

Putting the Five Strategies to Work

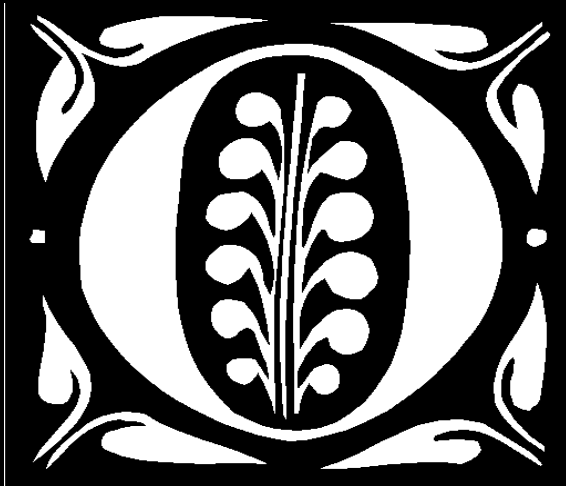
Part 3 of a two-day mini-course by Mal Warwick
"The Strategic Approach to Fundraising"
Center for Philanthropy
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Five strategies

- At every stage of development . . .
- One PRIMARY strategy
- One Secondary strategy
- PRIMARY + Secondary

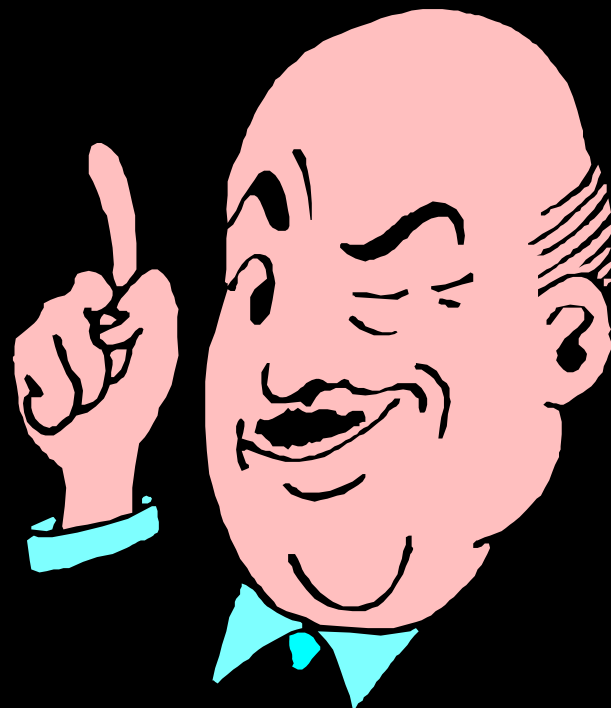


nce upon a time . . .

In a city far, far away . . .



Oleg Bahaty had a vision . . .



The Oleg Bahaty Institute of Interactive Technology!



Center for Philanthropy Kyiv 03-08

How to build a 25M hryvnia museum?

- Oleg's 10M hryvnia lead gift
- Blue-ribbon committee
- Capital campaign
- Institutional gifts (foundation, corporate)
- Membership development

PHASE ONE: Year 1

- Launching the Institute: Visibility primary
- Involvement secondary
- VISIBILITY + Involvement
- Fundraising efficiency must wait
- Subsidize membership program

Phase One Tactics

- Free and paid media
- Programs in schools
- Involve community businesses
- Direct mail acquisition
- Membership benefits
- Welcome package

PHASE TWO: Years 2-4?

- Building the base
- GROWTH + Involvement
- Subsidize Growth
- Back-end fundraising
- Efficiency, Stability still elusive

Phase Two Tactics

- Increased direct mail acquisition
- Convert one-off donors to monthly
- Recruiting regular donors on the street
- Membership renewal program
- Special appeals to upgrade giving

PHASE THREE: Years 5+?

- Securing the future
- Strategic **choices**
- Depend on goals, resources, opportunities

Strategic choices

1. EFFICIENCY + Stability
2. STABILITY + Efficiency
3. INVOLVEMENT + Efficiency
4. STABILITY + Growth

1. EFFICIENCY + Stability

- Limited acquisition
- Emphasize major donor fundraising
- Cut membership service costs
- Endowment campaign

2. STABILITY + Efficiency

- Limited membership acquisition
- Cut membership service costs
- Endowment-building emphasis
- Planned giving promotion
- Slightly lower Efficiency

3. INVOLVEMENT+ Efficiency

- Involved members give more
- Continuing acquisition
- Expanded membership program
- Legacy-promotion program
- Lower short-term Efficiency

4. STABILITY + Growth

- Growing membership at low cost
- Expanding pool of major gift prospects
- Diversified fundraising efforts . . .
- Short-term loss in Efficiency

One PRIMARY strategy

GROWTH

INVOLVEMENT

VISIBILITY

EFFICIENCY

STABILITY

GIVES



Your turn now, folks!

Mal Warwick, Chairman

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