

“Another Brick in the Wall”

Rosalind Weiss

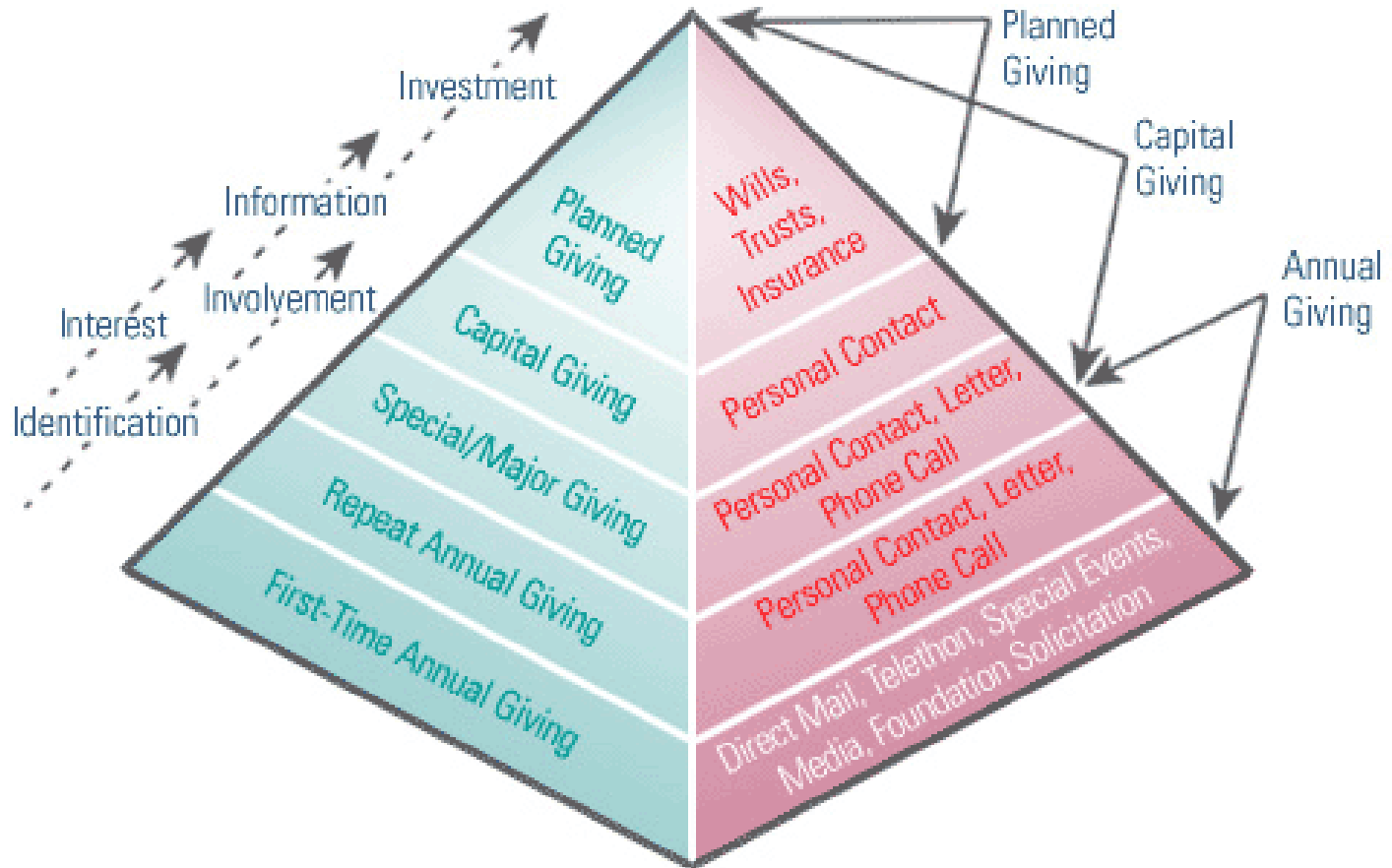
President, Space Coast Chapter of the
Association of Fundraising Professionals

Marketing and Development Administrator
Brevard Achievement Center

“How can you have any pudding
if you don't eat yer meat?”

“Another Brick in the Wall”
Pink Floyd

Pyramid of Giving



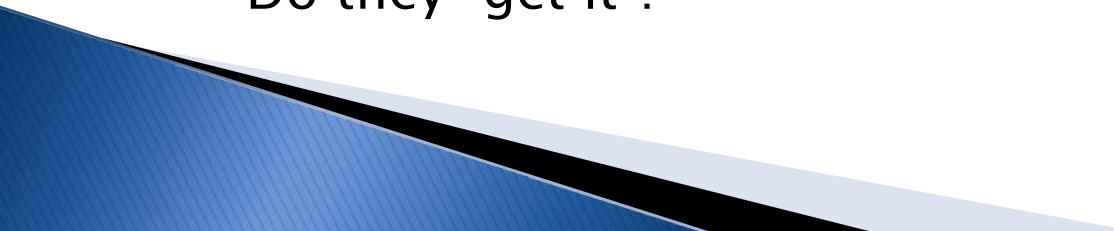
Our Non-Profit Community

- ▶ Brevard County is home to 2,074 tax exempt organizations
- ▶ 1,421 public charities in Brevard that are dedicated to human services, arts and culture, health care, animal welfare, environment, education, recreation and many other public interests

Community Foundation for Brevard



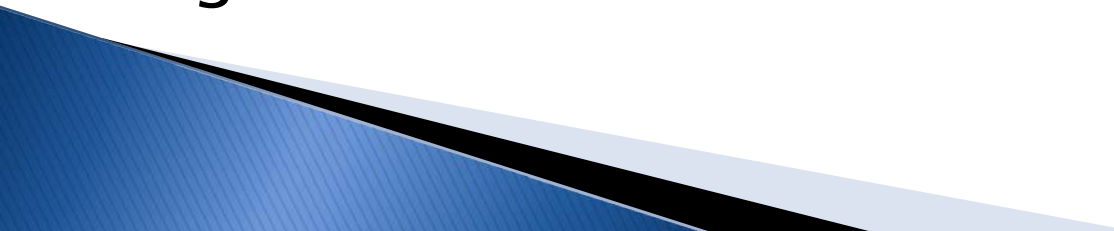
Who Are Your Stakeholders?

- ▶ Employees
 - Are there silos? If so, how are you breaking those down?
 - ▶ Clients (people you serve)
 - What are your clients saying about you?
 - Do they understand your mission?
 - ▶ Board
 - Critical that your Board can deliver a :60 story – NOT an elevator pitch
 - ▶ Donors
 - Do they “get it”?
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Today's Donor

- ❖ 88% of gifts come from individuals
- ❖ Women drive philanthropy
 - 92% of men surveyed said spouses are the deciding factor when giving*
**2012 Bank of America Survey*
- ❖ Today's Donor**
 - 65 and older: Unlike majority of donors, it's okay to use recession as reason for support
 - Middle age: Want a clear idea of where the \$\$\$ is going and that the charity is the best of all others in its field
 - Under 35: Same as middle age, but interested in building a community of like-minded givers; want to get their friends and family to give to a cause they believe in
***June 2012 Chronicle of Philanthropy*

Mission Statement (What You Do)

- ▶ Definition: A one-sentence statement describing the reason an organization or program exists and used to help guide decisions about priorities, actions, and responsibilities.
 - ▶ Always weave it into your communications!
 - ▶ Donors want to know how you're using their gifts
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Value Proposition

- ▶ Definition: A statement that summarizes why a consumer should buy your product or use your services. Should convince a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings.
- ▶ Donors and foundations interested in supporting causes that can clearly articulate how they are solving problems and what they are doing well.
- ▶ Donors want to have confidence that they are “making change” through their giving.

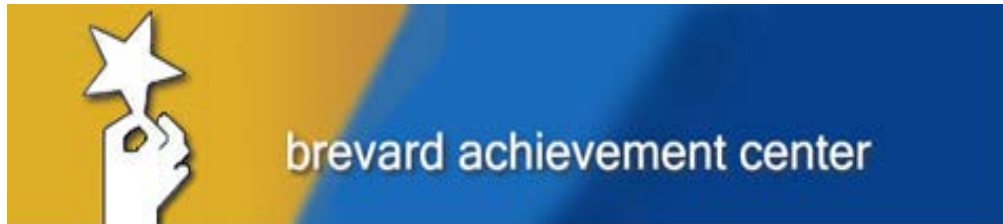
“What Is Your Value Proposition?”

Anthony E. Graves

What About Your Image?



brevard achievement center



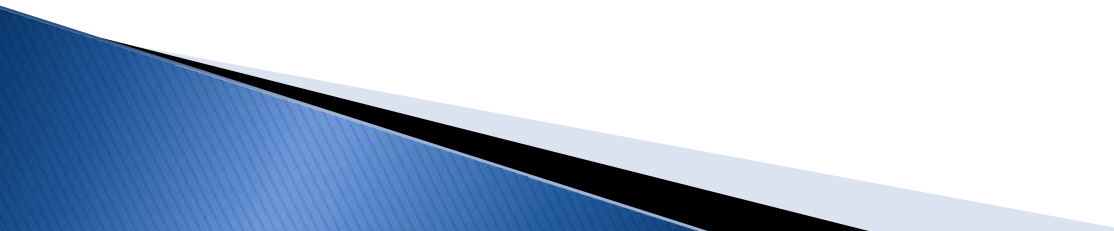


BREVARD
ACHIEVEMENT
C·E·N·T·E·R

What About Your Tag Line?

How achievement works!

There's no limit
to what we can achieve!



How Sharp Are Your Tools?

- ▶ Brochures
- ▶ Newsletter
- ▶ Web Site
- ▶ Facebook
- ▶ Press Releases
- ▶ Videos
 - <http://www.youtube.com/watch?v=YEf5Aukg5nQ>

Don't be another brick in the wall.

Get yer pudding.

Thank You!

