

WELCOME TO OUR MONTHLY NON-PROFITS NEWSLETTER

DEVELOPMENT EMBRACING THE COLLECTIVE: HOW DEVELOPMENT IS A TEAM EFFORT IN NONPROFIT ORGANIZATIONS

Nonprofits rely on funding to fuel their missions, and this funding typically comes from a variety of sources. However, securing these resources requires more than just a skilled grant writer or charismatic fundraiser. It requires a cohesive team effort that leverages the diverse talents and expertise of everyone involved.

Share a Vision

Embracing a team approach to development means recognizing and valuing the unique contributions of each team member. While some may excel at relationship-building and donor stewardship, others may have expertise in data analysis, marketing, or event planning. By tapping into these diverse skill sets and empowering staff to leverage their strengths, nonprofits can create more holistic and effective development strategies.

Funding Gaps

Program experts can identify gaps that donors can fill. To begin identifying these gaps, they can ask themselves, “what would we need to run things perfectly?” Donors **want** to fill in the gaps and ensure that a good impactful program can do its work without barriers. They want to be part of finding solutions that improves the lives of others. Another way to compel donor engagement is by ensuring that collaborators are involved. You also might find an experienced donor willing to make a gift to complete a project or launch one.

Wins, Stories and Content

Both marketing and finance can help share the “wins” of the organization to demonstrate the impact it is making. While finance can work with the numbers to produce statistics about the goal and tangible outcomes of the organization’s work, and marketing can play a role in development as the organization’s front facing function by telling a compelling story with those numbers.

Capturing important milestones, moments, and work the marketing professionals can create content for stories that donors can connect to. They can turn the complexity of the numbers and not only make them digestible for the general public, but also more humane. Facts and stories could take a nonprofit’s development to new heights. By fostering open lines of communication and breaking down silos between departments, nonprofits can maximize their impact and effectiveness.

Relationships

Everyone within the organization can play a role in cultivating relationships with donors and supporters. While development professionals may take the lead in stewarding major donors or securing large grants, every volunteer, staff, and board member can serve as an ambassador for the organization.

Utilizing the influence and the *connections* of board members, nonprofits can further their reach and access new donor circles. Ensuring that each board member is well versed in your organization’s work, mission, and general activities, i.e., a 30 second elevator speech about the organization, means they can share the work of the organization in organic conversations.

Your team of supporters can also provide *leads* to new possibilities. By engaging in the community, and gathering friends, neighbors, and program participants, nonprofits can access a wide array of different social circles. Not only is that the makings of a good reputation, it also means a broader reach to approach perspective donors and begin cultivating new relationships.

It Takes Time

Building a strong team that understands their role in development doesn’t happen overnight. It requires clear communication channels, and a supportive organizational culture that values collaboration and innovation. Whether it’s sharing the organization’s work on social media, volunteering at fundraising events, sharing information with personal connections, or expressing gratitude to donors, each interaction helps to strengthen connections and build a community of support around the cause.

TECH SOUP'S SELF-PACED TRACKS AND COURSES FOR DEVELOPMENT*

Looking for ways to get more skills, learn new tricks or research something your organization needs? Did you know that Tech Soup offers free, low-cost training on a wide array of topics? You can access their courses right from your desktop or couch! Here is a compiled list of some great courses to get you started!

Tech Soup is an affordable resource for nonprofits. To learn more about Tech Soup, click here to go to their website. Willmar Area Community Foundation does not endorse nor is responsible for the content of the courses on Tech Soup.

1. MICROSOFT 365
BOOTCAMP

2. EXCEL FOR NONPROFITS
- DATA MANAGEMENT &
REPORTING

3. ADOBE EXPRESS
101: QUICK & EASY
CONTENT CREATION

4. FUNDRAISING
SOFTWARE SEMINAR
SERIES

5. ADOBE CREATIVE CLOUD

6. AI FOR GOOD

UPCOMING EVENTS IN JUNE 2024

REGISTER FOR ALL OF OUR EVENTS THROUGH EVENTBRITE!

WACF reserves the right to postpone or reschedule an event if the minimum number of attendees has not been reached within the event registration deadline. Registration ends 24 hours prior to the event date or when space limits are reached.

June 10: Watch Party **How to Craft Messages Your Donors will Invest In*

June 11: Watch Party **Social Media Best Practices: How to Increase Your Conversion Rates for Events and Donations*

June 13: Consultant Training: COACHING YOUR STAFF TO CREATE A STRONG TEAM at 3-4 PM

June 17: Watch Party **Grant Strategy for CEOs and Board Members: What You Need to Know to Succeed*

June 25: Bridge Builder's Meeting 12:00 PM-1:30 PM

June 27: Consultant Training: CLIFTON STRENGTHS BASICS - SELF AWARENESS 101 at 10-11 AM

**All Watch Parties are from 1:00-2:30 PM at the Willmar Area Community Foundation office located in 1601 Hwy 12 East, Suite 9 in the AppleTree Square complex*

WATCH PARTY
RSVP

BRIDGE BUILDERS
RSVP

CONSULTANT TRAININGS
RSVP

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