Drive Fundraising Success

with an Outcome-Focused Mindset

Beth Saunders

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Goals for today

- Make fundraising easier for everyone
- Cultivate an abundance mindset
- Make your vision more tangible
- Create your outcomes roadmap

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Supporter Engagement "Glossary"

Vision

Desired End-State

Something to be pursued

Mission

What You Do

Something to be accomplished

Impact

What changed

Deep lasting change resulting from your *work*

Outcomes

What happened

The step-change effect of outputs

Outputs

Immediate results

Activities; the "things" your work produces (#, %)

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MapMoveMeasure™

a strategic framework for increasing supporter engagement

(and driving fundraising success!)

- **Map** the outcomes pathway leading to your vision
- **Move** supporters through activities designed to achieve your goals
- **Measure** the value of interactions at each level of engagement

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Vision Map

is vision with accountability

the change you ***can*** *and* ***will*** *create*

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Download your workbook here

bethsaundersassociates.com/vision

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Raise your hand if you want more and better...

- ? grant proposals
- ? repeat donors
- ? major gifts
- ? board engagement
- ? corporate support
- ? *(what else?)*

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Using your Workbook

- ✓ **Fill in your Vision statement**
  - ✓ The ultimate change your mission is working toward *(impact)*
  - ✓ Check for action words *(no –ing!)*

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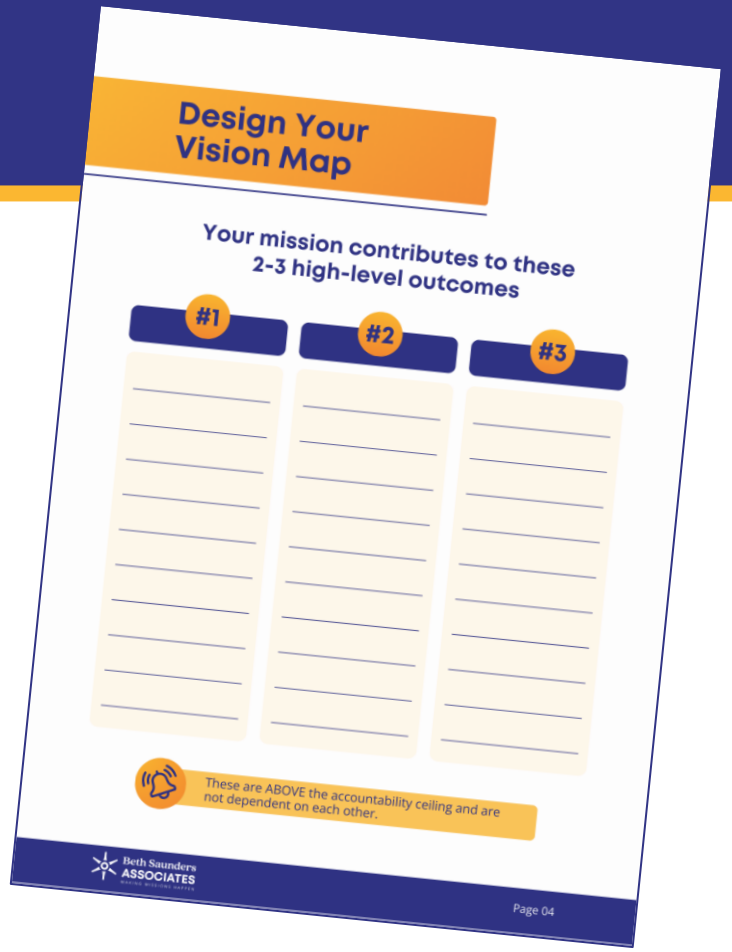
Using your Workbook

- ✓ **Fill in 2-3 high level outcomes**
  - ✓ Above the accountability ceiling
  - ✓ Must be achieved to realize your vision
  - ✓ Related to *your* mission work



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Using your Workbook

- ✓ **Brainstorm outcomes *within* your accountability**
  - ✓ Ask ‘to what end?’
  - ✓ Use ‘in order for’ to test for causality
  - ✓ Outcomes on the pathway do not connect 1:1

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Conversations about shared goals to make real, tangible change

Sample/Draft Vision Maps

wildflower
HELPING KIDS REDISCOVER LIFE AFTER LOSS

thediaperbank of Connecticut
CHANGE FROM THE BOTTOM UP

NEW ART CENTER create & connect

BUILD

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wildflower
HELPING KIDS REDISCOVER LIFE AFTER LOSS

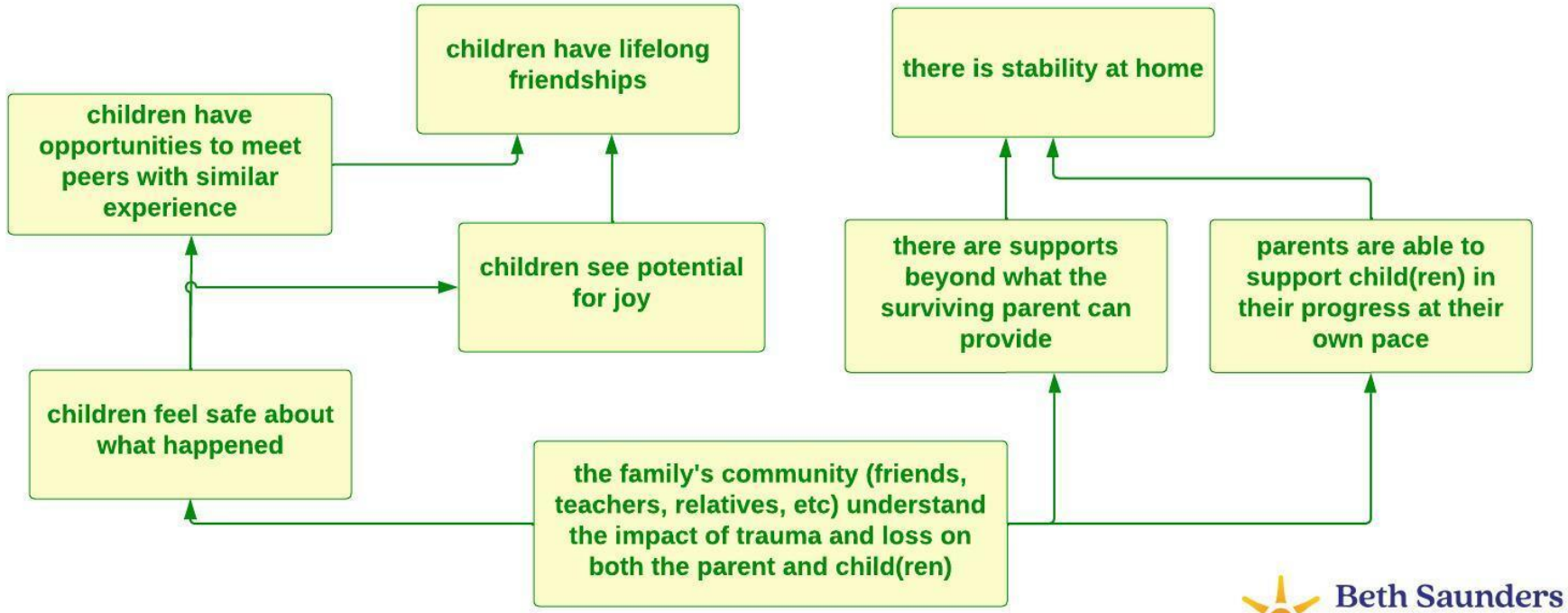
We envision a world where all children and families who experience the death of a parent receive the support they need to build resilience and to thrive.

Community with shared experience

Loss does not define the person

Parent-Child relationships stay intact

Accountability Ceiling



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CHANGE FROM THE BOTTOM UP

Every person lives their life safe, secure, healthy and dry.

Basic needs are met throughout lifespan

Babies are raised in safe, healthy homes

Families are financially stable

----------**Accountability Ceiling**----------

Basic health needs are accessible to all people

Caregivers can go to school/work

Menstruators can attend school/work

Adults can participate in daily social activities

Care-giving businesses can keep families enrolled

Families have access to childcare

period supplies are available/accessible to those who need them

incontinence products are available/accessible to those who need them

diapers are available/accessible to those who need them

There are public policies in place that protect, support, and enforce access to basic needs

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MAKING MISSIONS HAPPEN

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Creative experiences cultivate self-expression, expand minds, foster well-being, inspire joy, and build inclusive communities.

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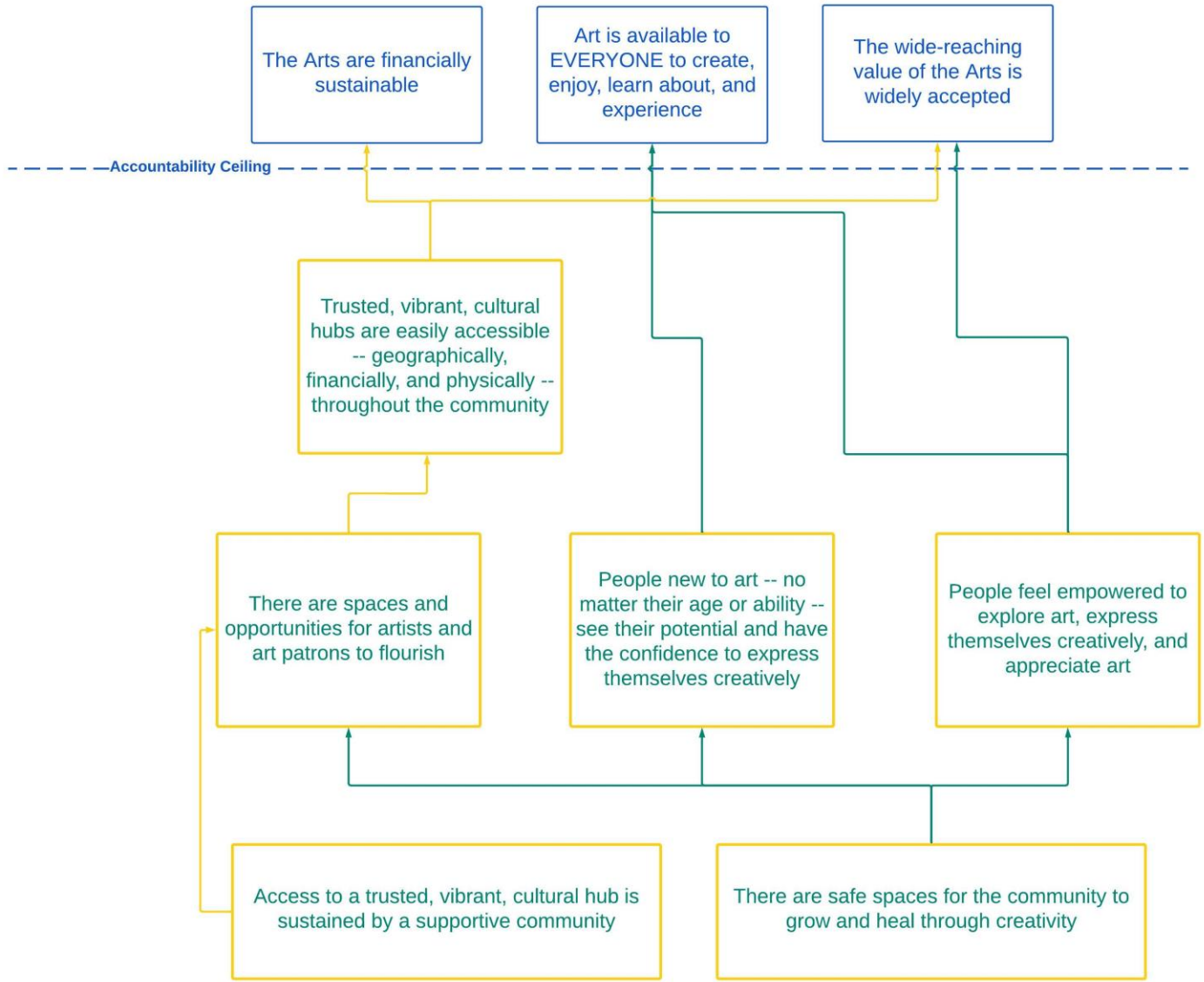

BUILD

BUILD Vision: A world where all students--regardless of race, socioeconomic status, or neighborhood--have the **skills** and **connections** needed to achieve **economic power and freedom**

Necessary condition: All students have increased social capital.

Necessary condition: Mentors reflect the demographics of the students.

Necessary condition: Students are prepared to graduate high school with a plan for post secondary success.

Necessary condition: Mentors are a part of students' post secondary plans.

Necessary condition: All students have increased self-efficacy.

Accountability Ceiling

Long term goal: All student businesses have access to supportive and experienced business people.

Long term goal: Students have internship and employment opportunities in their own communities.

Long term goal: Students are sought-after for the workforce and/or college selection.

Long term goal: Students have ownership over their career destiny.

Interim goal: Mentor outreach and recruitment are robust.

Interim goal: Partnerships with community organizations are strong and diverse.

Interim goal: Students see themselves in successful community members.

Interim goal: Students are proficient in 6 BUILD spark skills (collaboration, communication, problem solving, innovation, grit and self management)

Interim goal: All students have post secondary goals.

Short term goal: Companies see connecting with youth as a valuable service opportunity.

Short term goal: Business people value mentoring the next generation of entrepreneurs.

Short term goal: Students take BUILD skills and implement them in the classroom.

Short term goal: All students that take Intro to Entrepreneurship are "opt in"

Short term goal: All students are invested in their success post high school.

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Fundraising is easier with an outcome-focused mindset!

- **Mission = action**
  Vision = results
- Engagement is about meaningful connection and **shared goals**
- Articulate **tangible outcomes** to connect with donors
- Claim **accountability** within your mission and capacity
- Donors want to fund **results**

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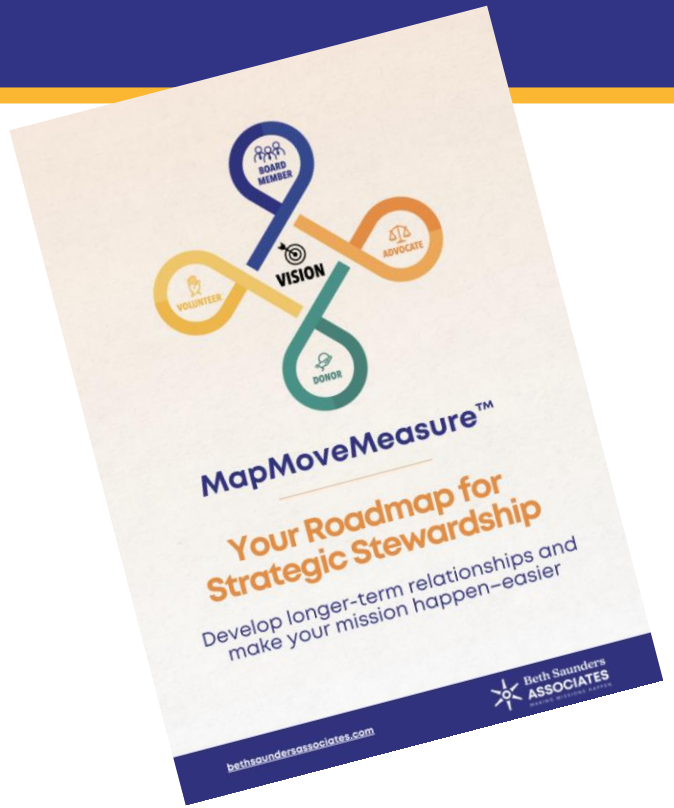
Knowledge is *power*. Action is ***change***.

Are you ready for action?

Keep building – Stay in touch

Continue building your framework



Ask questions Give feedback

Download the free guide

Schedule a free call

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