**Creating and Updating the Development Pipeline for FY24**

## **Purpose:**

* OBJECTIVE: Provide a concise and easily executable process to create/ continuously update a pipeline of donations for the development team to utilize in executing their goals of raising TGP and Operating revenue to support Bottom Line.
  + Industry standard indicates that at any given moment the Development Pipeline should include ~18 months of planning/ donations

## Process:  **​​​​​​​**

**Norms to center on:**

1. **Portfolio Assignment (**Review/Update Assignment Rules for Portfolio Ownership)
2. All active contacts/orgs should be assigned to a **BL Site**
3. All active contacts/orgs (that fit the criteria to be within a portfolio) should be assigned to a current Bottom Line team member
4. **Confidence to Close/ Stage** play a large role in building a budget around this Pipeline (Guidance included below)
5. **Budget Input** and **Budget QTR**fields have been used in the past. If this is helpful for your team in planning you may continue to use them (particularly the Budget QTR field), however we will use the Confidence to Close and Amount to assign a value to each donation
6. **Fund**: the Definition of General Operating has been considered anything related to funding our program in the past, and will continue to be defined this way
7. This work intersects significantly with the data clean-up efforts already underway! The more we can have clean data already in Salesforce, the more accurate your pipeline projections will be, so we expect this work to continue in tandem.

**Steps to create FY24 Opportunities and build the FY24 Pipeline (Overview):**

* Check Regional reports of FY23 Pipelines
* Review FY23 Opportunities, $1K+
  + Clone opportunities from FY23 for FY24 updating all necessary fields (see more below)
    - IMPORTANT: Delete Invoice Number as you clone opportunities, and make sure the stage is no longer left as Closed/Won
  + Review multi-year opportunities from prior years
    - Clone for next applicable year, FY24 or FY25 when appropriate
* Check for errors by reviewing the pipeline reports for FY24
* Nothing should receive Invoice number
* Naming convention has changed add any character to the donation field to auto populate upon save name can be updated.

**For each cloned opportunity, begin by looking at the Organization and Contacts related to the Opportunity itself:**

* Review Org record
  + Owner
  + Status
  + Priority/ Rating (these are great for understanding where the relationship is/ expected to go) Reach out to me to get our ratings software iwave  login and pw
  + Any other basic contact fields to make sure information is correct and up to date
* Review Primary Contact
  + Owner
  + Campaign(s) Stream (particularly Segment Campaigns ensuring they are in the correct Communications Segments)
  + Primary Affiliation (for those associated with a Corporate Partner/ Foundation) please add if blank and

**Next check and update the following fields on the opportunity itself to ensure a correct FY24 Pipeline**

          Donation Name is Auto populated: **- Fiscal Year** **Name of Donor - Donation**

* **Donation Name**: Note - This field is auto-populated.
* **Campaign** matches gift strategy and indicates correct **Stream**
* **Fund**matches gift use - Gen Ops, Restricted, Scholarship, etc.
* **Multi-Year** is checked for any gift with revenue implications that span more than 1 fiscal year
* **Site**, **Donation Owner**, and **Revenue Type** are correct
* **Target Amounts/Dates** map to your operating plan (and provide helpful details in terms of planning and execution)
  + Date should be double checked and scheduled in FY24
* **Amount**and **Close Dates** are appropriate for planning purposes
  + Close Date must be updated to reflect a close in FY24, and should be placed in the correct Quarter
* **Stage**reflects current status for gift (not relationship)
* **Confidence to Close**is accurate and based on the percentage of probability the donor with give the proposed amount asked to your region. provided guidance ​​​​​​​as a reminder this represents how the gift is weighted in the pipeline.
  + 0 - 10% - Prospecting
  + 10 - 15% - Cultivating
  + 10 - 50% - Asking
  + 80% - higher - Verbal Pledge
  + 100% - Closed Won
  + 0% - Closed Lost
  + 0% - Not Pursing
* **Influencer**is populated for opportunities associated with Board Members/ other influencers who will help bring in those donations
* **Uncheck** **Acknowledgement Sent**box
* IMPORTANT once the cloned donation has been saved, open that **Payment Object**and review: ​​​​​​​
  + The **Paid**box should be *unchecked* as the payment has not yet been received for a future gift
  + **Schedule Date** should match when you believe the gift will come in
  + **Payment Date** make sure is unchecked
  + **Deposit Date**should be blank
  + **Custom Payment Field**should contain note of known usual payment method (i.e. if the donor usually wires money from their DAF, a note about "DAF-Wire" is helpful for identifying payments received in the future)
  + **Distribution Fiscal Year**must be selected. The selected year should represent not the year in which the payment will be received, but the year in which the payment dollars may be used.
  + For*multi-year gifts,* every payment should be separated into individual scheduled payments and marked with the Distribution Fiscal Year for each of those individual payments

**Additional Helpful fields in terms of planning and thought process for opportunities:**

* Contact fields to help us keep track of and plan around pipelines are **Priority**and **Rating**. These are meant to help capture at least people who are high priority through priority; rating allows us to know where we stand with them.
* Check your regions Pipeline report for expected goal setting total for FY24
* **Rating**: hot, warm, cold (where does our relationship stand currently)
* **Donor Score**: Open field
* **Matching Gift Employer and Matching Gift employer**

**For Top 25 Opportunities, each Portfolio Manager should:**

* Add deliverables for the donor or any helpful and important notes about the donors usual giving patterns, preferences, and motivations to give
* Add 3 tasks relating to strategy, including one meeting/ phone call as a reminder around when and how to steward the donor
* Scheduled Payment dates are updated for any donation with expected amount over $50K

## **Training and Timeline:**

* **1/5**MDDs meet with Manager of Development Operations (in regular standing call) to walk through Process and Tools for the creation of the FY24 Pipeline; go through SharePoint page with guidance.
* **1/5- 1/11** (to be scheduled): Darice holds individual walk throughs with Regional Teams for a quick review session on Duplicating Pipelines and to answer specific questions
  + Reminders about important how to duplicate donation records and filling the pipeline.
* Office hours with Manager of Development Operations throughout week for help and/or trouble shooting process issues/ special circumstances/ iwave/

**1/27/2023** **:** Goal date for completed and filled FY24 Pipeline

## **Tools:**

* [FY23 and FY24 Campaign List](https://tbl500amory.sharepoint.com/:w:/s/BLDevelopment/EcDjWujpeK1LmWEasohlwPABJm8IsmA_1sLlb0hvTjLLZg?e=MYbC4S)​​​​​​​
  + [FY24 Pipeline - Chicago](https://bottom-line.lightning.force.com/lightning/r/Report/00O5d000007IniwEAC/view?queryScope=userFolders)
  + [FY24 Pipeline - Massachusetts](https://bottom-line.lightning.force.com/lightning/r/Report/00O5d000007InjBEAS/view?queryScope=userFolders)
  + [FY24 Pipeline - National](https://bottom-line.lightning.force.com/lightning/r/Report/00O5d000007InkdEAC/view?queryScope=userFolders)
  + [FY24 Pipeline - New York](https://bottom-line.lightning.force.com/lightning/r/Report/00O5d000007InkiEAC/view?queryScope=userFolders)
* Document Version of [Pipeline Process - Cloning Opportunities Guide](https://tbl500amory.sharepoint.com/:w:/r/sites/BLDevelopment/_layouts/15/Doc.aspx?sourcedoc=%7bCC8D3BC1-3B0F-416A-B8DE-2C1DCCF03170%7d&file=Portfolio%20and%20BL%20Site%20Guidance.docx&action=default&mobileredirect=true)
* [Guidance on Stage, Confidence to Close, and Other Required Fields](https://tbl500amory.sharepoint.com/sites/BLDevelopment/_layouts/15/doc.aspx?sourcedoc=%7b64ae3cb2-c14c-4abd-b63c-5b2a7ae17bd1%7d&action=edit) (Fields Heavily Utilized in Planning and Forecasting)