

# Creating new ways to fund our mission, together

## MACA resource development working group Introductory Clinic

With more public funding cuts on the horizon, community action agencies are looking for ideas and guidance on how to grow and diversify their revenue streams. To help, MACA is creating a Resource Development Working Group. The Working Group will assist agencies in two ways. First, it will help agencies strengthen their long term financial sustainability through detailed resource development planning. Second, it will help agencies generate new income in the short term through major donor fundraising.

Specifically, each agency that participates in the Working Group will work closely with a seasoned development professional, over the course of several months, to:

- Create a multi-year resource development plan;
- Write a case for support; and
- Launch a major-donor fundraising campaign.

In addition, agencies will learn from each other as they seed and cultivate these projects in their organizations. They will share lessons learned and new ideas with their peers, as they are unfolding. They will bring questions and challenges to the group to solve collectively, as the need arises. Peer learning models such as this have been proven to expedite results and encourage risk taking and innovation. It is also widely accepted to be more fun than going it alone.

To kick off this new era in resource development and peer learning, MACA is holding a **Resource Development Clinic** on Tuesday, May 24th, from 10:00 to 4:00 (agenda attached). The clinic will provide an introduction to resource development planning and major donor fund raising. We will also go over the curriculum, timeframe, and time commitment for agencies interested in participating in the Working Group.



### *What will the resource development clinic cover?*

The purpose of the clinic is two fold. First, it will provide each agency with a working understanding of what it will take to diversify its funding base over the next 3-5 years. Plus we will provide a simple tool to help you get started. Second, agencies will learn what is involved in conducting a major donor campaign: the most cost-effective strategy to raise new money in the short run. With this knowledge, each agency will be able to determine if it is ready to take advantage of the opportunities provided by the Working Group this year. If your agency determines it is not ready, but is interested, MACA will help it identify what it can do to prepare to move in this direction.

If your agency is ready, we encourage you to join the Working Group to learn with us and create and execute new strategies to support our work to reduce poverty.

### *How will the Working Group work?*

The Working Group will meet multiple times over the course of several months for structured learning sessions. Between the sessions, each agency will complete tasks needed to move their agency through the steps of each project. Each agency will receive individualized coaching and technical assistance from the consultant, between the sessions, to implement each stage of planning and execution in their agency. In addition, to help the learning take root, an interactive website will be created to cultivate continued sharing and trouble-shooting among the participants.



Good non-profits seeking to be great need to answer this question: "How can we develop a sustainable resource engine to deliver superior performance relative to our mission?"

Jim Collins, Good to Great, the Social Sectors

# New Ways to Fund our Mission

## Introductory Clinic

Tuesday May 24, 2011  
10:00 am to 4:00 pm

### AGENDA

- 10:00 to 11:15      Welcome  
Overview of the Resource Development Working Group
- What does a diversified funding base look like?  
What do we have to do inside our agency to move toward this?  
How can resource development advance our strategic plan?
- 11:15 to 12:30      Assessing the potential of new income sources for our agency:  
private foundations, corporate giving, earned income, fund raising  
events, individual giving; small and major gifts. (Includes break)
- 12:30 to 1:00      Lunch**
- 1:00 to 2:00      Major Donors: the best low-cost, income generating strategy.  
Myths and Misunderstandings  
Trends and Best Practices  
Anatomy of a Major Donor Campaign
- 2:00 to 3:30      Making Our Case to Potential Investors (includes break)
- 3:30 to 4:00      Should our agency participate in the Working Group?  
How much time do we need to allocate to it?  
What fund development projects will we complete?  
Who in my agency should participate?  
What will it cost? When will we start?

Consultant bio: Margaret Eaton

Margaret began her career working for a community action agency in Seattle. She went on to become a community organizer and grassroots fund raiser. She has served as a major gifts officer for Planned Parenthood Federation of America, and as a program officer for the Ms. Foundation for Women, Margaret raised \$1 million to fund grants to women's groups. Today Margaret is an independent consultant; she helps social change groups create focused strategies and raise money to increase their impact.

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