

# Develop Your Development Department

## Webinar Notes

Dave Farquhar and Matt Bates  
Mission Increase Foundation





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**Your Guilty Secret:**  
You Hate Fundraising



Our response:  
We don't blame  
you!



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**Our Outrageous Goals**  
for the Hour:

- Convince
- Inspire
- Give



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**BIG IDEA #1:**

Development  
is about  
reaping a  
harvest . . .  
in donors



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### Critical DD Mistake #1: Not investing in donor development

- DD is not a golden goose
- ED sets the tone
- TG is mimicry: 'Imitate me as I imitate Christ'  
- 1 Cor. 11:1



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### BIG IDEA # 2: Sideline donors are short-time donors!



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### Critical DD Mistake #2: Separating Donors from Ministry



```
graph TD; M["Ministry (YOU)"] --> D["Development"]; D --> Donors["Donors"]; Donors --> Money["Money"]; Money --> M;
```

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**BIG IDEA # 3:**

Look to your champions for your next development hire



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**Critical DD Mistake #3:**  
Looking for the wrong things from the wrong experts

- Don't overlook existing resources
- Pros are great, but not always the answer
- Hires are critical



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**Setting up the TG DD:**  
#1. When to hire

- Staff to function, not other way around
- Look for leaders and catalysts in the cause



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**Setting up the TG DD:**  
#2. Calibrate your expectations



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**Setting up the TG DD:**  
#3. Define roles from the start

- Prepare job descriptions
- Pay flat fees
- Set expectations for activity and results (John 15:4-6)
- Interview! Interview! Interview!



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**Setting up the TG DD:**  
#4. Ratio of staff salary+benefits to income raised

Org. Size	Year One	Year Two	Year Three
Small	1 to 1	1 to 1.75	1 to 2.5
Large	1 to 1.5	1 to 2.25	1 to 3.5

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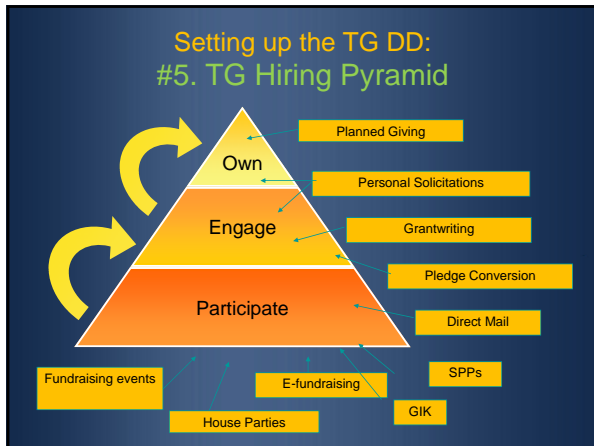
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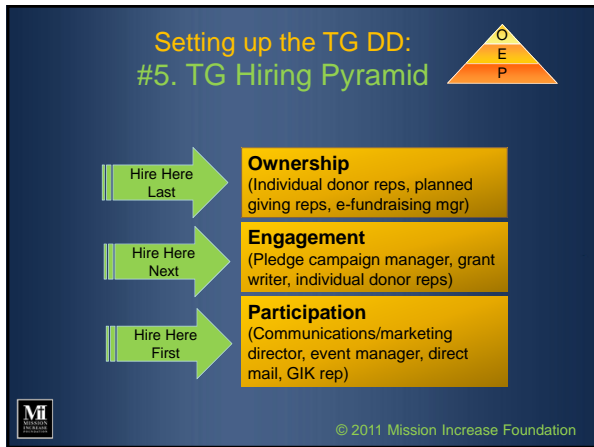
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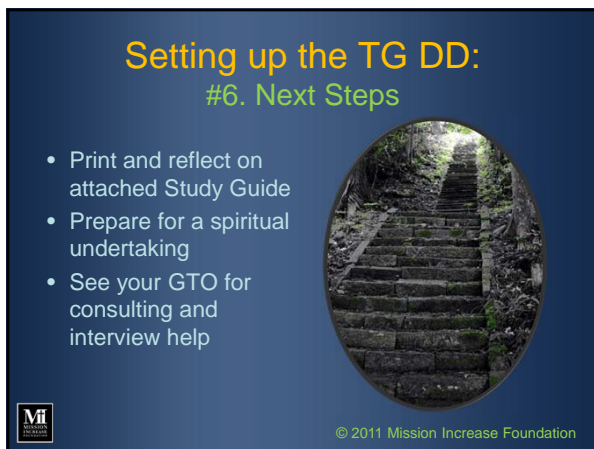
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**Final Thought**

No discipline seems pleasant at the time, but painful. Later on, however, it produces a harvest of righteousness and peace for those who have been trained by it.  
--Heb. 12:11



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**You Can Do This!**



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