

# RAISE MORE MONEY WITHOUT ADDING STAFF

*presented by*

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**TEACH**

**PARTNER**

**GUIDE**

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**CCCA NATIONAL CONVENTION**

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## **I. DEVELOP AND MAINTAIN A POSITIVE ATTITUDE**

### **A. Are you a cheerful giver?**

*2 Corinthians 9:7*

*Each man should give what he has decided in his heart to give,  
not reluctantly or under compulsion, for God loves a cheerful giver.*

### **B. Do you view fund raising as a ministry or a job?**

*Ephesians 4:11*

*It was he who gave some to be apostles, some to be prophets, some to be evangelists, and  
some to be pastors and teachers, to prepare God's people for works of service, so that the  
body of Christ may be built up ...*

### **C. FEAR OR PASSION**

### **D. Donor Research. What do you really know about your donors?**

### **E. Do you pray for your donors and your role in their lives?**

### **F. Do you "challenge" prospective donors?**

## **II. FOCUS ON PROPER TRAINING & SELECTION**

### **A. Action without Knowledge seldom works**

**“We tried that and it didn’t work.”**

**Bible, books, tapes and manuals**

### **B. Staff Selection & Training**

## **III. UNDERSTAND THE CIRCUMSTANCES IN WHICH YOU MINISTER**

**A. 80%**

**B. 30% - 50%**

**C. 3-4%**

**D. 6-8%**

**E. How will you be evaluated?**

#### **IV. UNDERSTAND YOUR ROLE**

**A. Donors Do Good Deeds**

**B. God is the owner of all**

**C. We are stewards of HIS wealth – blessed that we might bless others**

**D. Giving is a choice – needs to be a lifestyle**

#### **V. ESTABLISH PRIORITIES**

**A. Mission Goal – Project Goal – Financial Goal**

**B. Do first things first – 75% versus 10% - 30% versus 1% - 4%**

**C. Key Donor Management**

**D. Segmentation gives focus**

**E. Relationship of public relations to fund raising**

## VI. ESTABLISH SPECIFIC DEVELOPMENT GOALS

A. Numerical – cannot be changed

B. Activity Goals – can be changed

C. Use a gift club model for goals and solicitation

CIRCLE	DOLLAR AMOUNT	CURRENT	GOAL
Circle #1	\$10,000+	18	20
Circle #2	\$5,000-\$9,999	8	15
Circle #3	\$2,500-\$4,999	20	24
Circle #4	\$1,200-\$2,499	39	47
Circle #5	\$ 600-\$1,199	67	80
Circle #6	\$ 300-\$ 599	136	150
Circle #7	\$ 150-\$ 299	133	175

## VII. ESTABLISH A SPECIFIC DEVELOPMENT PLAN

A. Calendar with specific projects, benchmark dates & financial goals

B. Accountability – written monthly reports

**VIII. ESTABLISH GOOD DEVELOPMENT SYSTEMS & SERVICES**

**A. Systems: Direct Mail, Phonathon, Banquets**

**B. Services: Receipting, Data Base Management, Purge Program**

**IX. UTILIZE AVAILABLE RESOURCES - TECHNOLOGY & PEOPLE**

**A. Computer, Software, Printer**

**B. Board of Directors – unwilling and/or untrained and/or poor selection**

**C. Volunteers**

**D. Consultants/Vendors**

**X. FOCUS YOUR TIME**

**A. How busy are you? Really?!**

**B. Keep a daily log for one month – how many solicitations?**

**C. Focus – you can't do everything**

**D. Study every day**

**E. 70%**



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