



Fifty⁵⁴Four

THE CAPACITY COLLECTIVE



Scott Steele

Co-founder and director – Milagros
Chairman - Jobs for Life

Scott has over 20 years of experience living and working in foreign countries, including 11 years in the Dominican Republic and Haiti. He graduated from North Carolina State University and completed his masters in organizational leadership from Azusa Pacific.

Scott believes that true organisational growth, successful funding, efficient impact, and organisational health are determined by how intentionally an organisation disciplines leaders.

He lives in Raleigh, NC with his wife of 26 years, Jennifer. They have two children, Ellie and Perk.



Go to the next level

Four Practical Ways to Immediately
Improve Your Fundraising Efforts



TIP #1 UNDERSTAND THE TRUE P&L

The true Profit & Loss of a non-profit is its ability to generate more relationships than it loses

"...Community is one of the greatest gifts charitable organizations has to give." "Fundraising must always aim to create new, lasting relationships."

Henri Nouwen

Fundraising is a mathematical numbers game to create a community that is an adequate, if not abundant, volume of people that support the missions we serve.

#1 PUT IT INTO ACTION

The true Profit & Loss of a non-profit is its ability to generate more relationships than it loses

1. What are 5-10 ways you can earn the friendship and trust of people? How can we meet 50, 100, 1000 new people this year?
2. **Observe:** What ways are people already learning about your organization? Identify it as working. Can you improve on this success? Can you create variations?

TIP #1 – 1st CASE STUDY

\$3Million to build a facility and 87 relationships

GIFT RANGE	# GIFTS REQ.	# PROSPECTS REQ.	SUBTOTAL	CUMULATIVE TOTAL	CUMULATIVE %
750000	1	5	750000	750000	25%
450000	1	5	450000	1200000	40%
300000	2	10	600000	1800000	60%
225000	2	10	450000	2250000	75%
150000	3	15	450000	2700000	90%
75000	4	20	300000	3000000	100%
60000	6	30	360000	3360000	112%
30000	8	40	240000	3600000	120%
15000	10	50	150000	3750000	125%
7500	12	60	90000	3840000	128%
Total:	49	245		3840000	



TIP #1 – 2nd CASE STUDY

My personal 2024 Goal \$200,000



GIFT RANGE	# GIFTS REQ.	# PROSPECTS REQ.	SUBTOTAL	CUMULATIVE TOTAL	CUMULATIVE %
750000	1	5	750000	750000	25%
450000	1	5	450000	1200000	40%
300000	2	10	600000	1800000	60%
225000	2	10	450000	2250000	75%
150000	3	15	450000	2700000	90%
75000	4	20	300000	3000000	100%
60000	6	30	360000	3360000	112%
30000	8	40	240000	3600000	120%
15000	10	50	150000	3750000	125%
7500	12	60	90000	3840000	128%
Total:	49	245		3840000	

TIP #2 CREATING STRATEGY

Not all donors are the same. Develop a strategy for each category of donor that supports you.

What are the categories of different donors?

How do I form strategy to reach these different categories?

What Categories would I like to add?

TIP #2 PUT IT INTO ACTION

Identify Motivations

1. Major Individual donors
2. Monthly donors
3. Sponsorships
4. Foundations and Corporate Giving Funds
5. Events
6. University Friends and Family

Breakout Room (15 minutes)

1. What are you doing to bring relationships into your organisation?
2. Are you able to identify what ways your organisation is drawing in your donor?

Guidelines for engagements

1. Take the first five minutes to introduce yourselves
2. Only share something you're comfortable sharing.
3. Show up to serve the other leaders by listening well.
4. Please turn on cameras for better engagement (if network allows).
5. You can use the 'ask for help' button if you need support or guidance.
6. Keep what is shared in confidence.

TIP #3 CALENDAR EVERYTHING

- IDEAS ARE DREAMS
- SCHEDULED EVENTS ON A CALENDAR ARE GOALS

This practice will also help you be cool, calm and collected versus a house on fire. Oh, and this practice is crucial to making delegation easy.

TIP #3 CALENDAR EVERYTHING

Excel is very helpful for this.

3

TIP #4 TOP 10 LIST

KNOW YOUR MITs & CREATE ACCOUNTABILITY

MIT = Most important tasks. What are the 10 things that are game changers to your success this month? What would lift your organisation's fundraising to a new level? What do you have to get done? Add to this list and share with someone monthly

TIP #4 TOP 10 LIST

Sample Top 10

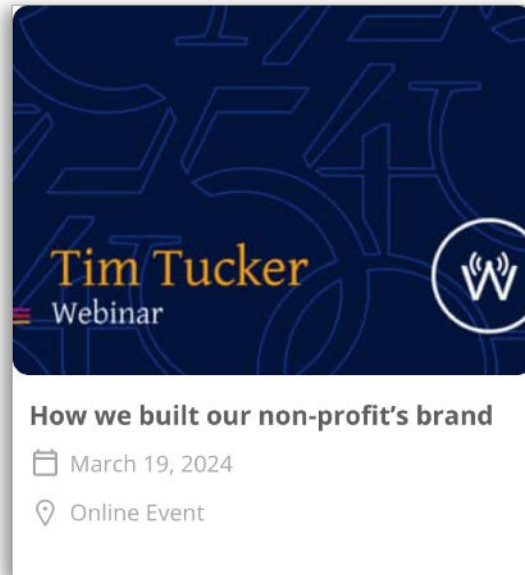
Available in the class Notes



Upcoming Events

1

Register for upcoming events



Tim Tucker
Webinar

How we built our non-profit's brand

March 19, 2024

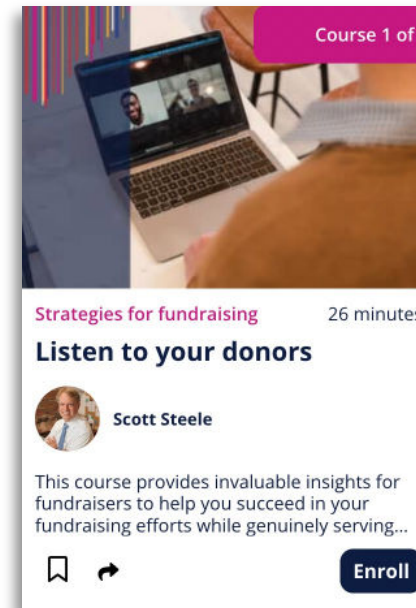
Online Event

The card features a dark blue background with a white geometric pattern. The text is in white and yellow. A logo with the letters 'W' and 'W' is in the top right corner.

Dimension: Communication & Identity
Session type: Sharing practical learnings

2

Enrol in related courses



Course 1 of 1

Strategies for fundraising 26 minutes

Listen to your donors

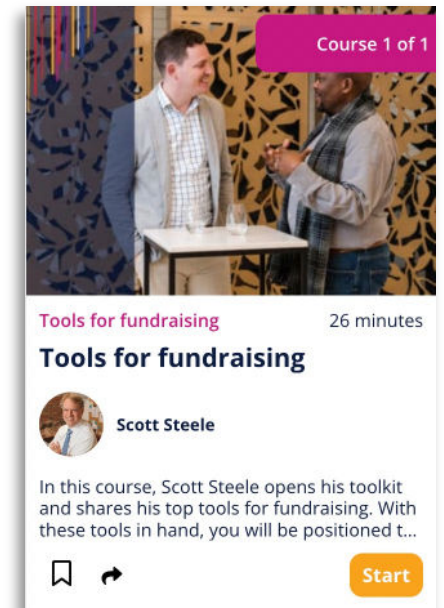
Scott Steele

This course provides invaluable insights for fundraisers to help you succeed in your fundraising efforts while genuinely serving...

Enroll

The card shows a person using a laptop with a video call on the screen. The background is a mix of blue and white geometric patterns.

Dimension: Funding
Topic: Strategies for fundraising



Course 1 of 1

Tools for fundraising 26 minutes

Tools for fundraising

Scott Steele

In this course, Scott Steele opens his toolkit and shares his top tools for fundraising. With these tools in hand, you will be positioned t...

Start

The card shows two men standing at a table, one holding a glass. The background is a mix of blue and white geometric patterns.

Dimension: Funding
Topic: Tools for fundraising

Thank you

