

DEVELOPMENT VS FUND RAISING: AN OVERVIEW

The following concepts, processes and results juxtaposing development and fund raising were prepared by Father Flynn, former Director of Education of the Archdiocese of Omaha, Nebraska. This overview summarizes the differences between development and fund raising.

DEVELOPMENT

BASIC APPROACH/ CONCEPTS

- Commitment of chief administrator and board to development
- Complete integrity
- Principal concern is quality.
- Good business management
- Long-range, strategic planning
- Public Relations and Communications are prerequisites
- Invites substantial investments
- Goals and objectives clearly written
- Negotiate from position of strength
- A positive attitude is permanent
- Publics involved on a continuing basis

PROGRAMS AND PROJECTS

- Establishing endowment
- Annual Fund
- Marketing research--concentrating on needs of people
- Business and foundation grants
- Research major prospects
- Involve influential, affluent people
- Capital Campaign
- Planned Giving
- Long-range, strategic planning
- Clear Mission and Vision
- Distinct verbal and visual images
- Written Strategic Plan for Development

RESULTS (effects)

- Large private gifts received on consistent, annual basis
- Money programmed for 5-10 years
- Working from clearly projected advancement plan
- Positive attitude developed
- Problems are looked upon as challenges.
- Obstacles are seen as opportunities.
- Annual Report of school finances to all publics
- Supporters of programs have strong interest in programs
- Function charts developed
- Happy "customers"

FUND RAISING

BASIC APPROACH/ CONCEPTS

- Panic reaction to negative deficits
- "Poor pitiful me"
- Crisis orientation
- Project-oriented; year-to-year
- Temporary solutions
- Limited objectives-short range
- Immediate solution demanded
- Shaky, unreliable, insecure
- Amateur approach; stopgap measures
- Hit and miss
- No planned, continuing efforts
- Negotiate from position of weakness
- "Help" "Need" "Poor" "Assist"

PROGRAMS AND PROJECTS

- Bingo
- Duck Race
- Annual Bazaar
- Calendar raffle
- \$100-a-plate dinner
- Silent Auction
- Easter Bunny Rabbit Sales
- Candy drive
- Festivals
- Garage Sale
- Golf Tournament
- Mardi Gras ball
- Fair

RESULTS (effects)

- Recurring financial crisis
- Confused job specifications
- Working one year at a time
- Raising money on crisis orientation
- No clear-cut goals and objectives
- High volunteer turnover
- Vague financial reporting
- No records of past progress
- Changes made for change sake
- No reasons for change
- Unwritten assumptions
- Vague organization chart
- Do nothing to educate publics about value of their role