



# **Development Director or Not**

**February 24, 2009**

**Derrick Feldmann, CEO Achieve  
Dave Sternberg, VP Achieve**



# Agenda

- Why is the Topic Important
- Development Director Position
- Fundraising
- Time
- Planning and Analysis
- Quick Test
- Q and A

## Why Is The Topic Important

- The big question-"How Long Before a DOD Pays for Themselves?"
- Funding Question or Not?
- Are you truly prepared for a Development Director?
- Decision during a tough economy.



## **The Role of a DOD**

- Fundraising
- Cultivation, Solicitation, and Stewardship
- Maintenance of Relationships
- Results are based on relationships
- Oversees all Fundraising Vehicles
  - Annual Fund, Foundation, Corporate, Major Gifts
- Job Description
- Work with the Board/Committees

## The Time Factor

- Are you willing to commit the TIME and the MONEY?
- Organizations need to fund fundraising...hard and soft costs
- It takes time to develop relationships
- Analyze the time you spend on fundraising



# Board Engagement

- Is your board engaged in fundraising?
- Do they...make personal visits, make thank you calls, attend events, go on visits with the CEO, review proposals, etc?
- Fundraising is board driven staff supported, not staff driven board supported

## The Plan

- Do you have we have a strategic plan?
- Do we have an annual fundraising plan that coincides with a strategic plan?
- Are there defined tactics?
- Budgeting money beyond staff costs



## Staff Review

- Have you done a review of staffing?
- Staff Audit
- Do you need a DOD or is the current CEO the right person who is simply burdened with administrative duties?
- Would it make more sense to hire an Assistant to the CEO? Potentially another administrative support team member?



# Fundraising Analysis

- Have you analyzed fundraising results?
- Where does most of your revenue come from...individuals, corporate, foundations?
- How much has been raised?
- What are the donor stratifications?



# What if all signs point forward?

- Do you have a job description? What will does it include?
- What is your recruitment plan?
- What are you offering for a salary?
- Are there any benefits?
- What are your expectations-lets be realistic!  
Remember philanthropy takes time-it is based on relationships and trust

## Quick Test: Not Ready

- The board is not engaged in the process and views fundraising as staff only responsibility
- There is no real strategic plan
- Fundraising from individuals is 25 percent or less
- You have the ability to fund one year of salary and benefits and it exceeds the entire fundraising budget



## Quick Test: Might Be Ready

- Board members engage in fundraising in multiple ways, not simply attending events
- The organization is committed to building a donor base
- Funding the position is a multi-year commitment
- A staff review has determined that this is the necessary staff addition, rather than an assistant executive director
- There is a real desire to use multiple fundraising strategies
- The organization's programs are stable enough that the staffing model lends itself to having additional staff positions assist in fundraising



# Quick Test: You Are Ready

- The funding for the position is not in question and appropriate
- The vision is to build on an existing fundraising program
- The board is fully supportive of the hire and spends most of its time fundraising
- There is a well-crafted job description that can be fairly measured
- The organization knows the skills it needs in this position – annual giving vs. major gift officer, for example
- The organization's programs are stable enough that the staffing model lends itself to having additional staff positions assist in fundraising



## **Last Points/Q and A**

- Analyze Time
- Remember Expectations
- Analyze Fundraising Results
- Board Engagement is Crucial
- Q and A