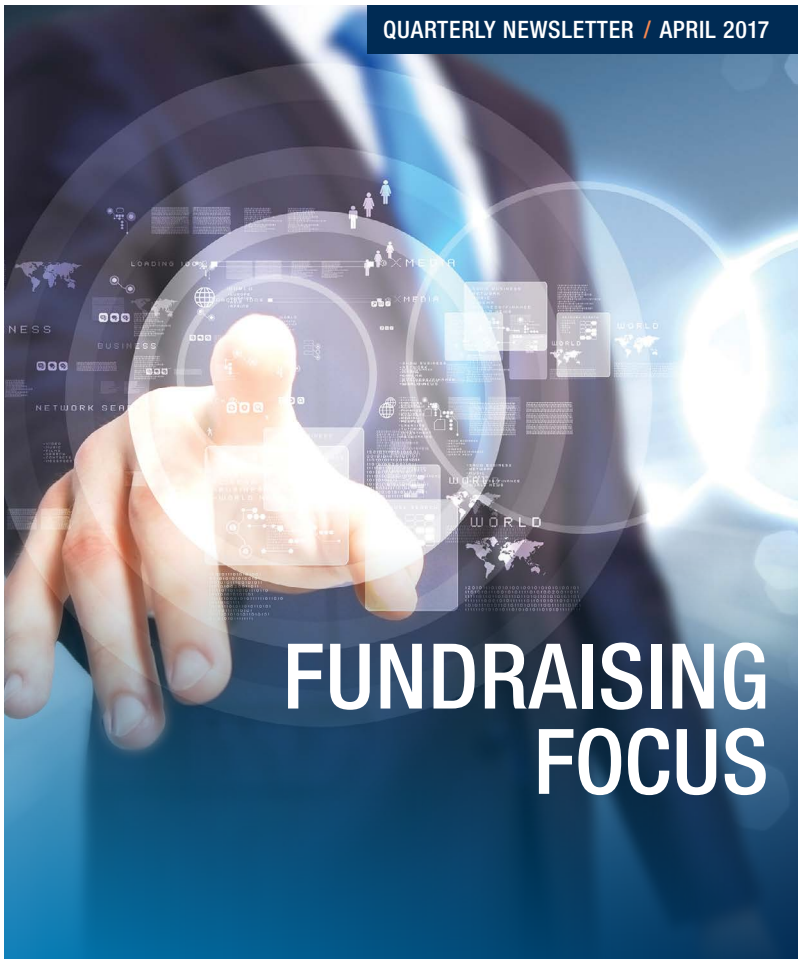


QUARTERLY NEWSLETTER / APRIL 2017



FUNDRAISING FOCUS

ADSFundraising.com

ADS ASSOCIATION
DEVELOPMENT
SOLUTIONS

Experience • Innovation • Results



Planning and Preparation

Planning should never be overlooked! It is the most prudent step your organization can take on its path to sustainability. Organizations that emphasize planning are positioned to realize significantly higher fundraising returns than those that utilize a trial and error approach.

Last month, ADS Vice President, Jeff Borchardt, and ASGE Foundation Executive Director, Kathryn Dattomo, presented on the importance of planning at ASAE's Great Ideas Conference in Orlando, FL. This interactive session, titled *Are You Ready? Proven Fundraising Strategies to Fund Great Ideas*, outlined the three most common fundraising planning mechanisms utilized by associations: Development Audits, Planning Assessments, and Feasibility Studies.

During the session, Kathryn shared insights and her unique experience on the planning process. Specifically, how the ASGE Foundation has applied these planning activities to increase organizational efficiencies, create a consensus among Board

“A GOAL WITHOUT A PLAN
IS JUST A WISH.”

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members, recruit new leaders, and identify priority prospects. This understanding played a major role in generating nearly \$10M for the Foundation through multiple fundraising campaigns.

Attendees of this session were very engaged and asked numerous questions, including:

- OUR MEMBERS DON'T TYPICALLY MAKE LARGE COMMITMENTS – WHY DID YOUR MEMBERS SUPPORT AT SUCH HIGH LEVELS?
- HOW DID YOU IDENTIFY DONOR RANGES/SUPPORT LEVELS?
- WERE YOU ABLE TO RECEIVE ANY LARGE SUPPLIER COMMITMENTS?
- WHAT WERE THE BENEFITS OF WORKING WITH A CONSULTING FIRM DURING THE PLANNING STUDY?

Every membership organization is unique and will address their challenges differently; however, planning is the most prudent and effective step in ensuring your organizational “goals” are more than just “wishes”!



For more information on Jeff and Kathryn's presentation at the ASAE Great Ideas Conference, please visit adsfundraising.com/ASAEGreatIdeas.



Corporate Engagement

With competition for corporate dollars at an all-time high, it is imperative that associations articulate and demonstrate their unique value propositions to corporate constituents.

Companies aren't in the business of giving money away and are seeking mutually beneficial partnerships that offer a return on their investment. Whether it is a Fortune 500 company that regularly attends your annual meeting, or a small family owned business that is a first-time attendee at your show, they are likely seeking the same thing – VALUE! Associations that generate quantifiable value through partnerships continue to receive unprecedented commitments. The American Society for Gastrointestinal Endoscopy Foundation recently secured a commitment of \$1,000,000 from Boston Scientific. This is the second seven-figure commitment from Boston Scientific to the Foundation and demonstrates the importance of value-based partnerships.

A MILLION DOLLAR PARTNERSHIP



**Boston
Scientific**



IAOMS FOUNDATION

The International Association of Oral and Maxillofacial Surgeons (IAOMS) Foundation recently experienced tremendous fundraising success at their bi-annual meeting, ICOMS, held in Hong Kong from March 31 through April 3. Fundraising was one of the primary focuses of Foundation Board members at the meeting. Through a strategic approach, the IAOMS Foundation experienced a 50% increase in on-site giving at 2017 ICOMS over 2015 ICOMS.

WHAT A DIFFERENCE A YEAR MAKES!



“Now working with ADS, we've established a proactive approach and assembled a strong volunteer leadership team, and have **surpassed our 2016 fundraising totals by 25% in just 3 months this year.** Our relationship with ADS has generated immediate returns, and we can't wait to celebrate success at the end of the year.”

MITCH DVORAK, IAOMS EXECUTIVE DIRECTOR



Board Leadership

Leadership is one of the most important factors in generating substantial fundraising returns for your organization.

Organizations with engaged board members that clearly understand their fundraising roles and responsibilities consistently outperform their competition. For your organization to reach its true potential, your Board must view fundraising as a priority!



DOES YOUR BOARD POSSESS

THE FOLLOWING CHARACTERISTICS?

8 CHARACTERISTICS OF EFFECTIVE FUNDRAISING BOARD MEMBERS

- 1** UNDERSTAND AND CAN ARTICULATE THE ORGANIZATION'S MISSION, VISION, AND GOALS

- 2** ARE AWARE OF THE PRIORITY PROGRAMS AND THEIR ASSOCIATED FINANCIAL NEEDS

- 3** ADVOCATE THE MERITS OF THE ORGANIZATION TO THEIR PEERS

- 4** LEAD BY EXAMPLE AND MAKE PROPORTIONATE FINANCIAL COMMITMENTS TO ALL FUNDRAISING EFFORTS

- 5** CULTIVATE RELATIONSHIPS WITH PROSPECTIVE DONORS

- 6** PARTICIPATE IN DONOR SOLICITATION ACTIVITIES

- 7** MAKE TIME TO PERSONALLY THANK CURRENT SUPPORTERS

- 8** RECRUIT PEERS TO ASSIST WITH FUNDRAISING ACTIVITIES

Upcoming Industry Events

AFG NATIONAL CONFERENCE

May 11, 2017 / Washington, DC

ASSOCIATION FORUM – FORUM FORWARD™

June 28, 2017 / Chicago, IL

ASSOCIATION FORUM FOUNDATION – HONORS GALA

June 29, 2017 / Chicago, IL

AAMSE ANNUAL CONFERENCE

July 26–29, 2017 / Minneapolis, MN

ASAE ANNUAL MEETING

August 12–15, 2017 / Toronto, ON

To learn more about ADS Fundraising, visit
adsfundraising.com or call **312.235.6658**.