



*Volunteer Development & Fundraising  
is not something else.....*

*It's **WHAT** we do!*

**ACCEPT IT.....DO IT.....and DON'T FEAR IT!**

# Training Objectives

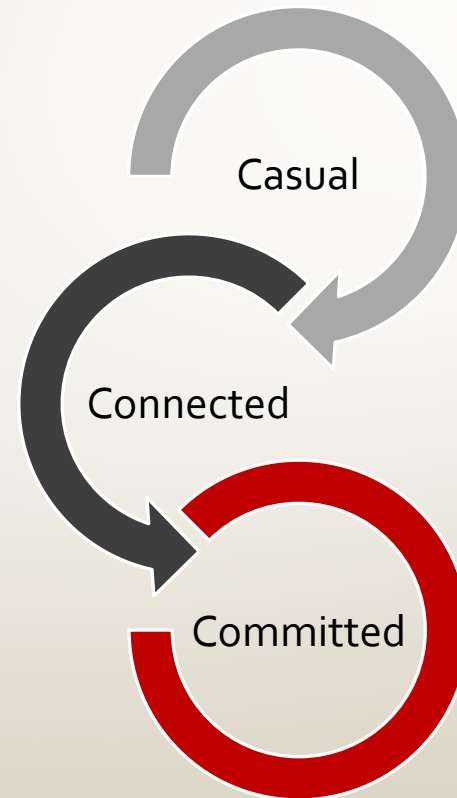
- 1. Relationship Cultivation** – Identifying and engaging prospective donors from casual to committed
- 2. Recruitment** – Addressing and overcoming the fear of fundraising to FUN in fundraising
- 3. Planning** - Developing and implementing a process of cultivation plans to ensure success.
- 4. Being Strategic** - Learning strategies that will not only maintain donors but will increase their gift.



Let's get ready  
to **RUMBLE!!!!!!**

# RELATIONSHIP MANAGEMENT

## The C's in Cultivation





# CASUAL Relationships

What are the characteristics of a  
volunteer/donor?

*Goal: To Listen & Learn*

*Group Activity*



# CONNECTED

“Donors do not give to establishments; they invest in ideas and people in whom they believe”

- Story Telling
- Program or Show Visits
- Events/Social Gatherings

# COMMITTED

- Volunteer role – board, committee or advisory
- Donor loyalty
- Ambassador

*Goal: Build a productive and progressive environment  
in which volunteers feel successful*



# RECRUITMENT

*“Don’t pass on the ask”*





# RECRUITMENT

*"Don't pass on the ask"*

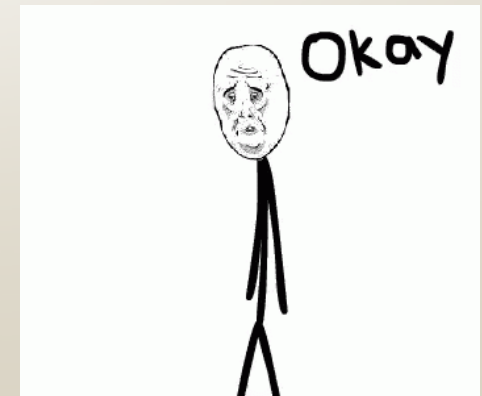
What holds us back from the ask?

# RECRUITMENT

*"Don't pass on the ask"*

What holds us back from the ask?

*fear of REJECTION*





# Moves Management

*Who is in your circle?*

“Don’t just think it....**ink it**”

# RECOGNITION

## What donors say?

- Prompt and personalized gift acknowledgement
- Reassurance that gift will be used with integrity
- Provide impact statement/measurable results (prior to the next ask)

# RETENTION

Donor's gifts evolve to generous state over time by

- Given volunteer leadership roles
- Growing knowledge of the organization
- Greater trust...receiving regular meaningful information
- Stewards of the money – strong financials
- Program (impact) growth

# OneOC's Upcoming Fundraising Resources

- **iCAT**
  - Organizational capacity assessment, including funding
  - Recommend plan of action for areas of opportunity
- **Advanced Fundraising Certificate**
  - 4 session course on fundraising
  - Starts Fall 2023
- **Meet the Funder**
  - Opportunity to network with a local funder in Orange County
  - Quarterly (next sessions August and December 2023)
- **Nonprofit Happy Hour**
  - Opportunity to network with nonprofit leaders and civic minded corporations
  - Quarterly (next sessions July and October 2023)