



M.J. Murdock Charitable Trust

The M.J. Murdock Charitable Trust works to support nonprofits through grant-making and leadership development.

They offer two training programs for organizations interested in taking their board "to the next level":

Board Leadership:

<https://murdocktrust.org/leadership-and-capacity-building/board-leadership/>

Essentials of Development:

<https://murdocktrust.org/leadership-and-capacity-building/essentials-of-development/>

"A strong nonprofit leader drives a sense of mission down through the organization, upward into the board and outward into the community. He or she is willing to do whatever it takes to enable the organization to follow its mission effectively."

Paul Light



Nonprofit Newsletter

Strategic Planning is Key to a Successful Fundraising Plan

by Julie Vess

Since the last couple of newsletter articles were focused on fundraising and donor development, I thought I would delve into strategic planning and how it relates to fundraising.

Yes, strategic planning is integral for fundraising in nonprofit organizations. A well-thought-out strategic plan serves as a roadmap that guides the organization in achieving its mission and goals.

When it comes to fundraising, strategic planning provides several key benefits:

- 1. Clear Direction:** A strategic plan defines the organization's priorities, target outcomes, and the actions needed to achieve them. This clarity is essential for aligning fundraising efforts with the overall mission and vision.
- 2. Alignment with Mission:** Donors are more likely to support organizations that demonstrate a clear and compelling mission. Strategic planning ensures that fundraising initiatives align with the core values and purpose of the nonprofit.
- 3. Resource Allocation:** Effective fundraising requires the allocation of resources, including time, personnel, and funds. A strategic plan helps prioritize and allocate resources to activities that are most likely to yield successful fundraising outcomes.
- 4. Diversification of Revenue Streams:** Strategic planning encourages nonprofits to explore and develop diverse revenue streams. Relying on a variety of funding sources, such as grants, individual donations, corporate sponsorships, and events, can enhance financial stability and reduce dependency on a single source.
- 5. Adaptability to Change:** The nonprofit landscape is dynamic, and external factors can impact fundraising efforts. A strategic plan provides a framework for adapting to changes in the environment, ensuring that the organization remains resilient and responsive to evolving circumstances.
- 6. Long-Term Sustainability:** Fundraising is not just about meeting immediate financial needs but also ensuring the long-term sustainability of the organization. A strategic plan considers both short-term and long-term goals, fostering stability and growth over time.
- 7. Communication and Engagement:** A well-defined strategy can be effectively communicated to donors, supporters, and stakeholders. This transparency builds trust and confidence in the organization's ability to achieve its goals, making it more appealing to potential donors.
- 8. Measurable Goals and Outcomes:** Strategic planning involves setting measurable goals and outcomes. This allows the organization to track progress, evaluate the success of fundraising initiatives, and make data-informed adjustments as needed.

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March Resources

Gambling as a Fundraiser

Fundraising activities like raffles and bingo are highly regulated.

Make sure you are up to date on the laws surrounding these activities:

<https://wsgc.wa.gov/rules-enforcement>



Upcoming Grant Cycle

Floyd & Delores Jones
Community Grants

Application opens May 15th

Due May 31st



Volunteer Fair

Our inaugural Volunteer Fair was a great success! Thank you to all who participated.

Article continued

In summary, strategic planning is a fundamental component of successful fundraising for nonprofits. It provides a roadmap for aligning fundraising activities with the organization's mission, ensures efficient resource allocation, and enhances the overall sustainability and impact of the nonprofit.

If your organization hasn't done strategic planning or your plan is over 3 years old, it would be in your best interest to start that process. SCAF can help you with that. We offer facilitation services for the strategic planning process.

Call or email our office if you are interested in our help with strategic planning or any of our other nonprofit services.



Upcoming Workshops:

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

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

