



**Highlight notes from the webinar:  
6 Leaders, 5 Years, \$2.7 million dollars: A Round Table Discussion**

**The panelists & their emails:**

Tammy Abernethy – Executive Director of Hope Women’s Center

Bobby Cox – Executive Director of GoTen

Nate Hughes – VP of Partnerships of 1Mission

Julie Supplee – Executive Director of House of Refuge Sunnyslope

Nicolee Thompson – Executive Director of Harvest Compassion Center

Kimberly Trichel – Executive Director of HopeKids AZ

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Leaders were asked, “What attributed to your growth during that time?” The leaders’ answers can be categorized into 10 topics:

**1) “We gained clear strategic direction.”**

Jonathan – Forbes – one of the main reasons non-profits do not exist past 5 years – no clear direction.

Tammy – Set goals, measurable steps to get there, road map for donors. Knew big picture but needed direction to unify team and present to donors. Strategic plan still changing constantly, even now with pandemic.

We knew we wanted to expand and grow to other centers and to share that need with donors. Goals to begin with, measurable things to get there, and then show donors and get them excited. Existing centers sustainable then what it looks like as God leads to more places.

Jonathan – Gain clear strategic direction, then ask, what’s cost to go there and implement it.

Kimberly – Tammy, was it just you and your staff or was your board involved?

Tammy – Started with board and Jonathan as coach, prayerful purpose. Then moved to staff and then collaborative with all.

Nate – How often were you tweaking and then sharing big pic with staff?

Tammy – We decided we needed to tweak annually, and even now more often with pandemic.

Jonathan – Clear direction keeps you dialed in and focused.

Tammy – Brought in top donors to help with plan. Gave helpful thoughts, questions, additions.

Nicolee – “5 Practical Ps – purpose, people, process, plan, pray.” Helps with new prospective donors and helps others understand easily, clearly.

## **2) “We executed specific fundraising plans.”**

Julie – How do we want to treat our donors, thank them communicate with them. What is our culture for donors? Also, shared with board, staff for buy-in.

If it does not work the first time, stick with it and try again. 1<sup>st</sup> direct mailer bombed, 2<sup>nd</sup> one successful. Raised \$50-60,000 (10-15% annual revenue).

Nicolee – Make good friends with others who do fundraising! Work smarter not harder. Julie helped with our Bowling event. Find something that fits your people/base. Aim high! I get laughed at a lot for my outrageous goals/ideas.

Tammy – Helpful working with groups that are in this together, other leaders. Share goals, ideas with other ministries.

Jonathan – Look at whole year, what should we try? Ramp up? Make better? Organizations often know their mission but not their fundraising plans. I hear, “We might try this or that.” But no specific thought or plan about fundraising with strategy. Intentionality is the key.

## **3) “We diversified our revenue streams.”**

Jonathan – When did you realize you should diversify revenue streams? And why?

Nate – We realized we should still diversify (Covid made us realize this even more). We (1Mission) needs to be reliant on things other than trips. Houses can be built by locals without trips. And no trips now with borders closed. What are tried and true methods of monthly giving? 1Mission went from 5 monthly donors to 340 over past 5-6 years. Partnering with realtors now – each sale gives a portion to 1Mission.

Fundraiser – Bike ride from Phx to Mexico each year. Capped at 120 people. What if we cannot do a ride this year? Virtual ride? Opens up another revenue stream. Some changes in revenue stream done by necessity and some by experimentation.

Julie – Do you consider not having one fundraiser be too high a percentage of your annual budget?

Nate – Not exactly, but revenue streams do need to vary. We do not have one revenue stream. Sometimes many of us have one big donor for our org.

Jonathan – Again, intentionality and strategy leads to growth/revenue streams.

Nate – We have closed revenue streams before that are drying up. And that is ok.

#### **4) “We found the right CRM.” (Customer Relationship Management system/Data Base)**

Kimberly – Hope Kids AZ chapter only has 3 staff. We were using Google spreadsheets to track. Mail chimp – to mail periodically. Pulling from spreadsheets originally. Which is ok but not donor specific. Once we got a CRM, new possibilities opened up. Gathered info and captured it. Who gives, when do they give, what do they like? Capture this info from your donors.

Jonathan – How is everyone on databases?

Nicolee – CRM has allowed us to be more personable. Specific notes about the donor and volunteers revealed. Train staff to use CRM correctly. Then show donors you know who they are and what they care about.

Kimberly – Use the CRM properly. E- Tapestry for HopeKids AZ – 15,000 entries in E-Tapestry. With unsubscribes, she still sends Christmas cards.

Jonathan – different CRM systems work differently for different orgs. Do the research. Email me for resources.

#### **5) “We added new, key staff.”**

Jonathan – Hiring can be tricky and make/break an organization. When should you hire? Who?

Bobby – GoTen – Our staff raises their own financial support. Each staff bringing in their own revenue stream. 10% of their support goes to the general budget. At first, fundraising training was done in house. GoTen then started outsourcing their fundraising training. Been profitable decision.

Bobby – has a strategic plan “play sheet” to regularly assess plan and goals connected with fundraising and personal support raising. Everyone does development, not one development person.

Jonathan – Do you identify a specific aspect of GoTen and then hire to do that, or do you look for great people who buy in to the mission and then figure it out from there?

Bobby – We look for both people. Also, our CRM helps us manage the technical side of all this.

**6) “We dialed in our clear & concise message.”**

Kimberly – Narrowed our message. Worked with a consultant. 5 areas of impact (hope, family focus, community, safety, economic support) – consultant evaluated these areas and our logic. Consultant asked, how do these 5 areas explain your mission statement? Now prove it. We were doing surveys with leading questions, not correct questions. Added more meaningful questions that gave us more meaningful information. Part of our messaging is reporting on impact. We meet once per year with all chapters. We make sure we are not drifting. HopeKids created “one pagers” – road map of revenue – for donors and explanation for grants. CRM helps us identify that info. It is about the numbers in a big way; they are important – who, where, how many, etc.

**7) “We focused on brand awareness/marketing in our community.”**

Nate – 1Mission – Used consultant a few years ago. Use at strategic times to move org forward. Used for marketing, branding, storytelling. Discern what makes 1Mission distinct. Could then market unique things. Giving handles – we break down the cost of building homes – materials, identify pieces to which people can give. Targeted ads to grow our house-to-house program with realtors. Key opportunities arise – football player (NFL) last June – chose 1Mission for “My cause, my cleats.” Then we sent Facebook ads to that area (Denver football fans).

**8) “We raised up new relationships and new major donors.”**

**9) “We invited more people to get involved in our work.”**

Bobby – We have unique opportunities because we utilize a lot of volunteers. They get connected to your mission. Turn volunteers into donors – process. Help them engage. Start with volunteers.

Nicolee – Utilize what you have, do not force it. Clear plan (type, review it with staff, volunteers) – this is how we engage people. Once they volunteer – what’s next level. Meet new people – local Chambers, etc. Put key volunteers into the community in which you are serving.

Nicolee only meets people at one of the HCC Centers. Gives a tour at center (not coffee anymore). Then long-lasting impressions are made.

Bobby – We have a Discovery Day each month at GoTen, invite people to a specific date/event, then they see/touch ministry (entry points are key).

Jonathan – Yes! Don't just look at people for money, but how can you get them involved to see, work in ministries, connect with things they care about.

## **10) "God."**

Jonathan – What does it mean to be follower of Jesus and be a fundraiser?

Julie – I have a front row seat, like having Super Bowl tickets seeing God at work. I invite people to see what God is doing every day in an amazing way.

Tammy – Learning to share that excitement with people and that God is doing incredible things in peoples' lives. Revolutionary for our ministry and helps people catch the vision.

Kimberly – Having prayer warriors on our side to support our ministry is so important. Daily prayer for the kids we serve and each other.

Nicolee – God knows what you as a leader need, too. God knows when you're spent, and God brings an "unplanned" special something your way. Without faith I would be a "hot mess" as a leader/fundraiser.

Jonathan – Thank you for joining us – panelists and friends! Any questions we didn't get to will be addressed after the webinar.

Jonathan closed in prayer.