

Catholic Radio



DEVELOPMENT FUNDAMENTALS





Radio Road Map

- Remember the balance of the road map...
- It's important to develop each "leg" of the road map simultaneously.
- If one "leg" of the road map is emphasized over another, the other "legs" get out of balance.
- You need to work all "legs" at the same time.



1 ASSEMBLY

- Establish 501 (c)(3) and board of directors
- Station search via broker
- Establish purchase price
- Develop business plan
- Secure financing/purchase station
- Hire key personnel (Development Director, Production Manager, and possibly Operations Manager)
- Develop **Mission Statement**

2 FOUNDATIONAL Based upon Mission & Vision Statements



3 LAUNCH

Integrated Development

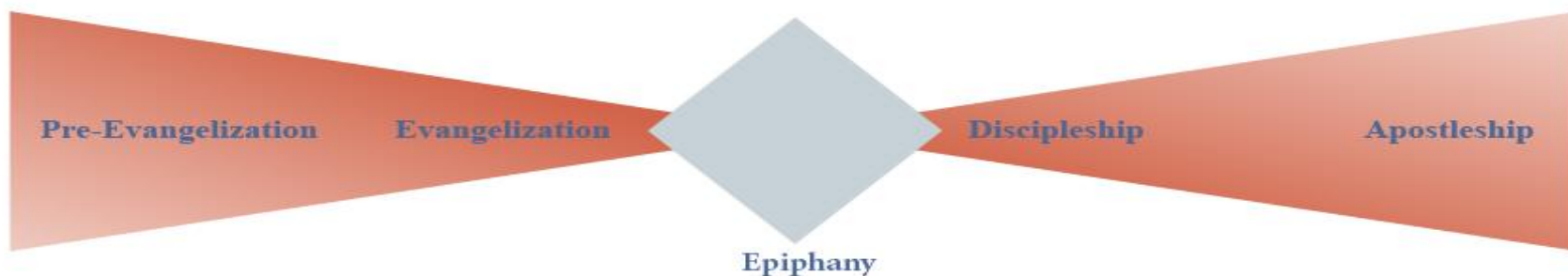
- **Development, Marketing and Community Engagement** are three integrated parts that cannot be separated
- They are *never* silos
- Think of *all activities* through integration



Who is your Catholic Radio donor?

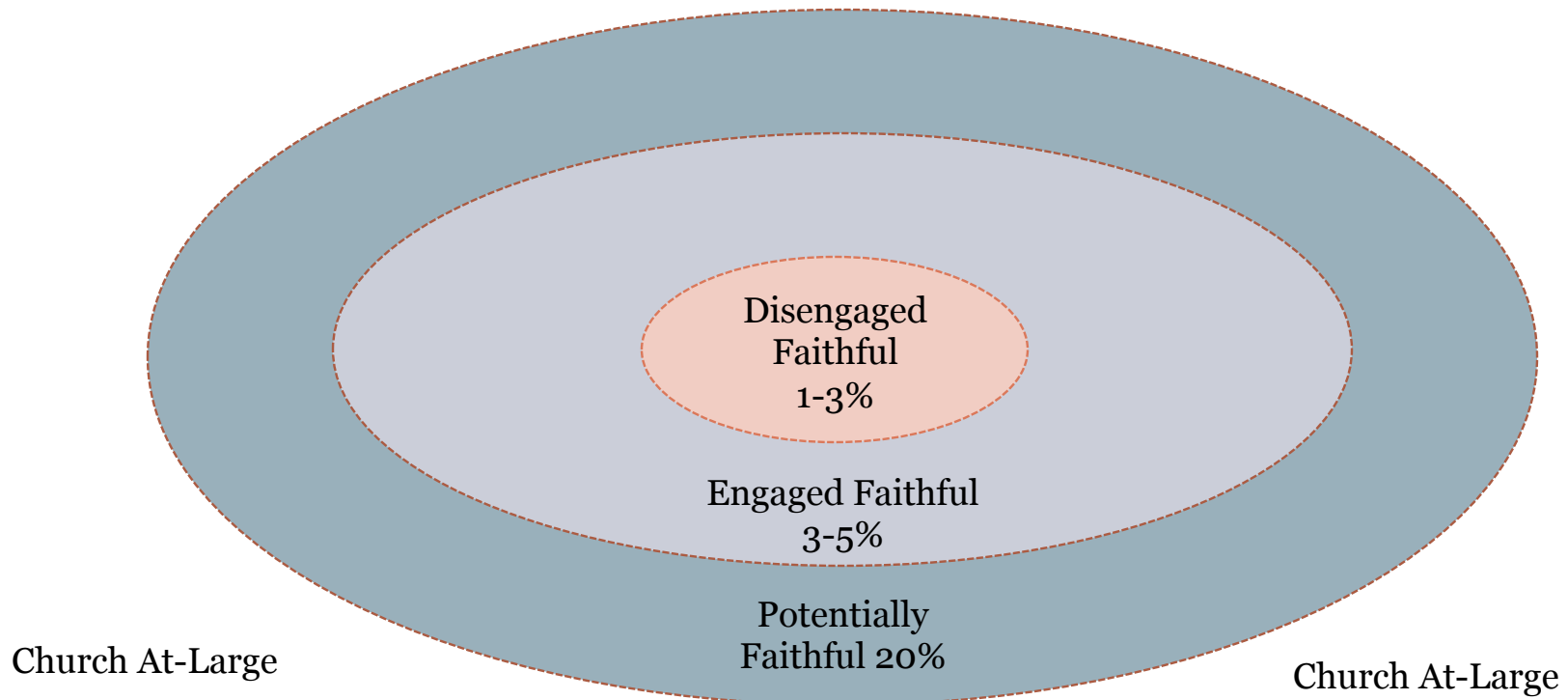


Journey of Faith



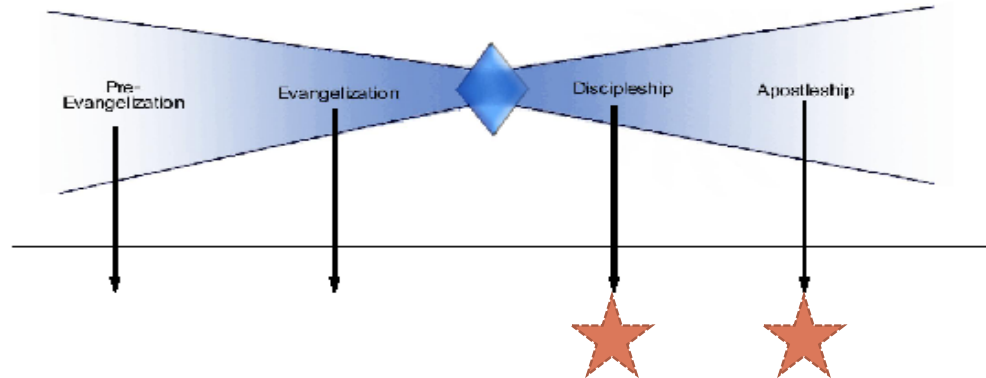
Throughout the continuum, prayer (personal, corporate, and devotional) is essential

Breakdown of Catholics in the Pews in America



KEY DEVELOPMENT CONCEPTS

Impact of Faith Journey on Giving



Principle of Thirds

1/3 “Concerned Catholics In America”

1/3 Conversion due to the station

1/3 Comforted by your station



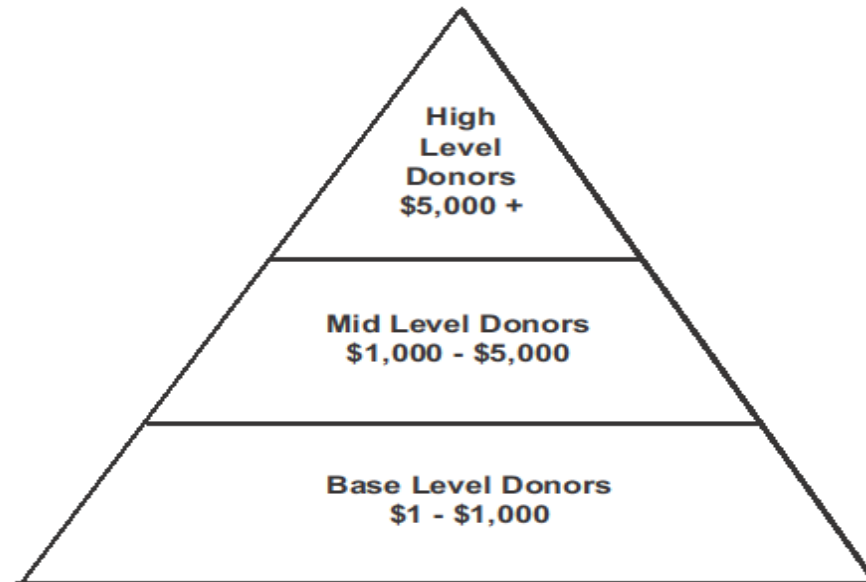
Work the Pyramid

Your development plan should never be about one group or activity.

Your database should eventually reflect the Pyramid.

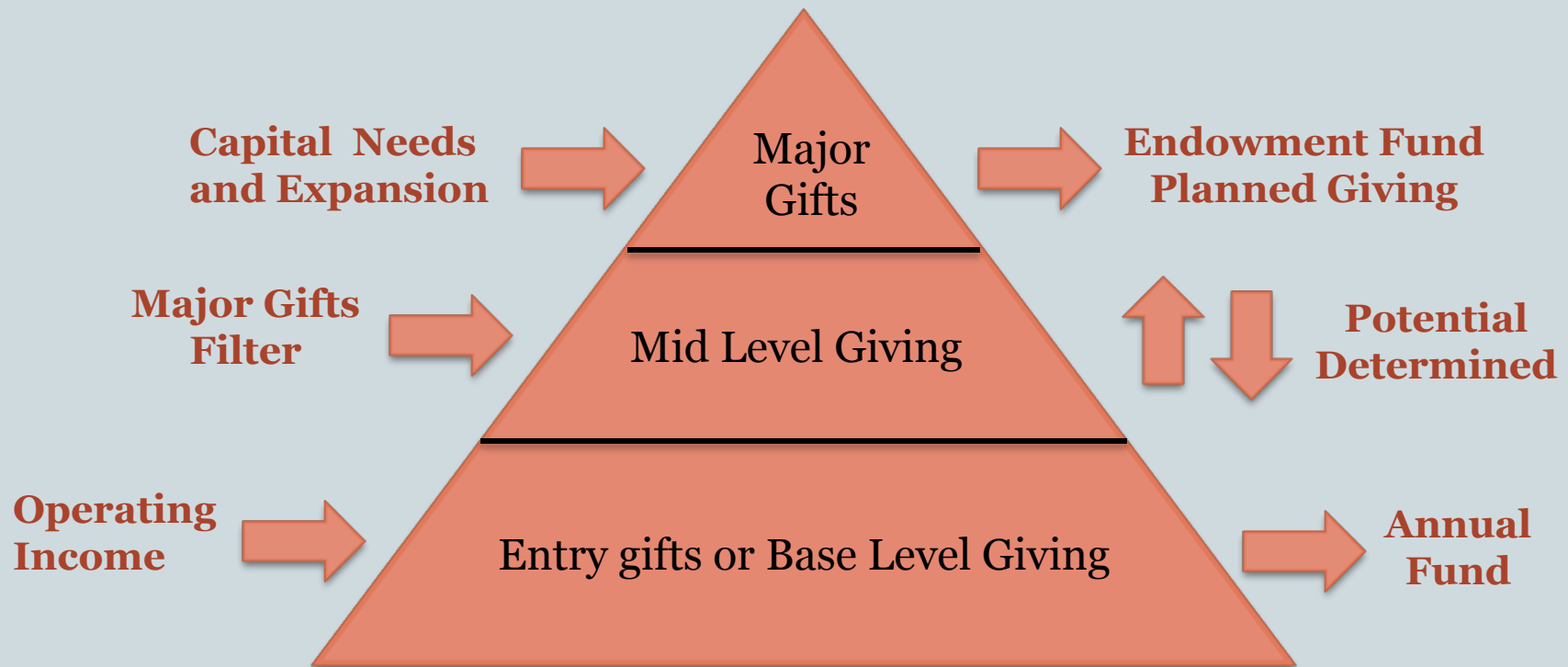
Your annual plan should have activities planned for all levels of the Pyramid.

Development Pyramid



The Pyramid should always be balanced with annual activities to engage donors at each giving level.

How the Pyramid Develops



Development “Opportunities”



- Development is about providing “opportunities.”
- Balance of hard work and faithfulness.
- Exposing potential donors to the “opportunity” to give and to be faithful to what God is asking of the resources he has entrusted to them.
- Not all people are called to give to your organization...but some are, and you can trust God for this.

Your Plan



- Create and roll out a well-balanced development plan
- Avoid shot-in-the-dark, random activities that are not part of a larger plan
- Don't do an activity just because it's a good idea, or just because a specific resource is available to you...make sure every activity fits into "The Plan"
- Matching funds, matching funds, matching funds
- Development is *never* a silo

Understand Your Needs



Operating Needs

- Are more abstract.
- Are usually funded by entry level donors.
- Can be raised through simple, straightforward tactics.
- Require little or no cultivation.

Capital Needs

- Are more concrete.
- Are usually funded by mid- and high-level donors.
- Are often raised through structured giving programs and campaigns.
- Require long-term cultivation of donors.

Understand the Potential



Annual Fund

- Structured way for givers to donate annually.
- Facilitates “Moves Management” at all giving levels by asking donors to increase annual gifts each year.
- Typically designated operating funds.
- Can be accomplished a variety of ways - direct mail, online campaign, phone solicitations, direct asks.

Endowments & Planned Giving

- The ultimate goal in major gifts cultivation.
- Specialized and lengthy cultivation.
- Allows for legacy and expansion.
- Very rewarding to the donor and to the organization.

Board Member Involvement



SHOULD NOT:

- Ask their friends for money.
- Become the sole supporter of the organization.
- Be required to host events.
- Participate in activities they are not comfortable with.
- Have to cover annual short falls.

SHOULD:

- Be collectively responsible for the financial stability of the organization.
- Be aware of the financial needs of the organization.
- Actively identify potential donors and/or fund opportunities.
- Participate in the development activities of the organization

Role of the Board in Fundraising



- Help determine needs and goals.
- Assist in identifying potential Major Donors through personal Circles of Influence (COIs).
- Serve as the connection point between potential Major Donors and the organization.
- Make introductions from personal COIs to organization leadership.
- Participate in fundraising activities:
 - Writing letters
 - Thank you phone calls
 - Hosting events
 - Setting up and attending cultivation or “connection” meetings

Mission & Messaging



Catholic Radio Station/Network Mission Statement

What does it mean?

Does this inspire a prospective donor to give?

Messaging with Clarity & Emotion



- What is your one-sentence mission or action statement/elevator speech that would cause a prospective donor to say, ***I would like more information?***
 - We are making a difference...
 - We are helping...
 - We change lives by...
 - We are striving to ...
- Donor messaging is not business messaging. Any non-profit needs to clearly articulate:
 - Why they exist
 - How they implement the reason for their existence
 - Funding needed to continue their implementation processes
- This needs to be able to be done verbally, by all involved with the nonprofit, and easily understood in written materials, media advertising and social media.

5 Goals in Communicating a Funding Model



- **Attract** - Bring the individual into the necessity of your work. What does this look like...
 - Social Media – Invite all to “Like” you on Facebook and to follow you on Twitter
 - Booth handouts or one-sheets that clearly state the need for them to get involved and how to become involved
- **Invite** - Present opportunities to participate.
 - Social Media – Send out invites for events or send updates on all issues in the news relating to the work of CCGI.
 - Email e-blasts that are easy to read and written in a style and language anyone can understand and relate to.
- **Compel** - Urgency and emotion need to be featured in all communications.
- **Retain** – Loyalty
 - Easier to keep a donor than acquire a new one
 - Once a donor, regular touch points for relationship building
- **Thanks**
 - No “ONE” word does as much for development than “*THANKS.*”
 - Thanks is not enough, but timeliness is everything (24-48hr response time).