



INTRODUCTION TO RESOURCE DEVELOPMENT (RD)

www.nonprofitsolutionsmatter.com



I'm **Sharon Jones**, a seasoned nonprofit professional with over 30 years of experience working in the nonprofit sector. I am a leading voice in resource development across the globe.

I specialize in helping nonprofit leaders transform their organizations from traditional fundraising models into dynamic resource development powerhouses.

As the lead consultant at Nonprofit Solutions Matter, I am committed to empowering nonprofits to become strong, efficient organizations with the capacity to realize their mission fully. Throughout my career, I've had the privilege of **raising over a quarter billion dollars** for nonprofits around the world.


You might be wondering why I'm so passionate about shifting the conversation from fundraising to resource development. Well, let's face it—traditional fundraising can often feel like a constant uphill battle. We're always chasing the next grant, the next major donor, or the next event. It's exhausting, and too often, it's not sustainable.

I've seen firsthand the toll this can take on nonprofit leaders. It leads to burnout, frustration, and, ultimately, a decline in impact.



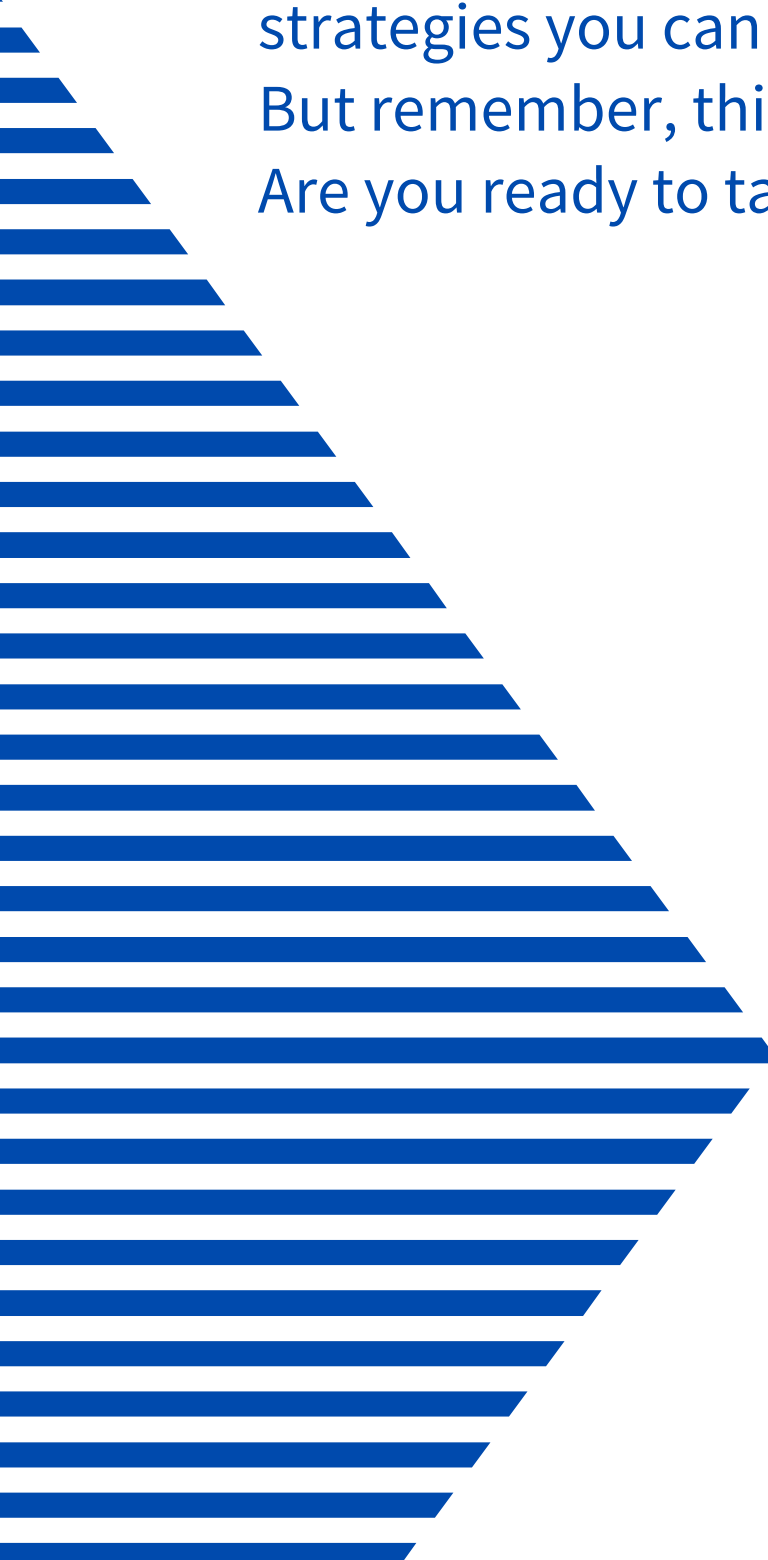
SHARON D. JONES
Founder/CEO





That's why I believe it's time for a new approach. Resource development is about building a sustainable system that allows your organization to thrive. It's about cultivating relationships, creating a strong brand, and securing diverse revenue streams. You'll gain valuable insights and learn the science of fundraising.

In this ebook, I'll guide you through a four-step process to transform your organization from a fundraising-focused model to a resource development powerhouse. I'll share practical tips, real-world examples, and actionable strategies you can implement immediately. But remember, this isn't just about theory—it's about taking action. Are you ready to take your nonprofit to the next level? Let's dive in.






STEP 1

BUILDING A STRONG FOUNDATION—BOARD ENGAGEMENT AND TEAM BUILDING

The success of any organization, especially a nonprofit, hinges on its leadership. Your board of directors and executive leadership form the cornerstone, providing strategic guidance, fundraising expertise, and community connections. To start transforming from fundraising to resource development, you need to:

1. Re-energize Your Board

- **Self-Assessment:** Encourage board members and executive team members to honestly assess their contributions and areas for growth. This way, you'll know who should step aside and who is willing to step up.
 - **Clear Roles and Responsibilities:** Ensure that every member understands their role and how it contributes to the organization's overall goals. This will create a better-informed board and team that will be more willing to support you.
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2. Recruiting the Right Talent

Once you've identified gaps on your board through self-assessment, it's time to recruit new members. This step is crucial because you need the skills and support required to build a successful and sustainable nonprofit organization—and raise money with confidence. There is a standard process for recruiting quality board members, and skipping any part of this process could result in recruiting poor-quality members or failing to bring them on board in a way that ensures their commitment and support. Here, you also need to recruit executive team members who will play an important role in your organization.

3. Empowering Your Team

Lastly, you need to empower your board and your team. You can do this by training your board members on their roles and responsibilities and offering opportunities to enhance their skills and knowledge. Providing this capacity enables them to support you more effectively. Similarly, you must engage your executive management team to ensure seamless communication and collaboration between the board and the executive team. By investing in your board and team, you're laying the foundation for a strong, sustainable, and impactful organization.





STEP 2

CHARTING YOUR COURSE— STRATEGIC VISIONING AND ORGANIZATIONAL DEVELOPMENT PLANNING

Now that you've laid the groundwork with a strong board and team, it's time to chart your organization's course. Strategic visioning and organizational development planning are essential for long-term success.

The days of setting small fundraising goals that only keep the lights on are over. Raising **\$350,000** may keep operations going for another year, but it won't help you fulfill your mission. Sustainable change requires significant resources: adequate funding, strong staff, and support from your community.

This is where strategic visioning comes in. My team and I specialize in guiding nonprofits through this process. It's about reshaping your mindset and strategy for long-term impact. Part of this process involves delegating responsibilities and potentially forming committees to ensure successful implementation. The result? A Strategic and Organizational Development Plan with a clear execution portfolio.

Remember, a well-crafted strategic plan is the foundation for sustainable growth and impact.





STEP 3

BUILDING YOUR FUNDRAISING INFRASTRUCTURE

A strong fundraising infrastructure is the backbone of any successful nonprofit. It involves a combination of strategies, systems, and people to attract, retain, and cultivate donors.

This includes conducting an audit of your current fundraising activities, a market study, wealth screening, and tactics to identify your target audience. It also includes building a robust fundraising plan and a compelling case for support, establishing a campaign committee, and creating a care plan for each audience segment. By the end of this phase, your organization will be fully equipped to execute your fundraising strategies with confidence.

By investing in your fundraising infrastructure, you'll be able to attract and retain donors, build long-lasting relationships, and secure the resources needed to fulfill your mission.





STEP 4

EXECUTING YOUR FUNDRAISING STRATEGY

Now that you've laid the groundwork, it's time to execute your fundraising strategy. This phase combines the art and science of fundraising, balancing strategic planning with creative execution.

A successful fundraising campaign has its rhythm—building relationships, cultivating them, and ultimately leveraging those relationships. Remember, if you approach donors without first establishing a connection, you're underselling your organization's potential.

If you've prepared well, this phase will feel natural. Whether targeting major gifts, corporate outreach, digital fundraising, or community events, having a well-developed care plan will guide your actions. This plan brings you closer to your goals—whether that's **\$1 million**, **\$5 million**, or more. It's all possible if you believe in your mission and remain consistent.

Resource Development (RD) is a continuous process. By consistently implementing these strategies, you can create a sustainable RD program that fuels your organization's mission for years to come.





READY TO TRANSFORM YOUR NONPROFIT?

For a limited time, I'm offering a comprehensive Resource Development Transformation Package. This exclusive opportunity allows you to work one-on-one with me, Sharon, to assess your current position and take actionable steps toward achieving your organization's full potential.

This engagement includes four strategic phases:

- 1. Board Empowerment and Team Building**
Strengthen and align your leadership team for maximum impact.
 - 2. Strategic Visioning and Organizational Development**
Define your mission, programs, and roadmap for sustainable growth.
 - 3. Fundraising Infrastructure Development**
Build systems and tools that ensure long-term fundraising success.
 - 4. Fundraising Execution**
Receive mentorship and coaching to launch and execute strategic campaigns effectively.
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EXCLUSIVE OFFER INCLUDES:

- A tailored market study and wealth screening, Identify potential donors and understand their giving capacity.
- Sharon's exclusive eBook, From Fundraising to Resource Development.
- Learn proven strategies for sustainable resource development.
- A comprehensive action plan
- A step-by-step guide to propel your nonprofit toward lasting impact.
- Access to a private fundraising newsletter Ongoing insights, tips, and strategies to enhance your efforts.

Let's Get Started!

If you're ready to empower your nonprofit and achieve transformational growth, book a free call today. Together, we'll identify the best path forward for your organization


Contact:

Grace Wallace: gwallace@solutionsmatterllc.com or

Call: 615.669.9588

Ready to take action. Start here: <http://bit.ly/4edR8kV>





STEP 1

BOARD ENGAGEMENT AND TEAM BUILDING

As we begin the journey to transform your organization from a traditional fundraising model to a resource development powerhouse, we start with leadership—your board and executive management team.

Strong leadership is the cornerstone of any successful nonprofit. The effectiveness of your board directly impacts the sustainability and impact of your organization.

Here's how we'll engage and empower your board:

1. Board Self-Evaluation and Organizational Comfort Survey

This initial step focuses on evaluating each board member's and executive management's skills, passion, and commitment to the mission.

Expected Outcomes:

- A clear understanding of who is ready to fully embrace their role and who may need to step aside.
- A detailed report on the current state of your board and executive management team.
- Recommitment from current members and identification of gaps for new talent.





2. Recruitment and Onboarding

Filling critical gaps on your board is essential for building a holistic team that supports your mission.

Expected Outcomes:

- A fully staffed board and executive team ready to drive the mission forward.
- New members with a clear understanding of their roles and responsibilities.

3. Board Training and Empowerment

Train your board and executive team on their roles and responsibilities, donor stewardship, and the art of fundraising.

Expected Outcomes:

- A cohesive, well-trained board aligned with your goals.
- Individualized portfolios outlining specific responsibilities for each member.





NEXT STEPS

To transform your leadership:

- Complete a self-evaluation and organizational comfort survey.
- Conduct a full board evaluation.

These assessments provide insight into each member's future engagement and commitment levels.

Get Started Today

Click this link to begin your journey to transforming your organization's leadership through self-assessments and comfort surveys. <http://bit.ly/4edR8kV>

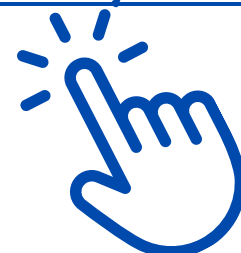
You'll receive:

- The assessment and survey forms.
- An initiating email template to communicate with your leadership.

After completing the assessments, I'll personally meet with your team to discuss findings and create a step-by-step plan for transformation.

Click below to make payment, sign the MoU, and access the assessment forms. Let's schedule your leadership transformation session today!

For questions, schedule a strategy call: <https://bit.ly/41AK9xP>





STEP 2

STRATEGIC VISIONING AND ORGANIZATIONAL DEVELOPMENT PLANNING

Are you a nonprofit founder, CEO, or Executive Director struggling to raise enough funds to sustain your organization for the next year? Perhaps you're aiming to raise **\$10,000**, **\$20,000**, or even **\$100,000** just to stay afloat.


Here's the hard truth: that year-to-year fundraising model isn't sustainable. It wears you out, it wears your board out, and ultimately, it wears your organization down.

It's time to break free from this cycle and build a sustainable future for your organization.

Your board members didn't sign up to struggle with year-to-year fundraising, and neither did you. By stepping back, identifying what you truly need, and creating a bold, strategic plan, you can build an organization that thrives—and one that makes a transformative difference in the community.

This involves taking a strategic approach to identify and secure the resources needed to achieve your mission.





The key is identifying the resources needed to create transformative change—one that goes beyond scratching the surface of the problems your organization aims to solve. Real impact requires significant resources, including funding, staff, and infrastructure.

Instead of inching forward with small-scale fundraising, it's time to assess the total funding needed to achieve your long-term goals.

Transitioning your nonprofit from annual fundraising to a sustainable resource development model begins with strategic visioning and organizational development planning. By reimagining your organization's vision, goals, and systems, you can lay the foundation for exponential impact.

This shift not only reduces stress and improves efficiency but also positions your organization as a leader capable of solving the problem it was created to address.

This step builds the foundation for the next phase where we develop strategies, structures, and systems to secure funding, care for key audiences, and further improve organizational alignment.

By investing in strategic visioning and organizational development planning, you're setting your nonprofit on a path to creating 100x the impact, sustainably and efficiently.



WHAT STRATEGIC VISIONING AND ORGANIZATIONAL DEVELOPMENT PLANNING ENTAILS

Strategic visioning allows you to define how you will meet the need you are mandated to address. This involves envisioning the kind of organization required to deliver this impact, its cost, the stakeholders needed, and the systems to implement.

These processes involve:

- **Involving Stakeholders:** Engage board members, executive management, staff, volunteers, and the community you serve. Their input fosters alignment and initiates relationships that can evolve into funding and partnerships.
- **Defining your vision:** What does success look like for your organization and the community you serve?
- **Understanding the costs:** What resources, staff, infrastructure, and processes are required to achieve your vision?
- **Developing a roadmap:** The final output is a strategic and organizational development plan that guides your transition to a resource development model.

Without a clear strategy, it's nearly impossible to know what it will take to reach your goals, let alone convince funders to support your vision.



COMPONENTS OF A STRATEGIC VISIONING AND ORGANIZATIONAL DEVELOPMENT PLAN

1. Needs Analysis and Community Profiling

- **Purpose:** Understand the depth and scope of the need you aim to address, supported by relevant data.
- **Outcome:** Clear data to inform your strategies and foster relationships with those who can support your mission.

2. Organizational Profiling

- **Purpose:** Define or refine your vision, mission, goals, and core values.
- **Outcome:** A clear organizational identity and roadmap.

3. Program Development

- **Purpose:** Ensure your programs address root causes rather than symptoms.
- **Outcome:** High-impact, results-driven programs.





4. SPOT Analysis

- **Purpose:** Assess strengths, problems, opportunities, and threats within the organization and its programs.
- **Outcome:** Insights to guide strategic improvements.

5. Human Resource and Team Building

- **Purpose:** Identify and define the roles needed to execute your plan.
- **Outcome:** A detailed structure with defined responsibilities, compensation, and roles.

6. Marketing Strategy

- **Purpose:** Develop a comprehensive plan to promote your organization, its programs, and its impact to your target audience.
- **Outcome:** A detailed marketing plan that enhances visibility, fosters trust, and drives engagement.

7. Partnerships

- **Purpose:** Identify and cultivate strategic partnerships that amplify your mission and expand your reach.
- **Outcome:** A robust network of partnerships that provide financial, operational, and strategic support.



8. Fundraising Recommendations

- **Purpose:** Establish clear strategies to achieve your financial goals based on your current status and future needs.
- **Outcome:** A tailored fundraising strategy that aligns with your goals and ensures sustainable revenue.

9. Action/Operations Planning

- **Purpose:** Develop step-by-step operational plans to implement your strategy effectively.
- **Outcome:** A clear, actionable roadmap for execution, fostering accountability and momentum.

10. Budgeting

- **Purpose:** Define the financial requirements to achieve your mission and allocate resources wisely.
- **Outcome:** A comprehensive budget that provides financial clarity and aligns with your strategic goals.

11. Delegating

- **Purpose:** Assign specific roles and responsibilities to team members to ensure effective implementation of the plan.
- **Outcome:** A well-organized team that is empowered and equipped to execute the plan efficiently.

12. Evaluation and Continuous Improvement

- **Purpose:** Establish mechanisms to assess the effectiveness of your strategic and organizational development plan and refine it as necessary.
- **Outcome:** An adaptive plan that evolves to meet changing needs and ensures ongoing impact.

WHY STRATEGIC PLANNING TRANSFORMS FUNDRAISING

When you approach fundraising with a clear plan and a bold vision, your pitch becomes more compelling.

Imagine presenting potential donors with a detailed, well-researched strategy that outlines how their contributions will create transformative change. For example:

- Instead of asking for **\$100,000** to sustain operations for another year, you propose raising **\$2 million** to establish sustainable programs that will impact your community for the next decade.
- Potential donors see their contributions as part of a bigger solution, not just a stopgap measure.

This approach inspires confidence and demonstrates that your organization is prepared to solve the issues it was created to address—effectively, efficiently, and at scale.

With this bold vision, you empower your donors to give generously, knowing their investment will make a real difference. They're more likely to offer **\$10,000** or even **\$100,000** when they understand the scope of the impact their gift will support.



HOW WE CAN HELP

At Solutions Matter, we specialize in guiding organizations like yours through the strategic planning process. We'll work with you and your board to create a solid, actionable plan that everyone can rally behind.

This isn't just about planning; it's about facilitating a process that ensures buy-in from your board, community, and stakeholders.

When you involve the right people and gather the right information, you create a plan that not only inspires but also delivers results.

Take the First Step

It's time to move beyond the cycle of year-to-year fundraising and transition into a resource-aligned, mission-driven nonprofit.

Together, we'll help you create a bold vision and a strategic plan to achieve your goals.





STEP 3

FUNDRAISING INFRASTRUCTURE AND ACTIVATION

This is where the real magic happens. In this phase, we take a close look at your organization and build the infrastructure and system you need to consistently attract, engage, and retain the resources that will fuel your mission for years to come. Moving from fundraising to resource development isn't just about running occasional campaigns. It's about creating a sustainable system that allows you to bring in the necessary funds to scale and transform your impact. By the end of this phase, your nonprofit will be armed with the tools, strategies, and support to successfully execute any fundraising tactic needed to reach your ultimate fundraising goals—whether it's securing grants, cultivating corporate partnerships, attracting individual donations, or landing those game-changing major gifts.



Let's explore the fundraising infrastructure and activation process:



1. Fundraising Audit

Before we can soar, we need to know where you are. A thorough fundraising audit examines your current fundraising strategies, team structure, donor management practices, and engagement efforts. We'll assess your current donor database, how you're using it, and how effectively your fundraising efforts are being executed. From this audit, we'll uncover the gaps, weaknesses, and opportunities for improvement. For example, if your donor database isn't segmented effectively, we'll identify where new lists should be created or where current lists need more personalized outreach. Understanding what you're doing now—and where it's falling short—sets the stage for the next steps.

2. Wealth Screening & Market Study

Knowing who to target is half the battle. We'll conduct a wealth screening to identify potential major donors who are capable of giving at a high level. For instance, we'll look at individuals in your service area who have a history of supporting causes similar to yours and analyze their financial capacity to donate. Market studies give us insights into the most effective strategies to approach your targeted audiences—be it individuals, foundations, or corporations. We'll uncover new prospects that align with your mission, and create a list of 1000+ potential supporters who have the desire and ability to support your cause. This step might include using tools to understand the giving potential of your donor base.






3. Prospect List Development

This phase is about creating targeted lists based on the wealth screening and market research data we've gathered. We'll segment these lists into audience categories to ensure we approach each type of donor with the right message. For example, corporate sponsors may need a different appeal than individual major donors. Your list will include major donors, small and mid-level donors, foundations, and potential corporate partners. Tools we'll create here include:

- Prospect profiles with data on giving capacity, interests, and history.
- Donor journey maps outlining how we'll engage each segment, from initial outreach to long-term stewardship.
- Targeted communication strategies tailored to each group, ensuring our efforts resonate with the right people.

4. Creating Your Fundraising Plan and Case for Support



The fundraising plan is your playbook. It will include specific strategies for each donor segment, outlining how you'll approach them, what you'll ask for, and the messaging that will inspire action. This plan will be comprehensive, including timelines, budgets, and key performance indicators (KPIs) to ensure everything stays on track. The Case for Support is an essential tool that speaks to potential donors—explaining why your organization's mission matters and why now is the time to give. This document clearly communicates the impact of your work, backed by compelling data and stories that engage donors emotionally. Think of this as your “elevator pitch” on paper, but more in-depth and detailed.



5. Fundraising Team Building

No major fundraising effort happens in isolation. It takes a team of dedicated individuals to make it happen. We'll help you build a strong fundraising infrastructure, from establishing a Campaign Cabinet (the high-level leaders guiding the strategy) to forming host committees (individuals who open doors to major donors and corporate partners). We'll also assist in recruiting and training your fundraising execution team, ensuring that you have the right people in place to carry out campaigns and events. For example, you may need a major gifts officer who can specifically engage high-net-worth individuals, a corporate sponsorship coordinator to drive corporate support, and an event coordinator to execute large fundraising galas etc.

6. Creating Your Plan of Care: The Backbone of Fundraising Execution

A Plan of Care is your step-by-step strategy for engaging potential donors. It outlines how and when to reach out to each donor segment, keeping your efforts intentional and consistent. This plan may include personalized emails, phone calls, office visits, coffee meetings, program invitations, or non-fundraising events designed to build trust.

Statistics show it can take 6–10 touchpoints with a prospective donor before they're ready to make a significant gift. This is why it's crucial to focus on relationship-building rather than rushing into asking for donations. Your Plan of Care ensures every communication is purposeful, helping donors feel valued and understood.





7. Fundraising Tools Creation

Every fundraiser needs the right tools to succeed. From creating a compelling Case for Support to designing engaging social media content, impact reports, and grant proposals, we will provide you with all the materials you need to engage your audience effectively. Some examples of the tools we'll develop include:

- Grant proposals that highlight your mission and outline specific funding needs. We'll align them with the priorities of the foundations you're applying to, ensuring that every application has the best chance of success.
- Impact reports that communicate the results of your work, showcasing how donor dollars have made a real difference.
- Social media strategies and graphics that engage your online community, driving them to take action—whether that's donating or spreading the word about your cause.
- Fundraising outreach content (emails, direct mail, donor thank-you letters, etc.) that keeps your donors engaged at every stage of their journey.





By the End of This Phase, Your Nonprofit Will Be Equipped To:

- Execute strategic fundraising campaigns across multiple channels, from grants and corporate partnerships to individual donations and major gifts.
- Engage and steward your donors, creating meaningful, long-term relationships that inspire continued support.
- Leverage your fundraising team to execute campaigns, events, and donor engagement strategies effectively.
- Build a sustainable, diverse resource development infrastructure and system that allows you to achieve your financial goals year after year.

Exclusive Offer

Ready to elevate your fundraising game and position your nonprofit for exponential growth? Use the button below to schedule a free call to discover what it will cost you to build up your fundraising infrastructure for efficient and effective fundraising execution—a fraction of what you'll raise once your fundraising machine is up and running.



STEP 4

FUNDRAISING EXECUTION

Fundraising is the financial backbone of any nonprofit organization. It is not merely about collecting donations; it is about cultivating meaningful, long-term relationships with individuals, corporations, and organizations whose values align with your mission. Effective fundraising requires a deliberate approach, following a structured process that builds trust and leads to sustainable support. This is not a one-time effort but a cycle of relationship-building, asking, and stewarding that ensures ongoing financial stability.

A well-executed fundraising strategy connects donors' passions with your mission, aligning their contributions with impactful programs. Each phase of the process is designed to establish trust, demonstrate value, and inspire generosity. This section provides a comprehensive roadmap to achieving ambitious financial goals—whether that's **\$1 million**, **\$5 million**, or more—through a structured and intentional approach.

Let's explore the essential phases of successful fundraising:





PHASE 1: INITIATING RELATIONSHIPS

The first step in fundraising is to make meaningful initial connections with potential donors. This phase is about creating awareness and demonstrating alignment between your nonprofit's mission and the interests of prospective supporters. By focusing on education and shared values, you lay the foundation for a relationship built on mutual understanding and trust.

Why It Matters: People are more likely to support organizations that resonate with their values and priorities. This step ensures your nonprofit becomes a trusted presence in their network, making future engagements more effective.

PHASE 2: NURTURING AND CULTIVATING RELATIONSHIPS

Once initial connections are established, it is crucial to deepen these relationships through consistent, thoughtful engagement. This phase involves reinforcing trust, showcasing your nonprofit's impact, and aligning your mission with the donor's goals. Every interaction is an opportunity to demonstrate your organization's integrity and commitment to its cause.

Why It Matters: Strong relationships are the cornerstone of successful fundraising. Cultivating these bonds ensures that donors see your organization as a reliable partner, increasing the likelihood of long-term support.





PHASE 3: MAKING THE ASK

When trust has been built and the relationship is strong, it is time to invite donors to contribute. This phase involves presenting a compelling case for support that aligns with the donor's interests and highlights the impact of their potential contribution. Whether it is a major gift, a corporate partnership, or a community sponsorship, the ask must be both meaningful and tailored to the donor's priorities.

Why It Matters: Asking for support is an art that requires careful timing and a deep understanding of the donor's motivations. A well-timed and thoughtful ask can inspire significant contributions and deepen the donor's commitment to your cause.

PHASE 4: STEWARDSHIP

The fundraising process does not end once a donation is received. Stewardship is the practice of maintaining and strengthening relationships with donors, ensuring they feel valued and informed about the impact of their contributions. This phase includes thanking donors, providing regular updates, and keeping them engaged in your mission.

Why It Matters: Donor retention is vital for long-term sustainability. Effective stewardship fosters loyalty, encourages repeat contributions, and inspires donors to advocate for your cause within their networks.





AUTOMATION AND SUSTAINABILITY

A successful fundraising strategy thrives on consistency, and automation can be the key to maintaining that momentum. Equipping your team with the right tools—such as donor management software, email automation platforms, and event scheduling systems—ensures your campaigns run seamlessly, even when team members are unavailable.

By integrating these technologies into your operations, you can streamline processes, enhance donor engagement, and maximize efficiency.

When implemented effectively, automation not only enhances your organization's capacity to execute fundraising strategies but also creates a sustainable framework that supports your mission for years to come.



CONCLUSION

Fundraising is a journey that requires patience, strategy, and a deep understanding of human relationships. Each phase plays a vital role in building the trust and alignment needed to secure sustainable financial support for your nonprofit. By focusing on these steps, nonprofits can create a fundraising strategy that not only achieves financial goals but also builds lasting connections with supporters.

At **Nonprofit Solutions Matter**, we specialize in helping nonprofits navigate the complexities of fundraising. From initiating relationships to stewarding donors, we provide the expertise and tools to execute these strategies effectively. If you're ready to transform your fundraising efforts and achieve your financial goals, we invite you to schedule a consultation with us. Together, we can develop a strategy tailored to your nonprofit's unique needs and aspirations.



SHARON D. JONES

CONTACT INFO

With just a click, you can connect with us through any of our social media platforms, email, or by visiting our website. Thank you!



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