

The NONPROFIT ACADEMY

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PRESENTS

SMALL BUDGET, BIG IMPACT

with Bob Poole

#npapresents

SMALL BUDGET, BIG IMPACT (THE LIFE OF A SMALL SHOP FUNDRAISER)



***Practical Ideas to Increase
Income in an Environment
of Scarcity***

October 6, 2020

WELCOME!



Robert "Bob" Poole

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*Saad&Shaw – Comprehensive
Fund Development Services.*



Saad&Shaw provides fundraising strategy and planning services for nonprofits, higher education, and philanthropy.



ASSESSMENT AND PREPARATION



Webinar Overview



- I. Introduction and Overview
- II. Assessment and Preparation
- III. Fundraising Focus
- IV. Organized Feedback (Q&A)



Common Characteristics, Obstacles, and Opportunities of the Small Fundraising Shop

- ◆ Size
- ◆ Resources
- ◆ Accountability
- ◆ Expectations
- ◆ Obstacles
- ◆ Opportunities





Leadership Imperatives





The Mission (the WHY) of the Small Shop





Establishing Operational Goals and Objectives





Strategy and Tactics; Discipline and Execution





Establishing and Managing Priorities





Time: Assessment, Allocation, and Management



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FUNDRAISING



Donor Focus

- ◆ Prospect identification, evaluation and ranking
- ◆ Prospect qualification, cultivation and solicitation
- ◆ Donor stewardship/ engagement
- ◆ Employing a prospect portfolio model





Optimizing Donor Engagement and Response

- ◆ Securing leadership gifts of impact and sustainability
- ◆ Examples of significantly enhancing annual and major gift income in small shops and under-resourced organizations
 - ◆ Doubling donor support in 90 days
 - ◆ Major gifts from individual and families
 - ◆ Corporate and foundation gifts of major impact





Sustaining Donor Engagement Through Stewardship

- ◆ Using the lost art of listening to build and sustain relationships
- ◆ Gift acknowledgment and recognition
- ◆ Intentional strategic communication



ORGANIZED FEEDBACK



Q&A





THANK YOU :)

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Saad&Shaw e-newsletters & weekly blog
provide fundraising tips & inspiration.
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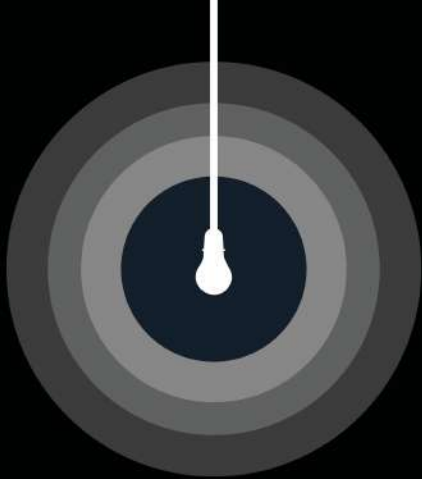


Robert "Bob" Poole

Resources

- ▶ **NEW!** Strong Leaders, Better Results
- ▶ Prerequisites for Fundraising Success
- ▶ FUNdraising Good Times Classics
- ▶ Fundraisers Guide to Soliciting Gifts





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