Essentials of Development
The Board and the Development Team
2018-2019
What is the Development Team’s Job?

• This is a team that focuses on **major donors** and on the few who can do a lot for your organization
Who is the Development Team?

Two sources:
1. Staff
2. Volunteers
Six Functions of the Development Team

1. Prepare materials: case, pledge cards
2. Prepare background of prospects
3. To be callers
4. Work on events and communication
5. Manage strategy
6. Manage data
Who is a Caller?

• Who has been involved in your organization for a long time?

• Who has given significantly in the past?

• Who is consistently offering to help you in any way possible?
The Development Team Chair

• The development team chair is the key person for holding the members of the team accountable for making their donor calls

• Also called a strategy manager – they ask, and they give a major gift
The Team and Giving

- Development team members need to be giving sacrificially themselves.
- You cannot ask donors to give if you are not giving yourself.
- A development team member should be able to handle up to 3-5 relationships.
Secrets to Forming a Development Team

• Start meeting now
• Don’t cancel meetings
• Recruit a development team chair (also called strategy manager)
• Recruit a data manager
• Have the meetings at lunch and order custom lunches 😊
Thank you.

360-694-8415

murdocktrust.org