

# Let's Connect

**Schedule time with me:**

<https://developmentandleadership.org/go/call/>

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# THE CHALLENGE[S] OF 2020

1) The noise of a major election year.

2) The psychological and behavioral impact of coronavirus disease.

3) The volatility of markets, the effects on asset holders and business owners, and deep recession.

# LIGHT INTO THE DARKNESS

- 1. The dichotomies of ministry vs. fundraising and receiving vs. taking are exposed.*
- 2. The cracks in our foundations are more visible.*
- 3. The choice between leading as a passive victim of external forces or wise steward is clearer.*
- 4. The gaps in our spiritual, emotional, and physical strength threaten to overwhelm us.*

# LIGHT INTO THE DARKNESS

*1. The dichotomies of ministry vs. fundraising and receiving vs. taking are exposed.*

- A giving driven organization exists to see specific things accomplished in the lives of the people you serve.*
- The only way to truly see real change accomplished in the lives of people is through a movement of God, this occurs among people who will work and give.*
- Therefore, the leadership disciplines of serving the people you are trying to help AND growing people who will work and give are inseparable.*

# LIGHT INTO THE DARKNESS

*2. The cracks in our foundations are more visible.*

- *Transactional giving*
- *Playing percentages*
- *Event-oriented mentality*
- *Guilt or dogma-driven*
- *Desperation-driven*

● LIVE UPDATES

BACK TO WORK Q&A

GOING OUTSIDE SAFELY

WHAT 6 FEET LOOKS LIKE

REOPENING

MONEY ADVICE

GETTING TESTE

In a survey of 3,400 nonprofits two years ago, half said they had only three months' cash on hand or less; 19% said they had a month or less, [according to the Nonprofit Finance Fund](#), a New York-based lender that conducted the survey. "The system sets them up to be fragile," says Antony Bugg-Levine, CEO of the Nonprofit Finance Fund. The virus-related revenue disruption "is an unprecedented calamity" for nonprofits, he says. He predicts many will collapse.

Nonprofits hurt by the pandemic include venerable ones like San Francisco's [de Young fine arts museum](#), which is governed by three nonprofit boards and one of them is a department of the city and county. "This is critical" read the subject line of a late-April email to its members. It faces a projected loss of \$9 million in revenue on canceled events and a major fundraiser. It has an annual operating budget of \$62 million.

Most, though, are smaller nonprofits like Gilgal. Ninety-two percent of the nation's 901,206 nonprofits that filed annual returns with the IRS for 2016 had annual budgets of less than \$1 million, according to a [2019 report by the National Council of Nonprofits](#). Most are community-based and focused on a local need.

# LIGHT INTO THE DARKNESS

*3. The choice between leading as a passive victim of external forces or wise steward is clearer.*

- External forces are always at work, some to our advantage and some to disadvantage, but they have always been beyond our control.*
- We have a profound level of control over our attention, use of time, use of money, energy, health, spiritual disciplines, and personal growth.*
- We are created by a creative God, so we can apply our creativity to get better in ways that mitigate or maybe even overcome the external forces. This is a sign of God's grace to us.*

# LIGHT INTO THE DARKNESS

*4. The gaps in our spiritual, emotional, and physical strength threaten to overwhelm us.*

- God has always been and always will be about the business of shaping you and me into the image of Jesus Christ. Difficult times can be used by God to break away our own self-deceptions.*
- The gaps show us the opportunities for the fruits of the Spirit to grow in and outward from us: love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control.*
- It's okay to be struggling with all of these gaps, because SEEING them clearly is how we move beyond our self-deceptions and then TAKE ACTION.*

...His divine power has granted to us *everything* pertaining to life and godliness, through the true knowledge of Him *who called us* by His own glory and excellence.

For by these *He has granted to us* His precious and magnificent promises, so that *by them you may become* partakers of the divine nature, having escaped the corruption that is *in the world* by lust.

Now for this very reason also, *applying all diligence*, in your faith supply moral excellence, and in your moral excellence, knowledge, and in your knowledge, self-control, and in your self-control, perseverance, and in your perseverance, godliness, and in your godliness, brotherly kindness, and in your brotherly kindness, love.

For IF these qualities *are yours and are increasing*, they render you *neither useless nor unfruitful* in the true knowledge of our Lord Jesus Christ.

2 Peter 1:3-8 (emphasis mine)

VISION

MISSION

PROFILE OF OUR VISION

VALUES

HISTORY

“WAR-TIME” PRIORITIES

1: THE MAIN THING

2: STAYING STRONG

3: STRATEGIC  
PRIORITIES

GIVING DRIVEN STEPS

STEP 1  
COMPLETE

ACTION PLAN  
2020

STEP 2  
IN PROGRESS

STEP  
3

STEP  
4

# ACTION PLAN FOR 2020

## “WAR-TIME” PRIORITIES

1: THE MAIN THING

2: STAYING STRONG

3: STRATEGIC  
PRIORITIES

NOW

JUNE  
2020

DEC  
2020

BEYOND

- Listening
- Engaging and Reporting
- Decisions and Taking Action
- Make Adjustments!
- Programs to Impact People
- Clarify # of people impacted

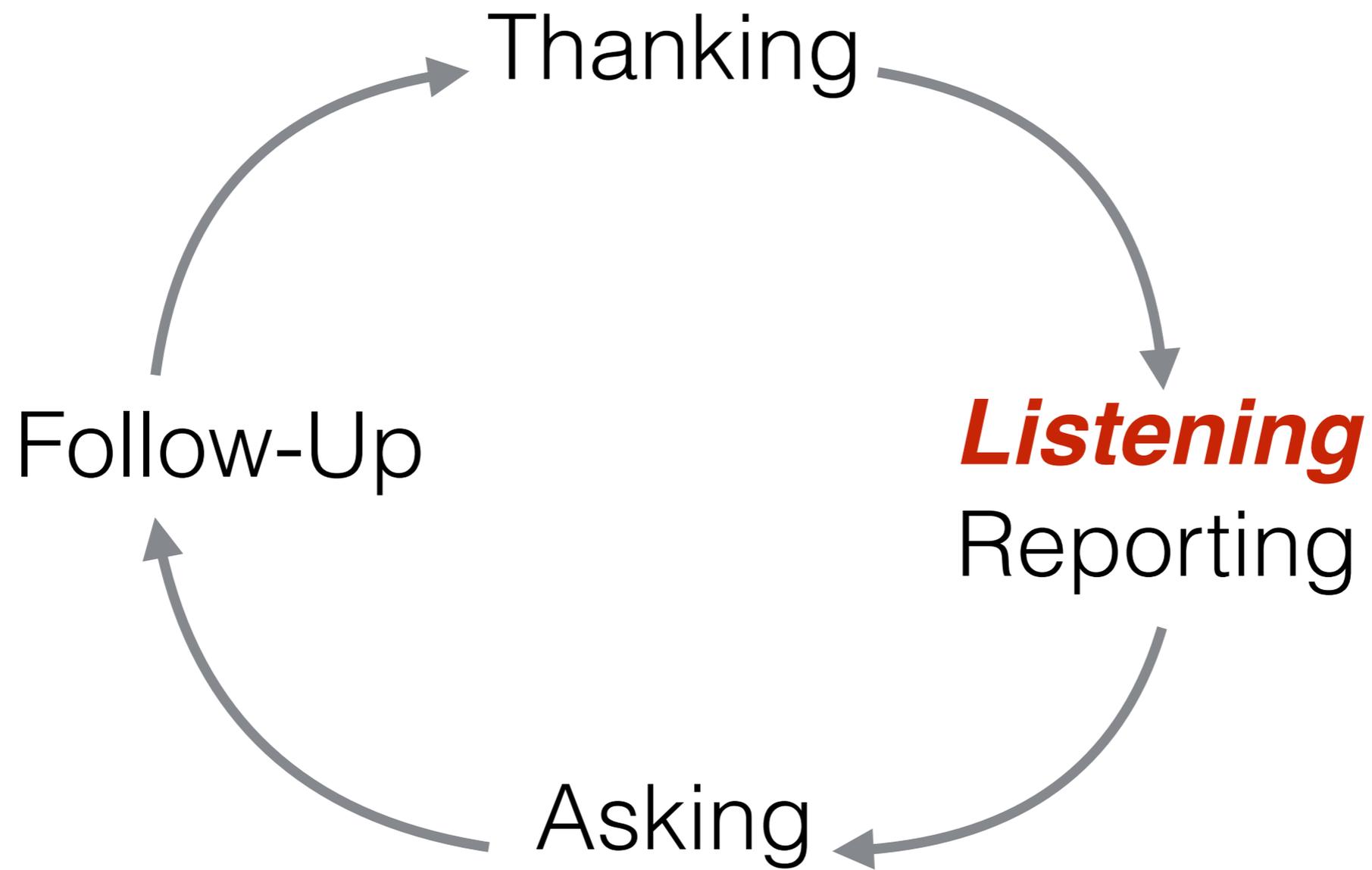
- Asking for immediate gifts and commitments
- New or Updated Projects
- Programs to Get Stronger
- Specific Project Plans
- Be in the strongest possible position

- Larger or longer term goals as giving moves us forward
- Projects that are new, improved, or improving
- Progress on those goals that enable us to be better than ever

# AN ACTION PLAN FOR GIVERS TO INVEST IN

- 1. What priorities are we using to navigate all this?*
- 2. What have we already done: adjusted, changed, shifted, scaled back, reset, adapted, stopped, reduced, strengthened, sharpened, and innovated?*
- 3. What has already been accomplished so far this year? What successes and support have we already seen?*
- 4. What are we working on next: preparing for, planning for, hoping for, positioning for, getting ready to serve up to x, help as many as x, equip as many as x, to be as strong as possible so that we are able to x, implementing these projects and refining these programs.*
- 5. What goals will help us move forward with this plan? What is our end of June/July milestone? What is our total giving goal for 2020 at this time?*

# THE DONOR JOURNEY



# PROSPECT PLANNING

## DONORS TO RETAIN

- List from highest to lowest in total giving for the year
- Establish a target amount, range, or commitment level for each and every one
- Calculate the possible low and high totals

## DONORS TO REGAIN

- List from highest to lowest in total giving
- Go back 5-7 years
- Calculate the total potential giving of donors to regain group

## DONORS TO RECRUIT

- New people on your list
- New friends, event participants, parents, grandparents, etc
- People selected from your non-donor list to focus on

## NON-DONORS

- Identify who to release
- Identify who to recruit
- Look for ways to stop training them to not give

# DEVELOPMENT STRATEGIES

FACE TO  
FACE

DONORS TO  
RETAIN

DONORS TO  
REGAIN

Schedule  
video  
meetings,  
conference  
calls, and in  
person

SMALL  
GROUPS

DONORS TO  
REGAIN

DONORS TO  
RECRUIT

Implement  
Leadership  
Briefings  
& Community  
Meetings

~~LARGE  
GROUPS~~

~~DONORS TO  
RECRUIT~~

~~NON  
DONORS~~

Go to “zero”  
  
View these  
as possible  
“enhancers”

# THE DONOR JOURNEY SKILLS

## SPECIFIC ASKS YOU MIGHT USE

- Immediate gift to the Action Plan, or a specific project goal within the plan
- Begin to give toward a past pledge, to move us forward on plans for this year.
- Make a commitment to give in 2020 to the Plan or a specific project.
- Consider a specific range or gift amount.
- Consider making a challenge gift to lead others to give at specific levels.
- Respond to a challenge gift by giving at a specific level that we are working to grow.

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