

# BUILDING A DEVELOPMENT AND FUNDRAISING CULTURE

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Holly End (SVDP Cincinnati)

Jason Perkins (Blackbaud)

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**Hi! I'm Jason Perkins.**

At Blackbaud: 5 years  
Hometown: Austin, Texas

- As a father of three, I'm most passionate about children's welfare, education and ending hunger
- Outside of work, I enjoy all things outdoors, travel and reading



## Hi! I'm Holly End.

At SVDP Cincinnati: 3 years

Hometown: Cincinnati, Ohio

- With 20 years experience in the nonprofit world, my greatest passion is working to ensure every person is treated with dignity and respect.
- I enjoy reading, writing, and traveling with my husband and two children.

## From emerging to exceptional

- If you are planning a marathon, how do you start?
- Do you start with a 5K?
- More to the point, as fundraisers, where do we start?

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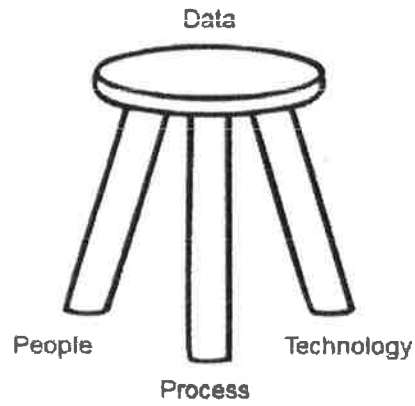
## From emerging to exceptional

- Start with a plan
- Review the plan
- Refine the plan
- Execute the plan
- Measure your results against the plan
- Make modifications (as needed) to the plan.
- Rinse and repeat.

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# What does a development and fundraising culture look like?



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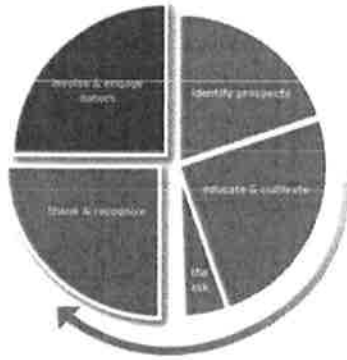
## Reframing philanthropy and our role



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# Philanthropy in Action



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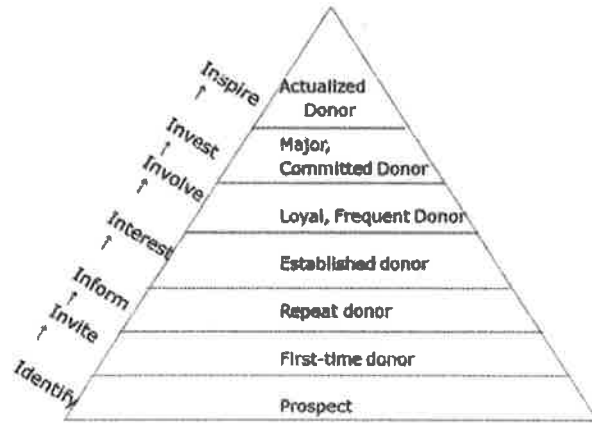




# People



# Process – The Supporter Journey



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# Technology... and data

Fundraising  
Peer-to-peer Servers Online Email  
Analytics Data  
Cloud Software Hosting  
Payments DIY  
Accounting Events  
Databases  
Marketing Donations  
Mobile-responsive

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What does “exceptional” look like?



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## Focusing on the fundamentals

- Fundraising is not hunting or mining: it is farming
- Understand the needs and expectations of your donors
- Listening

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## Tying it all together

- People
  - Each of us plays a role
  - Development is about so much more than “the ask”
- Process
  - Create a strong and lasting supporter journey
  - Be flexible and adapt to change
- Technology (and data)
  - Become more efficient
  - Ensure it is all tied together and integrated
- Focus on outcomes

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# THANK YOU!

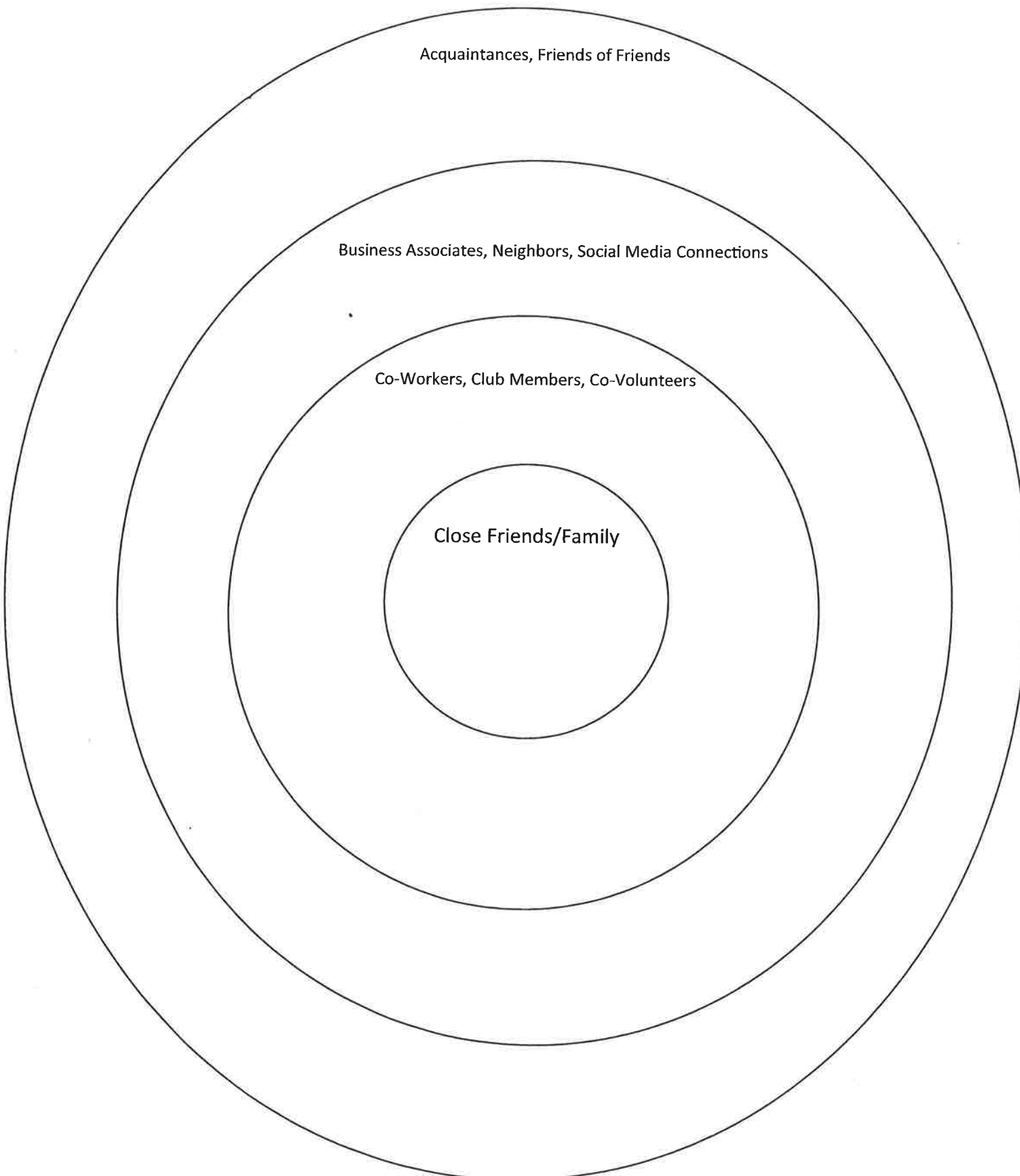
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# Circles of Influence



Acquaintances, Friends of Friends

Business Associates, Neighbors, Social Media Connections

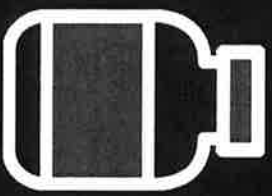
Co-Workers, Club Members, Co-Volunteers

Close Friends/Family



# Impact Report

For 149 years, St. Vincent de Paul - Cincinnati has provided a safety net for our neighbors in need by fostering hope, and providing spiritual, emotional and material assistance. Through the first three quarters of our 2018 fiscal year, that effort has continued thanks to your support.



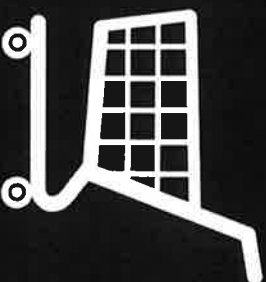
## PHARMACY

The Charitable Pharmacy filled 43,577 prescriptions valued at \$6.2 million. This is a 10% increase in prescriptions filled.



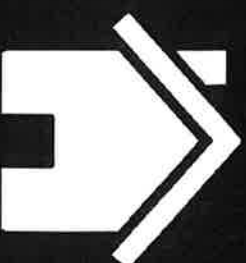
## THRIFT STORES

We provided \$599,821 in vouchers to our neighbors.



## FOOD PANTRY

We served 8,801 families through the Edyth and Carl Lindner Choice Food Pantry.



## HOMELESSNESS PREVENTION

We provided 4,479 families with emergency rent and utility assistance.



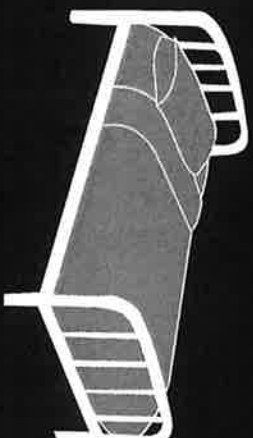
## WELL-BEING

We distributed 883 fans and air conditioners this summer.



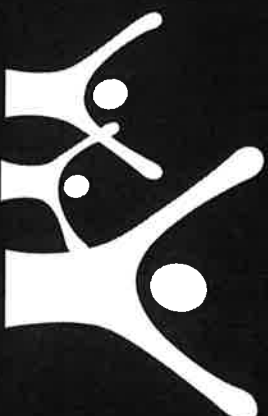
## RE-ENTRY PROGRAM

We helped place more than 500 formerly incarcerated people into jobs in four years.



## BEDS

We provided 1,287 bed vouchers for those without a bed to sleep on.



## SERVICE LEARNING

We led 1,400 individuals in retreats or poverty immersion experiences.

**upward spiral**

A Comprehensive Campaign for Our Neighbors in Need

\$9 million



Oct. 2017 - June 2018