

venture1:9

THEMES FROM 500 COACHING SESSIONS

FUNDRAISING

- **Campaigns.** How do I run my campaign? How do I start?
- Has a set beginning, set end, dollar amount goal, generate engagement
- Define the purpose for the campaign
- Determine your audience
- Clarify how someone can engage?
- Effective approaches to communicate – direct mail (targeted ask to right audience)
- Bare minimum # - at least Q4 year-end campaign (cast vision for next year), but dependent on your org

- **Granting** – grant writing may good source of income, only 10-15% of total income grant funded, not best if main source of income
- Key is RESEARCH – of sources/foundations, are we the right partner with a particular foundation? Focus on a relationship – build relationship. (Consider start with small family foundation)
- Reporting is also key. Reach back out about the impact of their gift.

- **Get everyone involved** in your fundraising. Develop a culture where all realize they are to care for donors (not a culture where 1 person holds this job). Everyone can share impact stories. All can say thank you. All can share opportunities (like monthly giving program).
- Are there ways you're involving others in fundraising & developing this positive culture?
- Ideas: gathering contact info; sharing impact stories; always talking about the monthly giving program; fun staff competition – way to generate excitement to get involved, also engage the audience you serve – participants can take ownership and become givers.

SYSTEMS & TOOLS

- These are key to effective work. Before jumping into finding a solution, ask:
- What are we trying to accomplish? What needs are we trying to meet? Pain points?
- Is there a system or tool that can help meet this need?
- If yes, how would this system or tool help me?
- What do I already have that may need to be integrated? Who do I have?
- When is the right timing? Change management becomes key, consider budget – prioritize needs

- Consider database before hiring development person/new staff
- Consider your Giving Pages – offer highlights here, don't share everything here, but this page should match your ask. Donation page should be clear and functional and easy for a giver to complete. May bring givers to different pages based on each campaign, each specific request – this clarity, ease, will make a difference in your gifts.
- Ex. House of Refuge Sunnyslope Giving Page, Venture 1:9 Giving Page
- What's a system or tool that's been effective for you and your org?
- Heather has a resource page to compare some different tools or systems

LEADERSHIP

- Faith-based Christ-centered leaders, where should we focus?
- Start by understanding and defining success for your organization. What has God called your organization to do? And how you will accomplish this?
- Picture of a flailing blow-up guy 🤪 flailing trying to do too much
- Acts 13:36 – David served God's purpose...in his time. His legacy lived on. Counter-cultural – pressure to do more, expand what we're doing. More is not always better. David knew his purpose and had a limited time to serve. Our org has a specific time to achieve our specific calling.
- What does it look like to be faithful to what God's called me/our org to do?
- How much temptation or pressure do you feel to simply do more? This pressure can be self-inflicted; God may call us to grow or do something new, but we need to listen to Him for direction and calling. Don't out-pace God.

BOARDS

- How do we attract and orient and develop our next new board members?
- Good board members are priceless.
- Look at **current** members' profiles first (experience, time availability, leadership/spiritual maturity, giving experience, etc.)
- **Then ask**, what else do we need now for our board?
- **Pray, pray, pray.** God will supply your needs.
- **Info packet** – need to create a basic info description on who we are, what we do, how we function, statement of faith, define expectations, etc. Lay this foundation.
- What would create this answer to the question (reverse engineer it) "My board is doing great and functioning in a great way." Put people on the board who can get you there!

Q & A

- Robert's Rules of Order for Boards – may lead you to function more as a machine, but can help bring order. Need to approach with balance.
- Need insurance for board members? Dependent on your org's risk level (bigger physical presence greater the risk, bigger political environment greater the risk). Small developing boards (for org under \$1 million) may not be expected. Can't be sued for something you don't have. Risk management important to consider.
- Consider talking to other Exec Dir, Board Chairs, someone like Bob Brown (for legal perspective). Email Jonathan this question – he can investigate too on your behalf.
- Consider task force so your board investigates.
- Fundraising question – how do you get your board more engaged in fundraising efforts? Consider outlining specific responsibilities and give your board/board members a specific task. i.e. build success – start where they're at, ideas to consider: make a specific request to generate 5 new monthly givers, fill a table at an event, be a giver yourself, join Exec Dir at a specific donor meeting to share stories/experiences.
- Resource: The Itty Bitty Book of Nonprofit Fundraising.