

Development Snapshot



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Co Chair

SEE Gender Equity Working Group

Diversified portfolio



Consider issue area and regional funding opportunities

- Government
- Businesses
- Foundations

Getting Started: SWOT Analysis

Strengths

- What advantages does your organization have?
- What do you do better than anyone else?
- What unique or lowest-cost resources can you draw upon that others can't?
- What do people in your market see as your strengths?

Weaknesses

- What could you improve?
- What should you avoid?
- What are people in your market likely to see as weaknesses?
- What factors have prevented you from receiving funding in the past?

Opportunities

- What good opportunities can you spot?
- What interesting trends are you aware of?

Threats

- What obstacles do you face?
- What are your competitors doing?
- Are quality standards or specifications for your job, products or services changing?
- Do you have bad debt or cash-flow problems?



Building YOUR Strategy

Set Goals

- Critical
- Achievable
- Stretch

Determine resources needed to support operations

- Need X to do A, B, C
- We want X percentage of funds to come from government, corporate, foundations, etc
 - Target balance between unrestricted and restricted funds

Build systems to help you be successful

- Internal tracking of prospects, proposal development, proposals submitted, funded, etc
- Track donors – establish donor profiles that will allow you to track giving histories
- Donor pyramids

Create your investment pitch

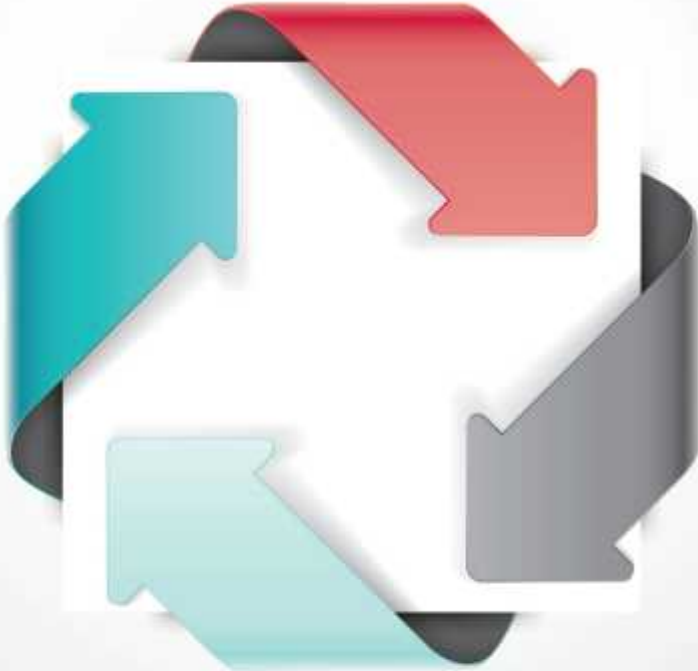
- Succinct and compelling marketing materials
- Tell one story, all programs and partnership opportunities clearly link back to overall mission
- Don't reinvent the wheel
- Know your audience



DEVELOPMENT **MODEL**



IDENTIFICATION
& QUALIFICATION



STEWARDSHIP



CULTIVATION



SOLICITATION

Get a Head Start



Prepare One-Pagers in Advance

- Pictures
- Highlight successes

Take Advantage of History

- No seed money needed
- Mature program

MEASURABLE **IMPACT**

IDENTIFICATION
& QUALIFICATION



OF NEW PROSPECTS, RESEARCH PROFILES CREATED, INTRODUCTORY CONVERSATIONS AND MEETINGS

CULTIVATION



OF EVENTS AND ATTENDEES, "VISITS" GOALS

SOLICITATION



OF PROPOSALS SENT, ONLINE AND DIRECT MAIL CAMPAIGNS, MONIES RECEIVED

STEWARDSHIP



OF REPORTS SENT TO CONSTITUENTS, PERCENTAGE OF DONORS RETAINED YEAR AFTER YEAR