

Module 1:

1. What info do donors need to make a gift?
2. How do you decide what businesses to solicit from?
3. Why should employees participate in development?

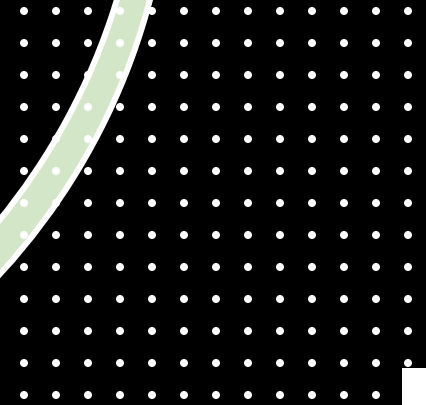
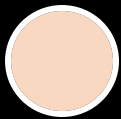
Eleanor Boyd, Regional Director of Development, Midlands Fatherhood Coalition





Who are potential funders?

Indivdividuals
Organizations
Corporations
Private Foundations
Local Government Entities



Keys to Successful Relationships:
Get to know THEM!
What are their interests?
What excites funders?
How does it match the work that we
do?
Emotional Hook
Facts

FOLLOW UP!!
CULTIVATION SUPER HIGHWAY





Ways to Engage:
In Person
Point of Entry
Coffee
Cases for Support
Newsletters
Social Media
Meet Formal Deadlines
Virtually
Phone Calls
Email



What information do donors need to make a gift? It depends!

- 1- Sometimes mission and case for support and personal pitch is all it takes.
- 2- Sometimes there is a process (online application, committee, etc)
- 3- Understanding why we need money and what for- mission, operations, program, capacity building.
- 4- Some donors need W-9, Contract, PR, Report
- 5- What does MFC need? Check/ On-line Gift, Unrestricted/Restricted, Upload in Raiser's Edge, Acknowledgement Letter, Stewardship



How to decide what businesses to solicit from?

1- Have current relationship- Vendor, Employee Partner

2-Businesses you want a relationship with- Leading Businesses/Known Philanthropists-Engagement Strategies (Intro Letter/Inquiry/POE-Tour)

3-Clues- Other non-profit donors, community leaders, ADVICE VISITS



Why Should Employees Participate In Development?

- 1- MFC is non-profit organization
- 2- Support a core function of MFC
- 3- Ensure Sustainability and Direction
- 4- Be able to serve more fathers, serve better, increase capacity
- 5- Increased personal satisfaction
- 6- Development is a team sport- Team work makes the dream work.



SCCFF

Local Government

Private Grants

Individual Gifts

Annual Giving

Daddy and Me 5K

Corporate Giving

Faith Community

MFC DEVELOPMENT PROGRAM- RAISING AWARENESS AND FUNDS TO ENGAGE FATHERS IN THE POSITIVE SUPPORT OF THEIR CHILDREN