

Sample Fund Development Plan

Month 1 – Meet with YAC

- Brainstorm ideas for fund development
- Set realistic goals
- Set a timeline
- Research local donors and techniques that your foundation uses

Month 2 – Meet with Foundation

- Discuss your goals/ideas
- Discuss possible donors
- Find out if your foundation has a development person/staff
- Meet with some of the donors that the foundation has already benefitted from and ask them for tips and ideas
- Ask board members for advice
- Go with your Executive Director or a Fund Development Staff member on an ask
- Explain why you are interested in development to the foundation
- Finalize a donor list
- Suggest that a Board member should be paired with a YACer when they go to visit potential donors
 - This will educate both the Board member and the YAC
 - This will strengthen the relationship between the two groups

Month 3 – Meet with YAC (again)

- Do your homework (find out what organizations and programs donor(s) has funded in the past, find out what his/her kids were involved in)
- Develop a plan for the ask
- Determine roles (for the ask choose someone energetic and knowledgeable)
- Be prepared to share stories about your YAC. Practice in front of fellow YACers, go through a role play or simulation
- PRACTICE!
- PRACTICE MORE!

Month 4 - Meet with Donor

- Play to your strengths when speaking with a donor. Talk about what you know how to talk about
- Be professional
- Emphasize your YAC's empowerment of young people
- Explain the things you hope to do if you had more time or money

- Search for a person's advice as well as their money, the first is easy to come by. As part of their advice, see if there are any other organizations that you might connect to in the community
- Focus on the fact that young people are leaders and change-makers today, not in the future
- Focus on facts instead of fluff
 - Tell them the history of YACs
 - Donors will want to know exactly how their money will be used
 - How does this benefit them?
- Bring pictures from grants you have given to
- Make the person you are visiting feel at home. Intimidating them or making them feel uncomfortable will not help in securing donations. Do not pressure them to give money
- Have an established amount that you're asking for
 - Multi-year giving?
- Have creative approaches to events and relationships in fund development
- Practice on small donors before tackling big ones
- Show why there is a benefit to every party. How will the donor be recognized?

Month 4 (In the week after you meet) – Follow Up

- Send a thank you card (preferably with a picture of your YAC)
 - Make sure you put your contact info in the card

Month 4-5 – Evaluate

- Not getting the donation isn't a bad thing. That person can still be a benefit; they will mention that meeting to other people
- Discuss your meeting with your YAC and the Community Foundation whether you got the money or not. What went well? What didn't go well? What could you change in the future?
 - Learn from your mistakes!
- Keep a contact list of people with whom the YAC has interacted over the past years to use as donors at a later point (grantees, past donors, YAC alumni...)
- Keep a detailed log throughout the process on what you did so that in the future the YAC will have a blueprint to follow.

Month 6-12 – More Follow Up

- Send the donor a Christmas card so that they don't forget you.
- Make sure that the donor is on the mailing list if your YAC or Community Foundation puts out any newsletters.
- Follow up on any stewardship agreements that you had with the donor.
- **Remember that in Fund Development you are building a relationship and that one meeting isn't enough. Continue to keep the donor engaged with the YAC!**