



## Volunteer Resource Website

[JustServe.org](http://JustServe.org) is a free community resource for faith, non-profit, community, or governmental organizations looking for meaningful ways to involve employees or members in service to the community. The [JustServe.org](http://JustServe.org) website is used by organizations to post service opportunities and publicize their needs. Volunteers can search for service opportunities that meet their interests, skills, and availability. Sign up at [JustServe.org](http://JustServe.org) or contact our local web moderator, Roma Muggleston, at [mountvernonjustserve@gmail.com](mailto:mountvernonjustserve@gmail.com)

**"Leadership is all about people. It is not about organizations. It is not about plans. It is not about strategies. It is all about people-motivating people to get the job done. You have to be people-centered."**

**Colin Powell**

[www.livingwithlaney.com](http://www.livingwithlaney.com)



## Nonprofit Newsletter

### *Donor Development Strategies for Non-Profit Leaders*

**by Julie Vess**

In the dynamic world of nonprofit fundraising, crafting a winning strategy for donor development is pivotal. Today, I am thrilled to share insights inspired by the influential Penelope Burk and the guiding principles of the Murdock Trust. As a nonprofit executive, you play a central role in steering the organization toward success, and these strategies are tailored to empower you in this critical endeavor.

#### **Embracing Penelope Burk's Vision: Nurturing Enduring Connections**

Penelope Burk's pioneering work in "Donor-Centered Fundraising" underscores the transformative potential of building genuine relationships with our supporters. As an executive, you can leverage these strategies to foster enduring connections that transcend transactional giving.

#### **Strategic Directives:**

- 1. Personalized Engagement:** Encourage personalized communication that showcases a deep understanding of donor motivations and interests. This cultivates a sense of connection beyond the philanthropic transaction.
- 2. Transparency Pays Off:** Regularly update donors on the tangible impact of their contributions. Transparency builds trust and reinforces the notion that they are integral partners in the organization's mission.
- 3. Gratitude Matters:** Ensure that recognition and appreciation are integral components of your donor relations strategy. Acknowledging donors for their multifaceted support, including time and expertise, solidifies their commitment.

#### **The Murdock Trust Essentials of Development: Blueprint for Executive Leadership**

The Murdock Trust, a stalwart supporter of nonprofits in our region, offers invaluable insights through their Essentials of Development. These principles serve as a guiding compass for nonprofit executives seeking to optimize their organization's effectiveness.

#### **Strategic Principles:**

- 1. Strategic Planning Mastery:** As an executive, lead the charge in developing a dynamic fundraising plan aligned with the organization's core mission and values. This provides a clear roadmap for sustainable growth.
- 2. Trust as a Cornerstone:** Uphold ethical practices and fiscal responsibility to cultivate and maintain trust with donors. As an executive leader, your commitment to trust becomes the bedrock of successful donor relationships.
- 3. Diversify Revenue Streams:** Embrace the Essentials' call to diversify funding streams, mitigating financial risks associated with relying on a single source. Your strategic oversight is pivotal in ensuring the financial health of the organization.

**(Continued on the following page)**



## Podcast

“The Practice of Nonprofit Leadership”, hosted by Tim Barnes and Nathan Ruby, is an excellent resource for Executive Directors. Look for it wherever you access your podcasts.



## February Resource

SCAF has started a lending library of nonprofit resource books. Check it out the next time you are in the office and feel free to borrow something!



## Article continued

### Integration for Executive Success

Harmonizing Penelope Burk's donor-centric approach with the strategic principles of the Murdock Trust creates a powerful synergy. By aligning donor interests with organizational objectives and embodying transparency and gratitude, you, as the executive leader, can cultivate a community of passionate and engaged supporters.

### Key Takeaways for Your Leadership

- Invest in Understanding:** As an executive, devote time to comprehending donor motivations, interests, and values. This knowledge will inform strategic decision-making and communication.
- Lead with Strategy:** Spear head the development of a robust fundraising plan, integrating the Essentials of Development. Your strategic leadership ensures the organization's long-term viability.
- Champion Impact:** Showcase the tangible impact of donor contributions. Your executive influence can amplify the narrative of success, celebrating milestones and the collective power of philanthropy.

In closing, I invite you to embrace the collective wisdom of Penelope Burk and the Murdock Trust. Together, let us propel our organizations to new heights, fostering a community of supporters who are not just donors but dedicated partners in our shared mission.



## Upcoming Workshops:

**SCAF is hosting three workshops for board members and nonprofit leaders. Space is limited, so sign up now!**

### Embracing The Donor with Nancy Nelson

Date: March 13, 2024

Time: 3:30-5:00 pm

A workshop for Executive Directors, Board members, and paid staff

\*People give where they know and trust the people running the organization. Embrace ways to develop genuine relationships with donors, leading to trust and increased commitment over time.

RSVP at <https://secure.givelively.org/event/stanwood-camano-area-foundation/embracing-the-donor-with-nancy-nelson>

### Finance Unlocked for Nonprofits:

<https://nonprofitwa.org/event/stanwood-finance-unlocked-for-nonprofits/>

Date: March 20, 2024

Time: 9:00 am - 1:00 pm

### Let's Go Legal:

<https://nonprofitwa.org/event/stanwood-lets-go-legal/>

Date: April 17, 2024

Time: 9:00 am - 1:00 pm