

*People give to people. **BUILDING A HIGHLY SUCCESSFUL DEVELOPMENT PROGRAM.** It's all about relationships.*

Program C*

Where to start: 13 essentials for a Healthy Development Program

1. A compelling raison d'etre.

The organization seeking and competing for donations should serve an extremely worthy, and needed, purpose. This organization should “make a difference,” and thus *excite* people.

2. A highly supportive, engaged, and “educated” Board.

3. An organization head who is totally committed to exciting others about the organization's vision (and who appreciates the critical importance of her/his role in development).

4. Someone *other* than the head, whose number one responsibility is development.

5. A well thought out, comprehensive development plan which is tied directly to the organization's strategic plan, and updated at least annually.

6. Exceptional “askers.” An always-growing, very well-connected group of volunteer leaders who are offered new assignments so as to avoid burn out.

7. A reputation with donors – large and small – for prompt, accurate, honest communication.

8. A diverse, regularly updated, widely disseminated menu of real needs with a full range of dollar requirements.

9. A full complement of development tools, including an easy, “automatic” system for responding to requests for information.

10. Ample -- and ever-growing -- donor, and prospect, pool; with strong research capabilities and accurate, easy-to-use data files.

11. Fresh, inspiring electronic and print appeals for support that are targeted to the most likely to respond prospects. A communications machine, consistently on message.

12. Appropriate, organization-specific donor recognition programs, and genuine, ongoing reinforcement of volunteer, and staff, development team.

13. _____.

While the first twelve essentials apply to every nonprofit, let's pause and you define # 13. What specific essential is necessary to take your organization to the next level?

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***For information about this three-DVD series --**

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