

Development vs. Fundraising

An Overview

The following "concepts," "projects," and "results" juxtaposing development and fundraising were prepared by Fr. Flynn, Dir. of Educ. of the Archdiocese of Omaha, Nebraska, and very effectively summarize the major differences between development and fundraising.

DEVELOPMENT

BASIC APPROACH/CONCEPTS

- ◆ Commitment of chief administrator and board to the Development Program
- ◆ Complete integrity
- ◆ Principal concern is top quality education
- ◆ Good business management procedures are absolute necessity
- ◆ Long-range planning
- ◆ Public Relations are prerequisite
- ◆ Invites substantial investments
- ◆ Goals and objectives clearly written
- ◆ Negotiate from position of strength
- ◆ A positive attitude is paramount and permanent
- ◆ Publics must be involved with the institution on a continuing basis

PROGRAMS AND PROJECTS (activities)

- ◆ Establishing Endowment Fund
- ◆ Estate Planning programs
- ◆ Annuity programs
- ◆ Marketing research program-needs of people
- ◆ Life insurance benefits solicited
- ◆ Business and Industry grants
- ◆ Research major prospects
- ◆ Involve influential, affluent people
- ◆ Encourage writing wills
- ◆ Scholarship programs
- ◆ Proposals to Foundations
- ◆ Long-range planning
- ◆ Written, distinctive philosophy
- ◆ Policy, practice and procedure manuals

RESULTS (effects)

- ◆ Large private donations received on a consistent annual basis
- ◆ Money programmed for five to ten years down road
- ◆ Working from clearly projected 5-year plan
- ◆ Positive attitude developed
- ◆ Problems are looked upon as challenges
- ◆ Obstacles are seen as opportunities
- ◆ Annual Reports of progress to all publics
- ◆ Supporters of program have strong interest in programs
- ◆ Function charts developed
- ◆ Life insurance policies/dividends received
- ◆ Foundation grants
- ◆ Private dollars generated
- ◆ Insurance dollars attracted

FUNDRAISING

BASIC APPROACH/CONCEPTS

- ◆ Panic reactions to negative deficits start process of fundraising
- ◆ Crisis orientation
- ◆ Project oriented: usually year-to-year
- ◆ Temporary solutions
- ◆ Limited objectives - short range
- ◆ Shaky, unreliable, insecure
- ◆ Immediate solution demanded
- ◆ Amateur approach; stopgap measures
- ◆ No planned continuing efforts: hit and miss; no long-range plan
- ◆ Band-Aid approach
- ◆ Negotiate from position of weakness
- ◆ Rely on gimmicks

PROGRAMS AND PROJECTS (activities)

- ◆ Bingo, a major form of financial support
- ◆ Car wash
- ◆ Annual bazaar
- ◆ Thanksgiving raffle
- ◆ \$10-a-plate dinner
- ◆ Cadillac ball
- ◆ Sales program and advertising
- ◆ Magazine sales
- ◆ Candy drives
- ◆ Festivals
- ◆ Annual Book Fair
- ◆ Bash
- ◆ Las Vegas Night
- ◆ Mardi Gras

RESULTS (effects)

- ◆ Recurring financial crisis
- ◆ Confused job specs
- ◆ Job descriptions out of date
- ◆ Working one year at a time
- ◆ Raising money on crisis orientation
- ◆ No clear-cut goals or objectives
- ◆ High staff turnover
- ◆ Vague financial reporting
- ◆ No records of past progress or reasons for change
- ◆ Changes made for change sake
- ◆ Unwritten assumptions
- ◆ Vague organization chart
- ◆ Do nothing to educate public about values of education nor their role in supporting education
- ◆ Fails to get people involved in programs