



**Fund Development to Strengthen Your Parent Center**

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### Session Objectives

- Discuss what you learned during your session yesterday.
- Share current practices used by Centers in the room (or others you've hear about), including advice on lessons learned and success stories.
- Break into groups, or allow you to work individually, on planning, to include actual next/first steps you can take when you leave Las Vegas.

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### Objective One...



Let's discuss what you learned during your session yesterday.

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### Let's Chart It Out!

- Let's start up at the front...tell us what you want to get out of this session...

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### Let's Walk It Out!

- The Front of the Room is a TEN!
- The Back of the room is a ONE!
- Walk to the space in the room that matched your rating on these questions...

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### Let's Chart It AND Walk It Out!

- Now, let's take about 10 minutes, and please visit the XX chart paper around the room and answer the questions...

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## Now Let's Talk...



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## Objective Two...



- Let's share current practices used by Centers in the room, including advice on lessons learned and success stories.

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## So HOW do We DO this?



*Just kidding!!!!*

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## We define THREE strands

1. Fund and Friend Raising Events
  - A Marvelous Night (includes Silent Auction)
  - SoulShine Races
  - Double It Up! Year End Campaign
2. Foundation and Private Grants
  - Maintain a Calendar
  - Plan meetings and then apply
3. State and Federal Contract and Grants
  - Addressed at least every 3 yrs in Strat Plan
  - Discussed at every Board and Leadership meeting

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## You've got to be INTENTIONAL!

Network for Good recommends 7 Steps:

1. Reflect on past
2. Identify your resources
3. Name activities you do to attract, renew, and upgrade
4. Create goals
5. Identify 3 Focus Areas
6. Get this ON your calendar
7. Make a resolution

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## Step 1: Reflect on Past

- How much did you raise from each of your individual donor activities?
  - What did you invest to raise that money?
  - What were expenses vs. income?
- What were your biggest successes?
- What were your biggest challenges?

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## Step 2: ID Resources

- What money do you have to invest?
- What staff time can I commit?
- How much of MY time can I commit?
- What support can I expect from my Board?
  - From other volunteers?
- What technology can I commit?
  - Tracking system?
  - Payment system?
- What other support can I count on?

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## Step 3: Attract. Renew. Upgrade. (And THANK!)

1. Attract?
  - Collect Emails with all “sign ups”
  - Wine and cheese (peer to peer)
  - Use existing volunteer program
2. Renew?
  - Direct mailing/emailing
  - Additional solicitations
3. Upgrade?
  - Challenges (if you go up one level...)
  - Ongoing connections...

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## Step 4: Set Goals

1. Attract?
  - Up # of Wine and cheese (peer to peer)
  - Set #s for existing volunteers
2. Renew?
  - Set #'s of Direct mailing/emailing
  - Implement “stewardship” committee
3. Upgrade?
  - Set # of Challenges
  - Set # of Ongoing connections...

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## Step 5: Set 3 Focus Areas

And this ISN'T just about the bottom line!

- How can we benefit from our activities?
- What "human resources" can we grow?
- What other infrastructure needs can we address?



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## Step 6: Make a Calendar!

- Figure out how you are going to space out your plans over the next year. Be sure to plan your activities around vacations, programmatic events, and potential busy times for the organization.



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## Step 7: Make a Resolution!

- Do you need an accountability partner?
- An hour on your calendar every week to check in on the plan - or make phone calls to donors?
- A quarterly check-in with your team to evaluate your progress?

**Whatever it is, set it up now and stick to it!**



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### Objective Three...



- Let's break into groups to plan, to include actual next/first steps you can take when you leave Las Vegas.

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### Wrap Up!

Thank you SO much for picking this session!  
Hope it was helpful!

If you need us:  
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