



DISCOUNTED PRINTING FOR NON-PROFIT ORGANIZATIONS

THE NEXT STEPS

Everywhere you, your staff, volunteers, and current donors go, you will have an opportunity to promote your cause. Some opportunities will be structured like special events, chamber functions, and networking events, while others will be informal like running errands or having lunch.

One of the best assets a non-profit can have are strong marketing materials to provide to prospective donors, current donors, and volunteers. Keep information concise, professional, and show how it's easy to give. **Always highlight the #1 reason why a potential donor should support your cause.**

Every community, in every county, in every state, has more than one non-profit organization. Many counties have several organizations tackling the same types of causes - **so it's important that your organization stands out.** Donors support organizations that reflect professionalism and project a trust that they are adept at managing donor funds and providing quality services.

THE FUNDRAISING FORMULA

One of the most common traps for the fundraiser is to think in terms of extracting contributions from each member of the public. If your goal is to raise \$10,000 and your community numbers 10,000 prospective donors, the simple approach is to divide \$10,000 by 10,000 and expect that each of those prospects give you \$1.

It won't work. The formula proven time and time again tells us that 1/3 of your total will be obtained from about 10 individual contributors. Another 1/3 will come from the next 100 donors, and the balance will come from all the other prospective contributors in your community.

That's why one of the first things you should do is identify those top ten, and then the next 100 likeliest, and invest your greatest effort here.

DONOR DATABASE

Establish and maintain a database of current and potential donors. This will be one of the single greatest tools in your plan. It will need to be updated frequently. All information **MUST** remain confidential. Several professional software programs have been created and can be expensive, but simple systems such as Microsoft Excel Spreadsheets, Microsoft Access databases, or even an index card file can work when just starting out.

A good rule of thumb is to keep donor information in a simple system until you have 1,000 donors that have donated \$100.00 or more. Then move into a professional donor fundraising software program.

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STAFFING

Find suitable candidates to type correspondence, thank you letters, and handle donor correspondence in addition to handling your normal daily operations.

Someone to assist with the design of professionally printed documents is also crucial. Professional design software programs such as Adobe Creative Suite work if you have a designer, otherwise consider using an online design tool - like the *free online design studio* - at **Not For Profit Printing**. Free custom design services are also offered on several of the products.

The tasks associated with a development effort are numerous and require the utmost attention to detail. You are dealing with donors and their finances, everything must be complete and accurate. Do not trust information or assignments to anyone who is not 100% committed to the success of your objectives, or your reputation will suffer.

VOLUNTEERS

Volunteers are key to the success of most organizations - especially in the first few years. Many organizations focus all efforts on attracting new volunteers and then are surprised when they stop volunteering. Without some sort of a formal volunteer program your organization is bound to face the same challenges.

Here are a few things you can do:

Have a professional volunteer application and interview process. Create a form for volunteers to complete online or in person. Once you have received the completed application follow up within *a day or two*. Interview them as you would an employee and find out what their motivational factors are for volunteering. Be sure newsletters and materials provide a place for volunteers to sign up to help.

Create a Volunteer Orientation Manual and Hold A Training Session. Volunteers should receive the training and background information they need to succeed. Create a small manual with important aspects of your organization and a description of the volunteer duties. Include a volunteer time log so you can track hours for grant writing purposes and volunteer recognition events.

BOARD RESOURCES

Building a better board and getting your board more deeply involved are two top priorities. Board members should be goodwill ambassadors for your cause, should

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support your organization both financially and with their time, and should be among your strongest supporters.

Many small non-profits, especially those just starting out, make the mistake of only putting founding members and current volunteers on their board. Although this may be your only option at first, it's important to expand your board.

One of the most essential people in your fundraising plan is the Chairman of the Board. They will be instrumental in creating an effective board, motivating members, and making sure goals are met. Fundraising is the responsibility of each board member and should include a personal donation each year. Board members are advocates and solicit funds on behalf of the cause. New board members should be apprised of their financial participation before they are elected. Many organizations adopt such information into the by-laws and by-laws should also clearly specify how many board members the board should have and how long board terms are to be held.

The Ideal Board Would Have:

- Accountant
- Lawyer
- Banker (Trust Officer)
- Largest Corporate Employer in your area
- Professional Person (doctor, dentist)
- Representative from your service area
- Religious Leader
- Small Business Person (printer would be ideal)
- Local Foundation
- Civic Group Leader
- Public Relations / Media Expert

- The Executive Director

READY TO START!

Most organizations can implement a development plan with their current staff and volunteer base. Consultants can be hired to help with the start-up and as funding increases so can experienced staff.

Remember that development is a team approach. It is a long, tireless project requiring the enthusiasm, dedication and the positive attitudes of everyone involved.

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