

UNDERSTANDING YOUR ASSETS AND HOW TO PRIORITIZE THEM



Not a \$50 Dollar Bill But 50 Singles!

Resource Development cannot be **MAINTAINED** by obtaining the one big gift, but is obtained by obtaining a series of smaller gifts.

This involves an effort based on strategy and relationships.



Tree Branch Philosophy

THE IDEA OF "SUSTAINABILITY" IMPLIES THAT WE WANT TO KEEP GOING

Fill in and Label the Tracks and Branches of Service

Sometimes the best things we do weren't planned, they happen in collaboration or in response to need

In-House Assets

SUSTAINABILITY STARTS AT DAY 1

Activities that have value as a publicly supported service	Activities that have value as a collaborative service
Activities that Have Not Proven Their Value	Activities that have value as a charitable service

Ranking the Priorities

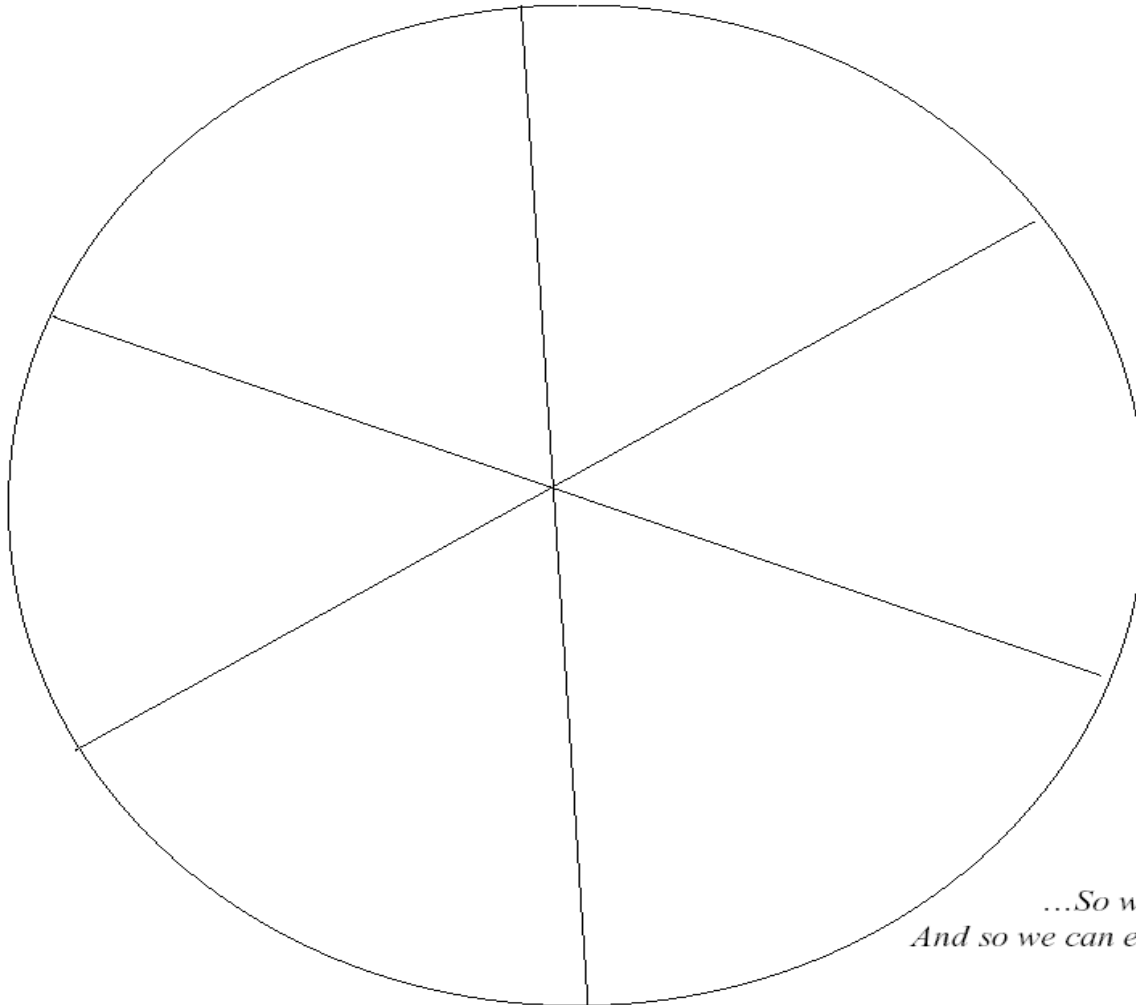
THE IDEA OF "SUSTAINABILITY" IMPLIES THAT WE WANT TO KEEP GOING

Rank Key Activities for Sustainability

What elements of the project have the highest/ lowest sustainability quotient?

Filling In The Pie

SUSTAINABILITY STARTS AT DAY 1



Understanding Charitable Funding

*We need to understand charitable funding
...So we can support charitable efforts effectively
And so we can evaluate our capacity to operate charitably*

Is Your Idea Fundable?



Organizational Question:

- Is the idea something that your effort is currently invested in?

Questions re: your idea:

- Is there clarity on what the effort will be?
- Is the idea significant?

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



Statement of Need

- What is the need/problem?
- Who has the need/problem?
- Why is this a need/problem?
- What will happen if this need/problem is not addressed?
- How do you know?



Understanding Where You Fit: Program Clarity

Fully understand your effort and motivations

- Be able to tell the back story & history
- Be able to outline the effort's structure

Describe the effort in a way that will peak interest

- Be prepared to sell the “heart” of the program
- Why should anyone else care?
- What impact do you want to make?



USING YOUR COLLABORATION TO
RE-WORK YOUR FINANCIAL LINE ITEMS.



	Organizational Contribution	Other Funding Sources	Funder Request	TOTAL
Personnel Expenses				
Staff Costs				
Position Title				
Position Title				
Staff Costs Subtotal				
Fringe Benefits				
Fringe Benefits Subtotal				
TOTAL PERSONNEL EXPENSES				
Non-Personnel Expenses				
Office Space				
Rent				
Utilities				
Furnishings				
Maintenance				
Insurance				
Office Space Subtotal				
Equipment/Supplies				
Office Supplies				
Printing				
Postage & Delivery				
Copier				
Phone/Fax				
Repairs/Maintenance				
Computer Supplies				
Equipment/Supplies Subtotal				
Travel-Related Expenses				
Air Travel				
Travel-lodging				
Travel-mileage				
Meetings/Seminars/Conferences				
Travel-Related Subtotal				
TOTAL NON-PERSONNEL EXPENSES				
TOTAL DIRECT COSTS				
Overhead Expenses/Indirect Costs				
PROJECT TOTAL:				

CONCLUSION: BRINGING IT ALL TOGETHER

Fund Development Preparation

- 50% of fundraising time is spent on research.
- 20% should be spent on developing new prospects.
- 30% is on actual proposal writing and submission



Common Mistakes

- Skip relationship-building
- Chase funding
- Start the grant-writing process too late
- Overlook guidelines
- Lack clarity
- Have misspellings and/or typos
- Budget doesn't add up
- After you've received the grant, not reporting back according to the terms of the grant



Top Ten Rules of Thumb for Resource Development



1. People give to people! What sets winning proposals apart is relationship-building.
2. Do your homework *before* making your initial contact with a potential funder.
3. Be Proactive – not reactive.
4. Respond to your audience.
5. Follow grant & funder process guidelines *exactly*.
6. Be authentic – demonstrate your passion.
7. Make certain that all project elements are connected.
8. Ask for what you need to accomplish your goals.
9. Have a second set of eyes review your work before submitting it.
10. After funders, keep your funder(s) informed.