

Ripe for the Picking

Ensuring your organisation is desirable to donors



Kat Macmillan

Our services/ programmes are:

- ✓ Needed in the community
- ✓ Excellent quality
- ✓ Client/ member/ user/ patient led

Great charities are run like great
businesses

Why? Why not?

As with **business** investors, **charity** investors wish to see the results of their investment.

To produce a sustained and strategic impact, **charities must be run like a business**, with strategy, discipline and a strong focus on outcomes.

How can we tell as a customer when a business is run well?



Communication

- Great human relations
- Focused On Mission, Always.
- Donor-Centric.
- Are Able To Mobilize And Inspire Others.
- Continuously Listen And Improve.

Administration

- Are Streamlined
- Are Agile.
- Are Digitally-Savvy.
- Develop Diverse Funding Sources.

**WILL IT BE
EASY?**

NOPE.

**WORTH IT?
ABSOLUTELY.**

Communication

- Great human relations

Dale Carnegie's first nine Human Relations Principles

How can these principles grow support for your organization?

Become a Friendlier Person

1. Don't criticize, condemn or complain.
2. Give honest, sincere appreciation.
3. Arouse in the other person an eager want.
4. Become genuinely interested in other people.
5. Smile.
6. Remember that a person's name is to that person the sweetest and most important sound in any language.
7. Be a good listener. Encourage others to talk about themselves.
8. Talk in terms of the other person's interests.
9. Make the other person feel important – and do it sincerely.

Dale Carnegie's Golden Book

Share



Home



About



Principles



Principles



Website



Settings

Communication

- Focused On Mission, Always.

Q: How do we enable people know our mission?

Communication

- Donor-Centric.

“Donors are more than their wallets – they are people”. Donorbox.org



What does being donor centric mean to you?

Does it conflict with being organisation centric?

“Donor-centric” is another way of saying “building trust.”

- Trust that donors play an essential, vital, central role in your mission’s success.*
- Trust that your organization does worthwhile things with donor gifts.*
- Trust that your organization conducts its operations efficiently*

- Simone Joyeaux

Communication

- Are Able To Mobilize And Inspire Others...

“...staff, volunteers, and donors. Constantly creating meaningful ways to engage these individuals and connect them to the nonprofit’s mission and core values.

Great nonprofits inspire others to take action” Donorbox.

Q: What’s one thing your organization could improve on to inspire staff, volunteers and donors?

Communication

- Continually listen and improve
- Listen to beneficiaries, to Board, to staff, to volunteers, and to other organizations.
- Collect and learn from data to develop new or better programs that meet the evolving needs and requirements of their beneficiaries.
- Create a culture of feedback in your nonprofit.

Q: How do we listen and create a culture of feedback in our organization?

Administration

- Are Streamlined

Q: Are there any processes you could simplify or put in place in your organization to save time?

Administration

- Are Agile

‘Agile nonprofits are all about responding to change rather than following a dusty yearly plan sitting somewhere on the office shelf.’

In Agile nonprofits there is a big focus on transparency and an emphasis on frequent, short conversations. Immediate feedback is preferred instead of long meetings.

Q: Is your organisation focused on adapting to change? How?

Administration

- Are digitally savvy



Being a digitally-savvy organization is *the only way forward, the only way to stay relevant and scale.*

Q: How digitally-savvy is your organisation? How can you improve on this?

Administration

- Develop diverse funding sources

In general, it is advisable for nonprofits to never receive more than 30 percent of their funding from any one source.

Funding sources

- Individual donations
- Grants
- Corporate sponsorships
- Membership fees
- Selling goods and services / social enterprise
- In-kind donations
- Investments

Q: How many funding sources do you have? What can you work on?

Communication

- Great human relations
- Focused On Mission, Always.
- Donor-Centric.
- Are Able To Mobilize And Inspire Others.
- Continuously Listen And Improve.

Q: Where do you need to put more effort most?

Administration

- Are Streamlined
- Are Agile.
- Are Digitally-Savvy.
- Develop Diverse Funding Sources.



Thank you for participating

Kat Macmillan