AFP ICON 2019 | SAN ANTONIO, TX MAR 31 - APR 2

# 100 Tips & Tricks for Making Your Small Shop Bigger Faster

Sunday, MARCH 31: 10:45 am - 12:00 pm

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1. GENERAL: "Plan your work and work your plan." Take the time to create a development plan. Create the first draft, share with staff for input, have your Executive Director/development committee review and forward to Board for approval. Having the plan out there for everyone makes it more of a reality.
(Contact James Phelps jameskphelps@comcast.com for template sample)

2. BOARD ACTIVITIES: Clearly communicate to your Board members what your non-profit is expecting of them or "what you are counting on them for," such as annual Board member pledge, major donor prospect names/gifts, sponsorships, sell/buy event tickets, volunteer at events, etc.
- Recommend providing Board members with a *Board Member Overview/Job Description* (preferably BEFORE they join the Board) that clearly outlines fundraising as part of board expectations (Contact Jim McBride jim@alrp.org for template sample).

3. DONOR ACQUISITION & CULTIVATION: Conduct a *Donor Retention Analysis** year-over-year; create a plan/campaign to win back lapsed donors; can be as simple as who didn't donate last year who donated the year before at $XX+ level/then make them HOT Prospects.
** Identify 2-Years ago donors who did not donate again last year; determine % of lapsed donors, and create a list of lapsed donors by $ amount; conduct these two donor retention tasks annually and keep track of your Lapsed Donor % trend for improvement*

4. ANNUAL FUND: Use the MS Word function to bold, underline, and red the word "you" when editing appeals and communications; if "you" doesn't appear frequently enough, CHANGE the appeal. (*Make sure to change back to usual font before printing*)

5. EVENTS & SPONSORSHIPS: Income Dos & Don'ts -- DO use Fund-a-Need to pay for an important part of your already existing budget. DON'T create a "special" Fund-a-Need unless there is an emergency.

6. FOUNDATION GRANTS: Have programs team create a document about each aspect of your programs (general info, objectives, features, impacts/benefits, etc.) that you can pull text from for various grants (and other communications). (Contact B. Michael McFarland bmcfarland@collegefoundation.org for template)

7. PLANNED GIVING: If you have a database that allows you to pull a report on lifetime number of gifts, use that report and sort from most to least number of gifts; that's your prospect list for soliciting planned gifts.
- The number of gifts an individual has made to your organization is a good indicator of their likelihood of making a planned gift

8. COMMUNICATIONS: The IRS requires you send a Thank You for any gift over $250. Send one for EVERY single gift you receive, regardless of amount.
- If possible, add a personal note on every letter (get staff/Board members to help)
- Set of goal of sending out the acknowledgement within 48 hours of receiving the gift

9. TECHNOLOGY: Make sure your website and Facebook visitors can donate from every page and every post by placing a Donate Now button everywhere. You never know when inspiration will motivate someone to donate; make it easy to do so.

10. SELF MANAGEMENT & TRAINING: Get FREE, excellent training at *NextAfter* (https://www.nextafter.com) Digital Fundraising Research Library; samples include *Turning Facebook Likes Into Donors, Email Fundraising Optimization, Donation & Landing Page Optimization, Year-end Fundraising for Online Fundraising.*
- Recommend scheduling 1 hour/week to train yourself
- Recommend reading *13 Proven Ways to Improve Your Nonprofit Landing Pages* article
- Recommend committing to completing at least one (1) 12-Module course in the next 90 days!

The **90 ADDITIONAL TIPS** will be available during the Session via live presentation, hard copy Handout, and an electronic link.

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Session Presenters Contact Info:

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