

## Our Time Together



Zach Clark



Jeff Keaton

- Step by step approach for crafting your plan to grow significant giving
- Specific methods to expand your base of significant giving and gain momentum quickly
- Help you avoid wasted time, energy, and resources
- Self-discipline and habits to help you succeed
- Answer your specific questions
- Special access to time with us to learn more

"...the discipline of growing real relationships with people, helping them see what God is doing, and then challenging them to have the impact that only they can have."

Do you have a resource problem?

People Problems

Giving is the fuel that drives us forward.





	2016	2015	2	<b>0</b> 14	2013		2012	2011
	as of 12/31/16							
Total Number of New Donors		951		1122	736		891	693
Total Number of Donors		1503		1567	1189		1233	919
Total Number of Donors Retained from Previous Year								
Number of Donors Regained from 2 years ago or prior								
Total Giving YTD		\$ 729,208	\$ 619	,743	\$ 342,525	S :	372,608	\$ 360,605
Total Number of Donors in Overall Population								
% Average Size (by \$):								
1-50		56%		64%	63%		57%	61%
51-100		18%		15%	13%		18%	15%
101-300		12%		10%	12%		13%	13%
301-500		5%		5%	5%		5%	4%
501-1000		4%		4%	4%		3%	4%
1001-5000		<b>4</b> %		2%	3%		2%	2%
over 5000		1%		1%	1%		1%	1%
Total Number of Donors in the Last 5 Yrs (2012-2016)								
Donors that decreased giving from prior year								
Donors that increased giving from prior year								
How Many / Who are LYBUNTS (People who gave 2015 but not 2016)								
Total potential giving of LYBUNTS								
How Many / Who are SYBUNTS (People who gave 2013, 2014, 2015 but not 2016)								
Total potential giving of SYBUNTS								
Total Long-term giving commitments  Total monthly giving commitments in place								
Total monthly giving commitments in place								

#### Your two most important numbers:

*Total* giving = \$?

Total number of multi-year pledges = ?

### PROSPECT PLANNING

### DONORS TO RETAIN

- List from highest to lowest in total giving for the year
- Establish a target amount, range, or commitment level for each and every one

## DONORS TO REGAIN

- ✓ List from highest to lowest in total giving

## DONORS TO RECRUIT

- New parents, grandparents, etc

#### NON-DONORS

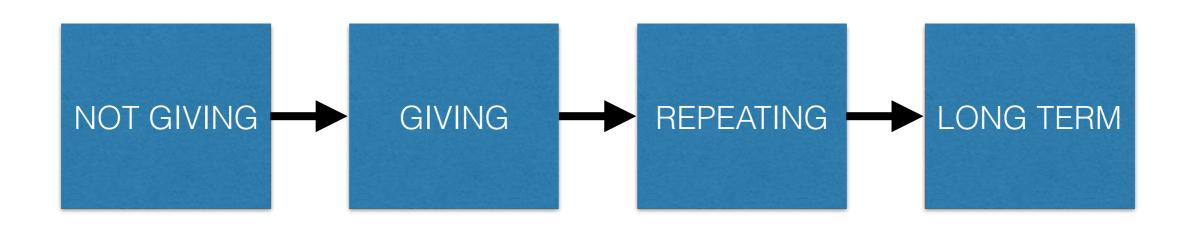
- ✓ Identify who to release
- ✓ Identify who to recruit
- ✓ Look for ways to stop training them to not give

## YOUR MESSAGE SAVING OR CHANGING LIVES





# DEFINITIONS: A GIVING DRIVEN APPROACH



# DEFINITIONS: DEVELOPMENT STRATEGY

FACE TO FACE

DONORS TO RETAIN

DONORS TO REGAIN

SMALL GROUPS

DONORS TO REGAIN

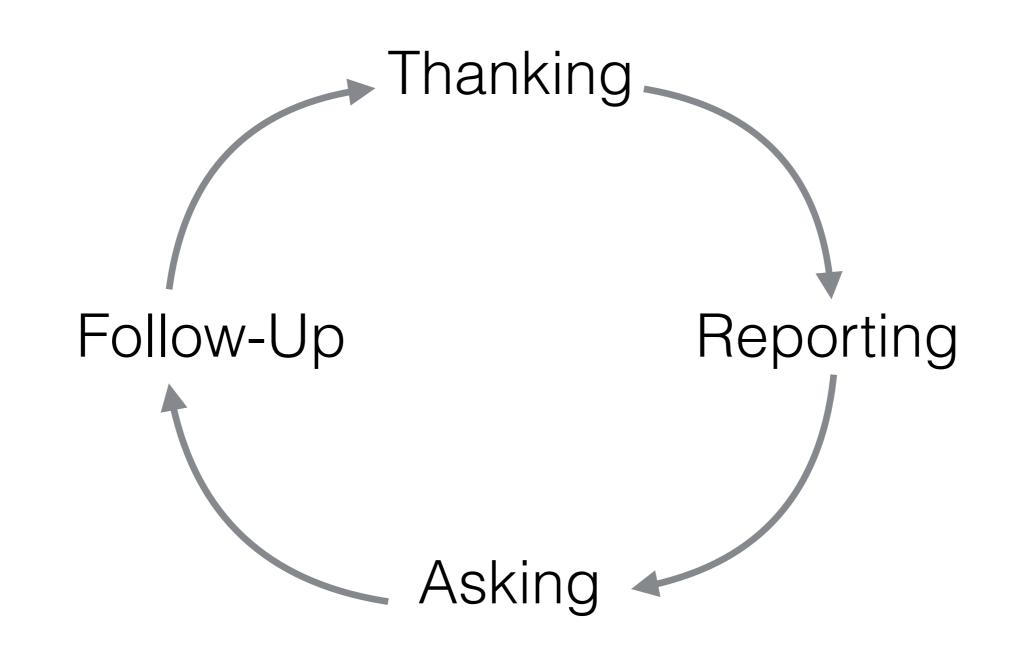
DONORS TO RECRUIT

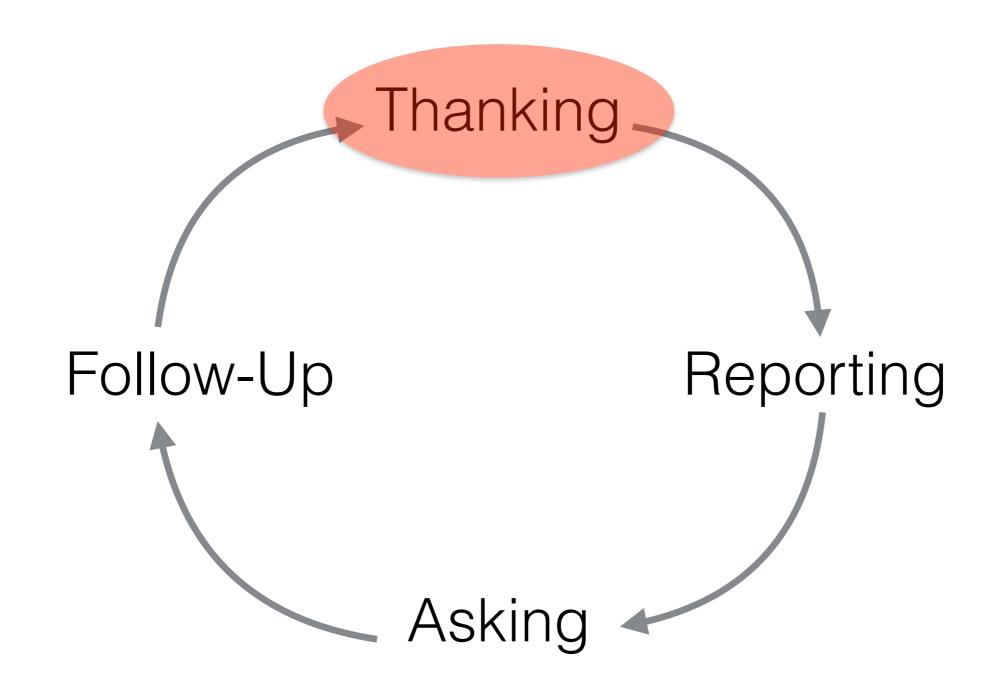
LARGE GROUPS

DONORS TO RECRUIT

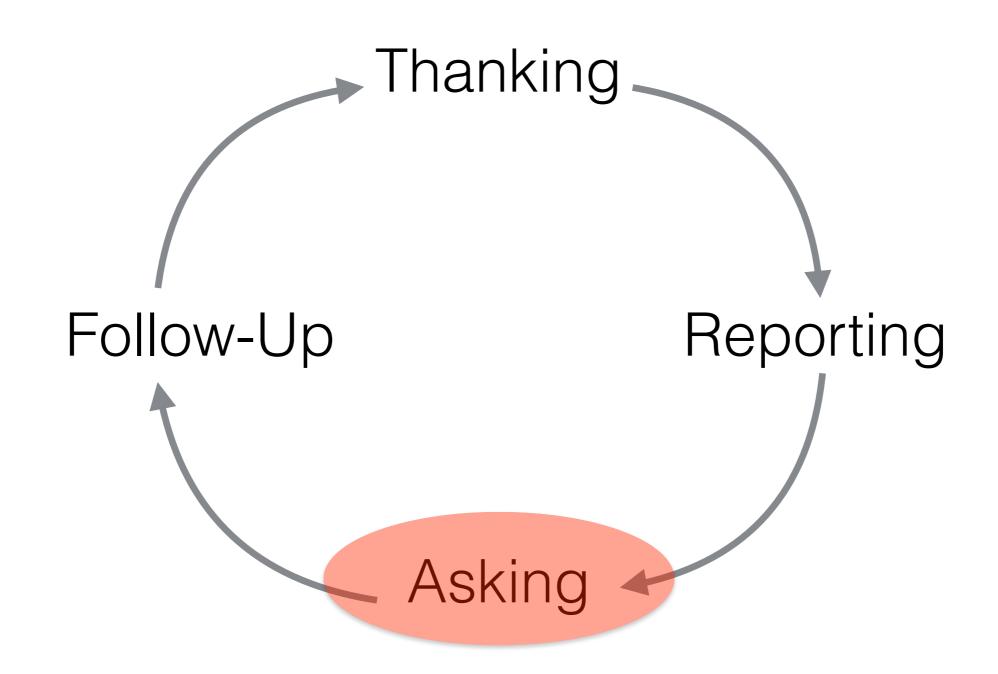
NON DONORS

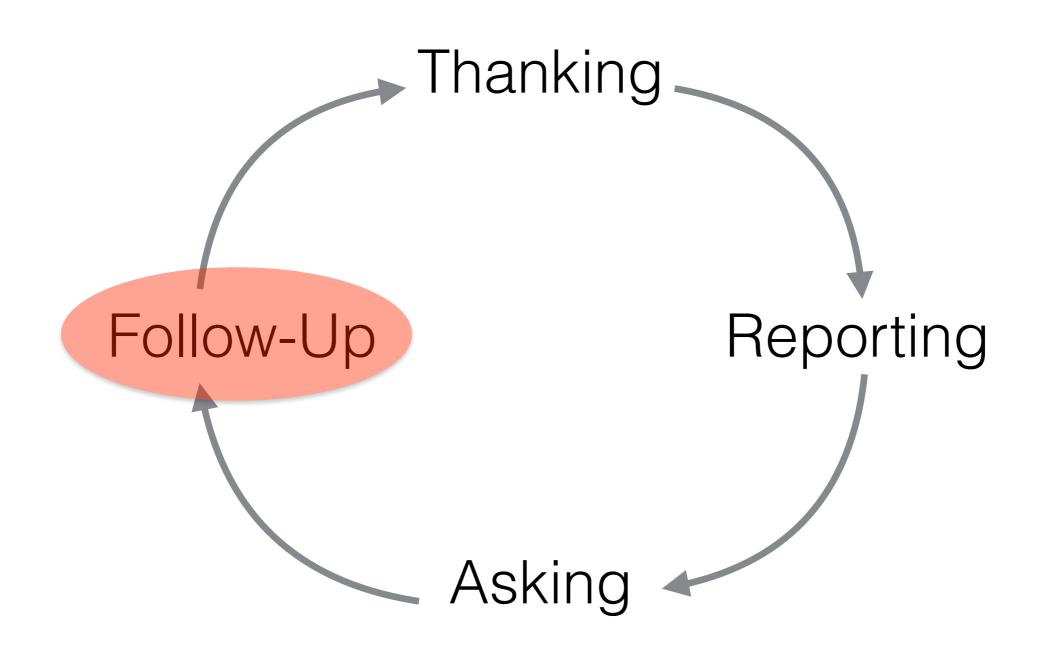
# DEFINITIONS: THE DONOR JOURNEY











## DEVELOPMENT STRATEGY: ACTIONABLE STEPS

#### FACE TO FACE

- Focus on 10-30 people and ask to respond to the challenge
- Use the straightforward asking approach
- **☑** Follow-up
- Guide the decisionmaking process

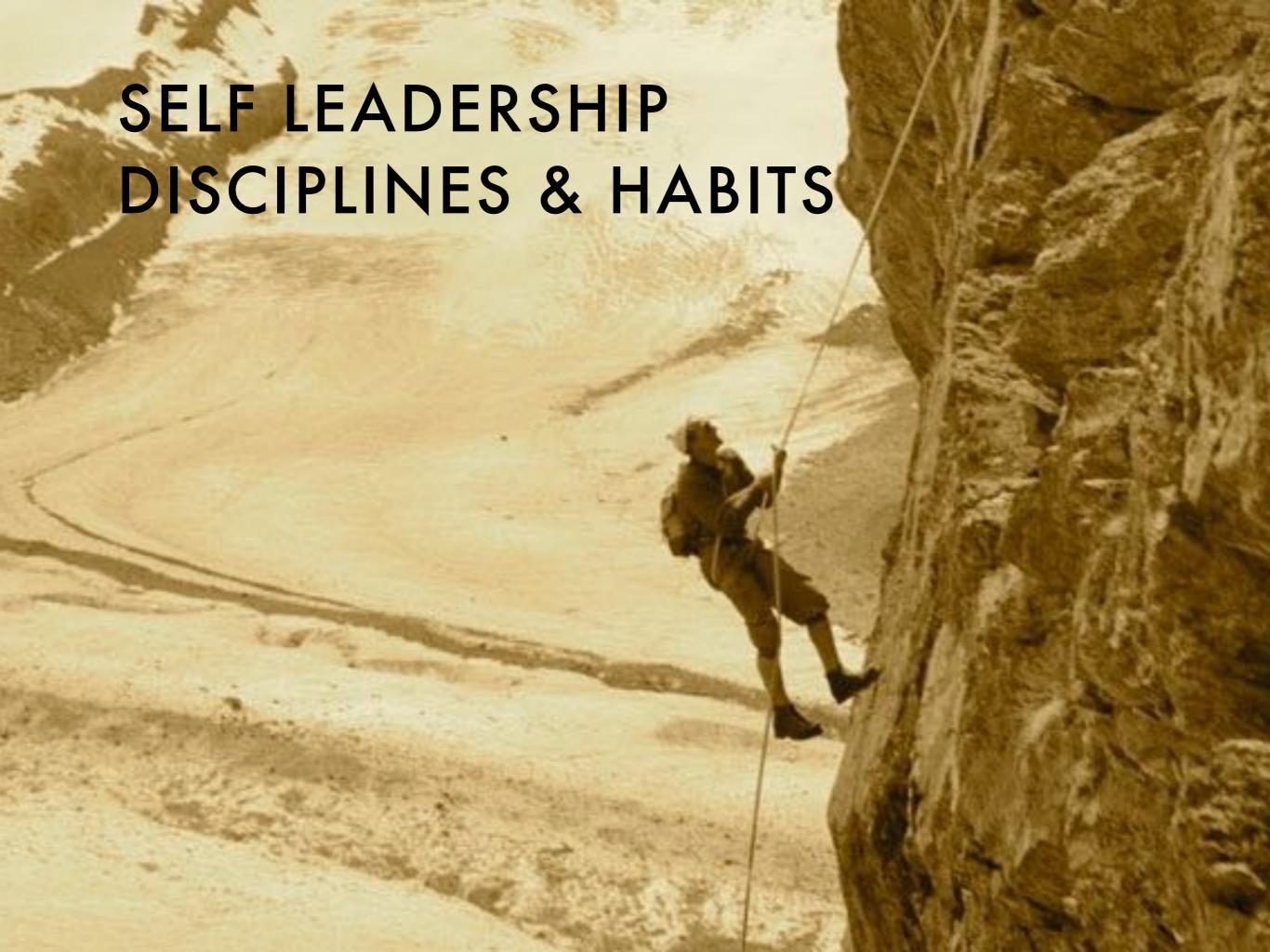
#### SMALL GROUPS

- ☑ Present vision, talking points, stories and teach people about giving
- ✓ Use a gift chart
- Send written requests later
- **▼Follow-up**

#### LARGE GROUPS

- Thanking and reporting is key

- Follow-up calls seeking questions
- Updates and additional requests



## DISCIPLINES AND HABITS:

#### **PLANNING**

- ☑ Reinvent yourself every year
- Simplify, Delegate, Eliminate, then Improve
- Evaluate your capacity and discretionary time
- **☑** Use a Model Week

#### PEOPLE

- ☑Do a full accounting of your influence
- **☑**Use a Weekly Scorecard
- ☑Use First Meeting Disciplines

#### FOLLOW-UP

- ✓ Identify the next action
- ✓ Use the memorandum of understanding
- ✓ Use a long-lasting follow-up list

16 Sunday	17 Monday	18 Tuesday	19 Wednesday	20 Thursday	21 Friday
	Interval Training	Weight Training	Interval Training	Weight Training	Interval Training
	Creative Content Work		Creative Content Work		Creative Content Work
		Breakfast Meeting or Follow-up Work		Faculty-Staff Devotions	<b>A</b>
		A		Breakfast Meeting 8:15 start time	No meetings (Reserved for special projects, golf, or special
	Advancement Leadership Team Meeting (Lauren, Michelle) Zach's Office	Phone calls, coffee meetings, ad hoc group meetings	Phone calls, coffee meetings, ad hoc group meetings	<b>A</b>	special projects, golf, or special Needs my approval to schedule
	A Control of the Cont	<b>A</b>	<b>A</b>	Follow-up work	
	Video Conference with Erica	Break	Break	Break	
	Weekly Prospect Meeting with	Lunch Meeting	Lunch Meeting	Lunch Meeting	
	Steve Lauer Qdoba	A.	Lunch Meeting	A.	-
	Discipleship mtg w/Stan Bower	Meetings in the office		Meetings in the office	
	A Discipleship mitg w/stan bower	A meetings in the onice	Pickup Nathan, Homework, and	A meetings in the onice	-
			Time Together		
	Meeting: Sarah Holley				
	Zach's Office			Success Mtg w/ Steve Lauer	_

#### YOUR WEEKLY SCORECARD NUMBERS

How many face to face meeting blocks do you have held on your calendar in the next six weeks?	?
How many face to face meetings do you actually have scheduled for the next six weeks?	?
How many face to face meetings did you have this past week?	?
How many people are on your follow-up list?	?



"Average players want to be left alone. Good players want to be coached. Great players want to be told the truth."

**Doc Rivers** 

## Donor Development Training Conference

September 21-23, 2017

Manderley Christian Camp & Conference Center 100 Manderley Ln Pikeville, TN 37367

developmentandleadership.org/go/rc2017



### Conference Sessions

- The Challenges We Face in Raising Money
- A Plan to Grow Significant Giving
- Unleashing Your Hidden Capacity to Raise Money
- Learning the Core Skills to Grow Giving
- The Leadership Role of Raising Money
- Crafting Your Own Development Plan

## Next Steps

Come to the conference: <u>developmentandleadership.org/go/rc2017</u>

Email us: <u>z@developmentandleadership.org</u>

chairman@renewanation.org

Call Zach Clark direct: 314-403-0778

Call Renewanation direct: 540-890-8900