

4 Things You Need for a Development Program

Every development program needs four things. If one area is missing or weak, it impacts the other areas and reduces your ability to raise money. They include:

1. Infrastructure

This includes staffing, equipment, records, files, policies and procedures, and reporting relationships.

2. Case for support

This is the document that provides detail on why money is being raised and may take the form of a thick document, a brochure, a proposal, or a letter.

3. Volunteer leadership

Community leaders who are in sync with your organization provide credibility and contacts in addition to their own generous gifts.

4. Prospects

These are potential donors who may support your fundraising. Prospects include individuals, corporations, foundations, companies, community organizations, and so on.

Think of it this way. If your fundraising program is a stool, you need balance in each of the four legs of the stool. If one leg is weak, the stool is less stable.

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