

Investing in Infrastructure: When Pennies Cost You Dollars

Presented by: Growing Your Donors

Guest: Jen Lenard-Benson,
Funds Development Associate,
Presbyterian Women

Administrative vs. Program Costs

- Industry Best Practice
 - Administrative Costs = 25% or less
 - Program Costs = 75% or more
- As long as you are within best practices –
DON'T APOLOGIZE FOR ADMIN COSTS

What Really Matters to Donors?

- IMPACT!
- Share your mission & program **STORIES**
- Share your mission & program **STATISTICS**
- You must appeal to both **HEART** and **HEAD** to reach most donors

Educating Donors: Comparing Apples and Oranges

- Help donors understand your costs –
provide a narrative budget
- Explain cost percentages
- Be sure they are comparing apples to apples
 - Educate donors – each organization calculates percentages differently

Questions/Sharing

- Questions?
- What has worked for you?
- Share successes, miss the 'misses'

Invest in Yourself

- **Reality check**
 - What to cut from the budget?
 - What NOT to cut from the budget...
- **Professional development for staff is necessary – even at minimal levels**
- **Proper infrastructure**
 - Critical for organizational health & long-term sustainability

Taming Technology

- **It's all about ENGAGEMENT**
 - Emails
 - Social Media
- Using tech to fundraise?
- Make your contacts count – database & tracking is key

Questions/Sharing

- Questions?
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- Share successes, miss the 'misses'



Minute for Mission: Presbyterian Women

- Mission and Social Justice Work
- 2012 Churchwide Gathering 'River of Hope'
– July 18-22; Orlando, Florida; Gaylord Palms
- Want to Learn More?
– www.presbyterianwomen.org
– *Horizons* magazine

Leading the Leaders

- Board recruitment – what is your process?
- What services do you provide for your Board?
- What does your Board need to stay invested and engaged?

Strategic Budgeting

- How do you develop your budget?
- Engage staff – buy in will help you cut costs
- Remember administrative costs are necessary for healthy organizations –be sure to take care of infrastructure

For More Information

Kirsten Bullock, CFRE
Fundraising Coach, Growing Your Donors
kirsten@growingyourdonors.com

Jen Lenard-Benson, CFRE
Funds Development Associate,
Presbyterian Women
jen.lenard-benson@pcusa.org