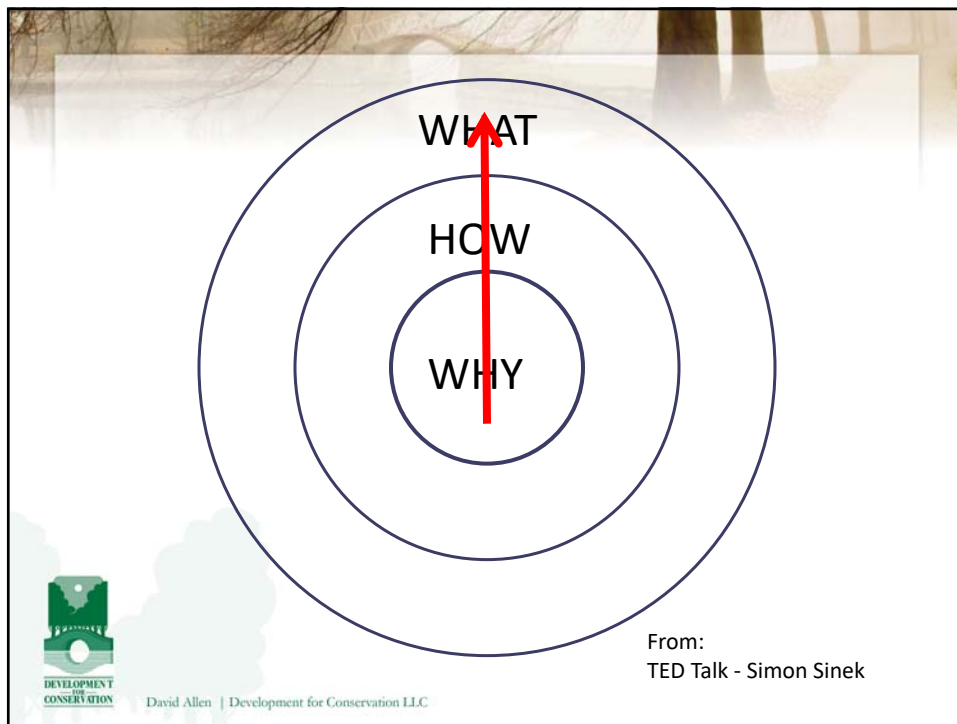
6 - Focus on Practice and Training

Carve 20 minutes out of four Board meetings every year for a Fundraising Activity

- Phone calls
- Planned Giving Training
- Roleplay
- Donor Screening
- Lift Notes
- Engagement Event Planning
- Peer Learning



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Board Exercise

**Land Conservation is important
in my community
because I believe that.....**

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7 - Disruption

- Every Activity has a formal (written) goal and a formal (written) evaluation
- Cancel ineffective FR Committees for 6-9 months; regroup with a fresh Charter
- Donor Relations Committee as Committee of the Whole for 1 year



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On My Website...

- Donor Screening
- Board Campaigns
- A Phone Call Script
- Ways for Board Members to Raise \$1,000

<http://www.developmentforconservation.com/about-us/resources/>



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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

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