

DEVELOPMENT



Baltimore Child Abuse Center

What is Development?

Myth: Development is just asking people for money.

Fact: Development is the long-term process that includes fundraising. It also includes identification, cultivation, solicitation, and stewardship of supporters. It's relationship-building!



Doing your part every step in the cycle

- **Identify** – Opening doors, introducing others to BCAC
- **Cultivate** – Parlor meetings, guided tours, meetings with prospects, personal invites to special events
- **Solicit** – Peer-to-peer solicitation, personal notes, event tickets & sponsorship, foundations, face-to-face asks, selling raffle tickets
- **Stewardship** – Saying thank you. It's easy!



BCAC Development Revenue Streams

Direct Mail – BCAC has 14 direct mail pieces slated for FY14. Some are cultivation pieces, others are solicitations.

Online through the BCAC website – BCAC recently began utilizing eTapestry to make giving online easy for our supporters. We have two campaigns planned for FY14. Online giving is the fastest growing segment of most donor bases.

Grants – BCAC receives grant funding from federal, state, and local entities, as well as from private foundations and funds.

Special Events – Be a Hero is our main fundraiser of the year. We are gearing up for the event in April 2014. It will be held American Visionary Art Museum. The event will feature special guest speaker, Sugar Ray Leonard, a live auction, award ceremony and over 300 BCAC supporters, with hopes of growing even larger.

Individual Gifts – Two times per year (in spring and fall), volunteers will be supported by staff in the process of raising the bulk of individual gift dollars through two Gifts Committees, targeting our most generous financial supporters and prospects.



Board Leadership in Development

- The reasons that Board members must take a leadership role in Development is simple:
 - You are responsible for the well-being of BCAC and for its successes.
 - You are seen as the people most committed and dedicated to the organization.



Partners in Giving Campaign

Partners in Giving Campaign Goals:

- To have an active and engaged Board participating in Development activities
- To energize the team in a fun and productive way
- To increase Development revenue through Board participation
- To increase knowledge of Development



Baltimore Child Abuse Center

Three Components of the Campaign

First Component:

Give

- 100% Board participation in giving
 - Fiscal Year 2013: The Board contributed \$26,250 overall.
 - Great job!



Baltimore Child Abuse Center

Three Components of the Campaign

Second Component:

Get



- **Teamwork and Collaboration!**

- The board will be teamed up with one another into four (4) teams
 - Teams will be introduced at the September 24th Board meeting.
- Points will be assigned for each Development activity based on the points system
 - Email jtrust@bcaci.org if you make any Development moves online.

Three Components of the Campaign

Get

- Jenny Trust will be tracking and Liz Ritter, Development Chair, will be reporting at bi-monthly monthly Board meetings on points earned.

Winners will be awarded at the end of the fiscal year!



Three Components of the Campaign

Third Component:

Development Continuing Education

- Jenny Trust will add to her reports to the Development committee:
 - Development tips
 - Ways to help out & earn more points!



Baltimore Child Abuse Center

Thank you!

And we're open to new ideas!

Contact the Development Chair:

Liz



Contact your Team Captain:

Brian



Karen



Contact the Development Director:

Jenny Trust

jtrust@bcaci.org
(443)984-3013

Colby



Craig

