

Resource Development Wrap-Up Summary

Below is my analysis/wrap-up for the Resource Development Class. It consists of practical advice and potential future ideas in the same week-to-week format that I used for the Volunteer Mobilization one. I have also attached my Final Reflection to look at after this wrap-up with all pertinent files and supplemental material I mentioned archived by week, awaiting when I dump all of it into the O-Drive. Hope this helps for all future endeavors as always, I know my time is short at this point but even now there is plenty I could still try to implement in preparation for the future. The fundraising metrics is my attempt to put all of this great knowledge into use and will continue to be the living document it needs to be as long as someone is able to maintain and update it.

Week 1: Intro Section

- This first section dealt with learning the staff and the mission of the fictional NPO Community Kitchen.
- The mock goal of this set-up was to raised money for a designated project: Community Garden and the various ways and mentalities it could be done that would be covered in later chapters.
- It also dealt with what the essential nature of being a Resource Development person actually is.

Week 2: Resource Development Overview

- This section dealt learning the types of ethics that go into being a fundraiser.
- It talked about creating a Development plan, the key usage of Communication, and how ethics are crucial.
- Specifically, the number of stakeholders in each organization is super important and the groundwork must start with how the organization approaches each group that affiliates with the NPO's mission.
- Donor bill of rights, background and mission statements, ethical considerations, and AFP code compliance is all critical (I also have the link to this document).

Week 3: Development Planning & Communications

- This section talks about the important of the development plan and how to tie it into our communication strategy.

- Development plans are the road map that the NPO should operate on to direct all fundraising: it is the beginning and the end of the NPO's execution strategy.
- A "case for support" is one of the strongest appeals possible and should be created with both staff/volunteers/board support to make it as good as it can be. It is the culmination of the NPO's mission statement in a highly visual form with plenty of ethos, pathos, and logos interwoven into an appeal that tells a story for the audience.
- The main steps to follow are to Get Organized, Develop a Plan, and then Implement it while continuing to update it on an iterative basis.
- Several steps and keys to how to get organized and such are available to look at in the material contained in my folder.

Week 4: Donor Relationships

- This section talks about the importance of creating and maintaining donor relations in many of the steps we have already begun to utilize. It specifically deals with 3 sections: Donor relations, Special Events, and Grant Writing.
- There is extra reading that talks about the way that people like to give and breaks it down into a visual column model of the Ask→Donor→Product that does a nice drive of creating more visuals to go out on all available channels to get the word out about the NPO's financial and mission status and how one supports the other.
- There are also plenty of tips included in this section for how to create a paradigm shift in donor relations with 7 simple tips which has been collated across a broad spectrum of donor giving history.
- One of the activities we could do with the board is included in this section

Week 5: Donor Communications

- This section talks about solicitation emails mostly as well as gives guidelines on how to do that successfully.
- The blueprint is as follows for success: (1) Build a narrative. (2) Empower your members (3) Monitor the metrics. Much of this is already being done but as always its good to see it written out as a reminder too, there is always room for improvement.
- The guidelines for this section go into more detail for how the actual body of the message should be structured as well.
- Targeted and viral marketing on social media are great vectors for this message to spread specifically.
- Some of the key notes in this section talked about being powerful, personal, and poignant in all marketing materials.

Week 6: Special Events

- This section dealt with an exercise of planning fundraising events. It also talks about the implications that each event means for the NPO putting it on, and how that can be used in an advantageous way.
- There is a written guide for this in the supplemental material that includes how to craft it, how to promote it, and especially how to create sponsorship levels that make sense for the type of event.
- There is an interesting discussion in the supplemental material that talks about the types of events each NPO wants to put on, and specifically it should be tied to what the mission statement of the NPO says.
- One last thing to note here is that research is critical before anything else is to happen. Good events won't happen otherwise without that underlying structure acting as the framework.

Week 7: Event Communications

- This section talks about the type of press release you want to create and release for each event that you plan.
- It mainly talks about how the press release should be strictly informational and it needs to be sent out in time to ensure that your recipients have plenty of time to mark it on their calendar. It shouldn't be too early though as well.
- Make sure you mark the press release with ### as that is a traditional way of saying the information is concluded that needs to be released.
- Some of the supplemental material talks about 5 common mistakes to avoid when crafting this type of message.

Week 8: Grants

- This section is probably the most useful section for our affiliate, it dives into the world of grant research, and talks about the actual writing part. In a way this is the perfect supplemental material to the book I've been reading as we apply for all the ones that we have time for. It does not actually take you all the way through the process of course as that would be extremely tedious and not useful to the efficacy of the classroom model. I think the most useful part of this week was access to the FDO (Foundation Directory Online) that catalogues available grant opportunities annual throughout the nation. I've already done some research into this area and came up with 15 opportunities that could be pursued at some point.
- It also talks about the 3 goals of grant-writing: different ways to research, doing the research, and then crafting a Letter of Inquiry to engage with new sources. The book I've been reading does a great job of breaking this down into federal, regional, local, private, family, and many other types of grants that can be applied for.
- The list I pulled together is definitely worth talking about at some point.

Week 9: Grant Writing

- This section actually goes into greater detail from the week before and was the part where I actually gained access to the FDO through this class. I lost that back in August, but if another VISTA were to end up coming back to this affiliate then they could take this class and do it again. I believe you can pay to take the course for staff, or simply cut the middleman and get a professional subscription to it as well.
- The supplemental material gives more advice on how to actually write a Letter of Inquiry.
- There is also a sample letter for a criteria check in this section.
- The 5 key tenets for the letter are as follows: (1) Introduction of the NPO with amount needed and project description spelled out. (2) Description of the NPO in general. (3) Statement of need in an abbreviated format with statistical data and concrete examples of the problem. (4) Methodology for the project and the desired objectives. (5) Final summary.

Week 10: Final Reflection

- This section is similar to the Volunteer Class as I wrote up some final observations that I had for the course and acts as the pathway for critical thinking. It leads to the introspection needed to truly become a good grant writer/fundraiser.
- I have that in a separate document that I have attached to the email that I've sent you.