

Funding Sources Beyond the “Same Old Suspects”

Presented by Kathy MacNaughton, CFRE

Thursday, January 19, 2012
11:30 am – 1:00 pm

Masters Leadership Program
Alumni Association Lunch ‘n Learn
at First Tee, San Antonio, TX



FIVE EASY PIECES



Do not reproduce or use without written permission from KMAC & Associates
permission from KMAC & Associates



What motivates people to give?

OLD MODEL



NEW MODEL

Mission and Vision
Leadership
Relationships
Integrity
Because they were asked!

Vision and mission
Helping the needy
Giving back
Accountability
Making a difference

- AFP Essentials of Fundraising Course

- *Motivating the MoneyGivers: Why do people give?*,
Myers and Mallabone

Do not reproduce or use without written permission from KMAC & Associates



Who is essential to the success of your VISION?



Do not reproduce or use without written permission from KMAC & Associates



Why should DO they care?

Do not reproduce or use without written permission from KMAC & Associates



“A basic fundraising program should include a series of multiple, continuous, positive, asking situations that offer donors repeat opportunities to meet their personal giving objectives.”

-AFP’s Review Course for the CFRE Exam, revised 2004

Do not reproduce or use without written permission from KMAC & Associates



Where do we even start?

1. Identify the right prospects.
2. Engage them in the mission.
3. Establish trusting relationships.
4. Match prospective donors with opportunities to invest in specific projects.
5. Don't neglect the donor after you send the thank you note.



Do not reproduce or use without written permission from KMAC & Associates



I.D. 'EM



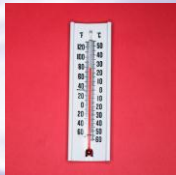
Do not reproduce or use without written permission from KMAC & Associates



LEADERSHIP

High Performance Under High Pressure

- Are you a Thermometer or a Thermostat?
- Better or Bitter?
- Winner or Whiner?
- Contender or Pretender?



- Ron Archer AFP/SA conference January 2004 Keynote

Do not reproduce or use without written permission from KMAC & Associates



Bring the Six A's to Your Board Tenure

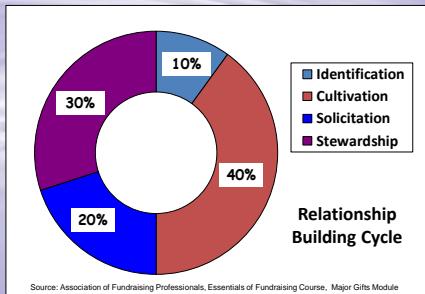
- Be an **Ambassador**
- Be an **Advisor**
- Be an **Advocate**
- Provide **Access**
- Provide **Affluence**
- Provide **Assistance**

- Sample Statement of Understanding/Agreement for Board of Directors, Florida Dental Health Foundation

Do not reproduce or use without written permission from KMAC & Associates



Where is Your DEVELOPMENT Comfort Zone?



Do not reproduce or use without written permission from KMAC & Associates



360 Degrees of Philanthropic Insight

Kathy MacNaughton, CFRE
210.497.8998
kmacandassociates.com

Do not reproduce or use without written permission from KMAC & Associates

