

# SSDC DEVELOPMENT COACHING PROGRAM



According to the National Center for Charitable Statistics, more than 37% of public charities in the United States have operating budgets under \$500,000. These small nonprofits struggle to retain staff and meet their fundraising goals. Not surprisingly, **51% of fundraisers say they will leave their job in the next two years.**

What is this attributed to?

Based on the 15 years that I have spent in the non-profit sector raising over \$30 million dollars, I attribute these statistics to three main things: insufficient resources to pay experienced fundraisers, overly demanding fundraising goals, and a lack of internal resources to support these goals.

And -- it's not just about the statistics. **When organizations do not have someone dedicated to fundraising, when that person is stretched too thin, or when they are not equipped with the resources needed to build real relationships with recurring donors, the organization is unable to actualize its full potential.**

That is why I created the **SSDC Development Coaching Program**. The program is meant for small nonprofits with few development staff who are under-resourced, have limited time for or limited knowledge of fundraising. It was created so that **more nonprofits have the systems, tools, and support they need to get the money that amplifies their mission.**

## The SSDC Development Coaching Program Core Focus

The Development Coaching Program is a self-sustaining program focused specifically on the development needs of organizations with operating budgets of \$500,000 or less.

*The SSDC Development Coaching Program is suited for:*

- A lone development officer wearing multiple hats
- An Executive Director with very little time to fund raise
- An all-volunteer board/committee with no paid staff
- A fundraiser who has have little-to-no experience and don't know where to start
- Someone who is working within a tight budget and needs support and guidance on where to focus fundraising efforts in the most efficient way
- The person the board looks to for answers but you don't have the bandwidth or background to confidently address these expectations

## The SSDC Development Coaching Program Structure

This one-year program includes:

- **Status Quo Analysis:** A questionnaire is provided for you to complete that is designed to gather information about your resources and challenges.
- **Clarity Session:** (if needed) A 30-minute phone call specifically designed to get clear on your goals and what is standing in the way, so that the development plan is expressly targeted to set you up for success.
- **One-Year Development Plan:** Based on your fundraising needs and objectives the plan derived from the questionnaire and findings from our clarity session, together we create a customized one-year development plan. It includes a calendar to track your development path and progress. It also includes marketing and communication outreach efforts, if applicable.
- **Accountability:** Since you/your team will be implementing this plan, accountability is necessary to stay on track. I will help you assign tasks and set deadlines, so you have ample time to address questions, challenges and remain on track.
- **Spot Coaching Calls and Emails:** I will be available to address any urgent questions or concerns, responding within 24 hours Monday - Friday. For example, you may get stuck on your development plan and need some guidance. Or, researching available grants may be a stumbling block for you. Input on your upcoming conversations with donors may be helpful. For the duration of the program, I am available to give much needed perspective.
- **Assessment Session:** A 30-minute phone call to address challenges, burning questions and detect any course corrections and adjustments early on to ensure you meet your goals. This can be taken any time during the course of the project. Recommended at one month and every three months thereafter.
- **Year-End + Year-Ahead Session:** A 60-minute phone call to discuss and review the successes and goals that were met. This time is also to support you in preparing for the year ahead. We may discuss using the same plan, or a variation of it, based on your needs.

## Outcomes of the SSDC Development Coaching Program

Participants in the program will get:

- Clarity in how to prioritize your development efforts
- **A concise development strategy to accomplish goals**, that overlays your existing marketing and communication efforts
- **A blueprint to follow that indicates deadlines, helps track progress, and allows you to be proactive instead of reactive**
- **A proven approach to building donor relationships**, and how institutional donors and individual donors must be managed differently for maximum impact
- **Access to an experienced, senior-level development professional** for questions, challenges, ideas and adjustments along the way
- **More sustainable development efforts with tangible outcomes** like increased donor relationships, more sustainable fundraising (more proactive than reactive). Your efforts will have a greater return on investment.

I strongly believe in the mission of each organization I work with, and my work directly helps each of my clients generate the resources they need to make a bigger impact. At the same time, **this program supports the internal staff with tools that alleviate the overload (and overwhelming feeling) that is common in fundraising responsibilities.**

## What You'll Need To Be Successful

- One staff person who can attend meetings and apply the necessary attention to the plan to ensure successful implementation
- Commitment, motivation and openness to learn and trust the process
- Willingness to ask for help
- Knowledge of Google Docs.

## The Investment

Investment options are offered on a sliding scale.

I know what it's like to be a one-person development office and to wear multiple hats. And I know what it's like to personally devote myself to causes I care about. I have seen first-hand how important it is to have the financial resources to fuel the causes we believe in. **Contact me** to see how the SSDC Development Coaching Program can work for you.