



The Association for
Biblical Higher Education
ABHE Biblical · Transformational · Experiential · Missional

db
dickerson
bakker ▶▶
advancing nonprofits

ABHE
ANNUAL MEETING
February 12-14, 2020
Planning the Annual Calendar & Assigning Responsibilities

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DEVELOPMENT FOUNDATION

A hand is shown placing a wooden block to complete a set of four steps. A wooden cutout of a person is walking up the steps.

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DEVELOPMENT FOUNDATION

- Mission
- Vision
- Core Values
- Donors do the good deeds
- Focus on personal attention

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CONCEPTS OF PLANNING

- Synergy
- Tomato plants
- Staff
- Budget
- Time
- Cooperation

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POSITIONING

- What position do you own?
- What position do you want to own?
- Who has the position you want?

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POSITIONING

- Do you have enough resources/
potential resources?
- Can you “stick it out” – not flash and
dash
- Constant review

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GETTING ORGANIZED

- Job descriptions
- Training
- Evaluation
- Lines of Authority
- Budgeting – what is process to draft and approve development budget

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GETTING ORGANIZED

- Income and Expenses – not the same each month
- Immediate Goals and Long -Term Goals for the year
- Activity Goals, essential, but not equal to funding

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ENVIRONMENT

- Match your percentages to national averages
- What are your “numbers”

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ROAD BLOCKS

- Not willing to do things differently
- Process of building a development team
- Use of technology – or over use of technology
- Use of volunteers

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SOURCES OF FUNDING

- Churches
- Individuals – various group numbers
- Corporations/Businesses
- Foundations
- Bequests

What is the best area for the quickest growth?

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PUBLIC RELATIONS/COMMUNICATION

THINK GENERATIONAL

- | | |
|-------------------------------------|---------------------------------|
| • Newsletter – hard copy/electronic | • Phone calls |
| • Website | • Facebook |
| • Letters | • Cultivation on personal level |
| • Personal notes | |

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DATA MANAGEMENT

- Division of donors; non-donors; lapsed donors
- Profiles of top 100 donors
- Purge
- Receipt turnaround

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DO WHAT IS IMPORTANT, NOT WHAT IS EASY

- Build support/prayer group
- Face-to-face solicitations
- Build “foundation funding” support

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WHERE TO SPEND REST OF TIME

- Churches
- Direct Mail
- Telemarketing
- Social Media
- Special Events

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RECORD KEEPING

- Reminds you of God's blessing
- Interpret results
- Aids in projections
- Comparisons – month to month; quarter to quarter; year to year; project to project

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ANNUAL CALENDAR

- Calendar or Fiscal Year
- Have calendar for each month - mark holidays, vacations, campus events

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ANNUAL CALENDAR

- Start with top donor plan
 - Individuals/Families Visitations – Key Donor Management Plan
 - Churches
- Special events – dinners, tournaments, telemarketing, Giving Tuesday
- Fund-raising letters and various newsletters

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