

Building Your Fund Development Plan from Ground Up

*Where to begin and how to Grow the Culture of Philanthropy
within your organization – Step by Step!*



2025 DSPN ANNUAL CONFERENCE
OCTOBER 1-2, 2025 • APPLETON, WI

Your Presenters & DSPN Partners



Tonya L. Dederling, CFRE
Vigeo Founder & CEO



Lindsay Fenlon
VP of Community Engagement,
Community Foundation for the Fox
Valley Region



Tammy Williams
Vigeo Partner, Bridgemore
Advising



About Vigeo Nonprofit Advising & Coaching

- Focused on true **partnership**
- Advising & Coaching Nonprofits to **thrive**
- **Strategic Planning - Succession Planning**
- **Capital Campaigns - Fundraising Coaching**
- **Board Training – Development Program Creation**
- **Grant Writing – Capital Campaigns**
- **DISC Behavioral Assessment**

BoardSource



Certification in Nonprofit Board Consulting

Certified Fundraising Executive, CFRE

*certified DISC and Motivators and Drivers
Behavioral Assessment Trainer, TTI Talent*



Welcome

- **What is your 'why - your story'**
- Fundraising Successes
 - **A few Examples of Successful Fundraising – Pam Schutz**
- Step-By-Step Guide to Build Your Own Fund Development Program
- Must Have Tools and Resources
- **Questions – Table Talk**
- **Q & A**
- **Recap & Your Next Steps**
- DSPN Next Steps
- Closing and Encouragement

Where to Begin

- Fundraising is changing
- Dependency → Diversification
- Fundraising is relationships – ***not just dollars!***



Session Goals

Learn – *be curious!*

Ask Questions

Leave with Next Steps



Live Poll



- Who is on your fundraising team today?
- What is your most pressing need to either start or enhance fundraising in your agency?
- On average, what are your dollars raised outside of grants, in your agency?
- Does your agency have a documented fundraising plan with measurable goals and objectives?

Giving USA 2025 Report

- reflecting giving in 2024

\$592.50 billion

In 2024, Americans gave \$592.50 billion to charity, growing 6.3% over 2023. When adjusted for inflation, total giving grew by 3.3%.

Where did the generosity come from?

Contributions by source

By percentage of the total

66% \$392.45 billion

Giving by Individuals

↑ increased 8.2% from 2023

19% \$109.81 billion

Giving by Foundations

↑ increased 2.4% from 2023

8% \$45.84 billion

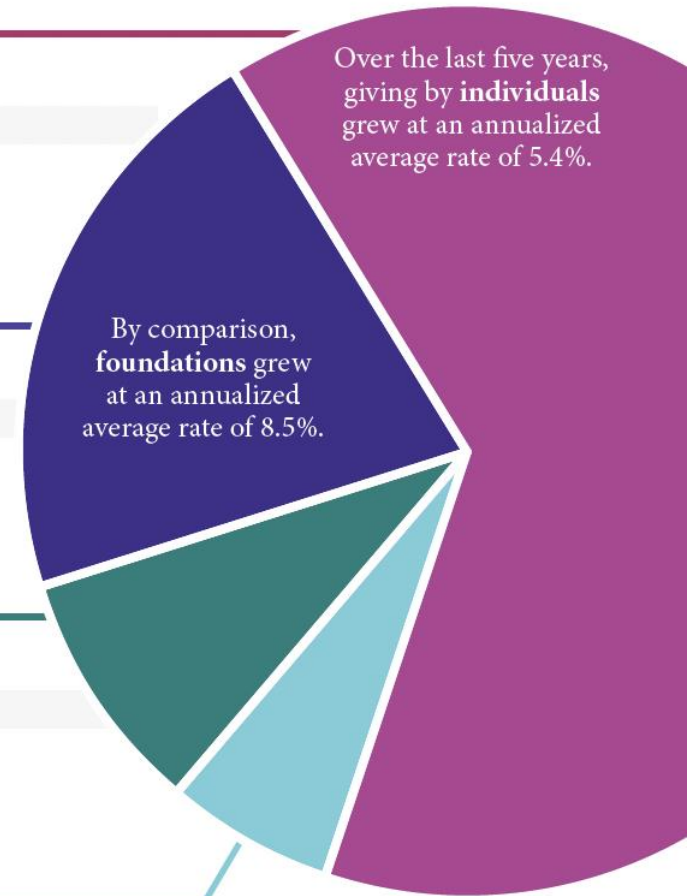
Giving by Bequest

↓ declined 1.6% from 2023

7% \$44.40 billion

Giving by Corporations

↑ increased 9.1% from 2023



*All figures on this infographic are reported in current dollars unless otherwise noted. The inflation rate in 2024 stood at 2.9%, and results may differ when adjusted for inflation. Learn more in the chapters.

Why People Give



Values – giving as an expression of belief and stewardship



Gratitude – giving back for blessings received



Impact – desire to make a difference and see lives changed



Legacy – honoring loved ones, building something lasting



Belonging – being part of a community and mission bigger than oneself



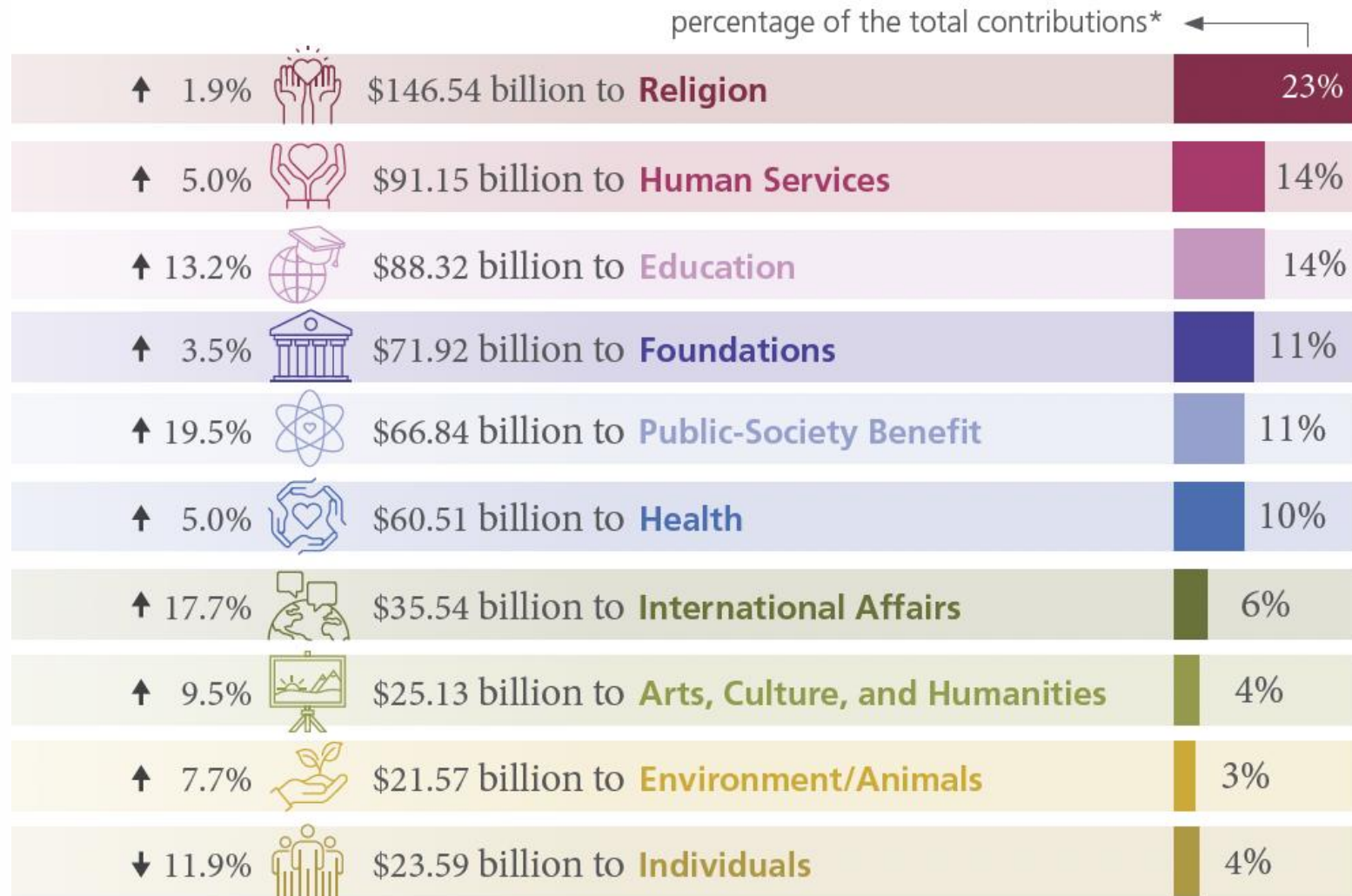
💡 *People give because they want to live their values and make a meaningful impact.*

Vigeo Nonprofit advising | coaching Top Destinations

1. Religion
2. Human Services
3. Education

Donor Advised Funds, or DAF's, are one of the most growing ways to give.

Where did the charitable dollars go? Contributions by destination



What funders are Looking For

- **Individual donors:** Clarity of mission, connection to impact, gratitude
- **Foundations/Grantmakers:** Sustainability, measurable outcomes, strong leadership, financial health
- **Corporate partners:** Visibility, employee engagement, community alignment
- How nonprofits can show readiness, transparency, and accountability



Who are your donors?

- Who loves your mission?
- Who wants to 'help'?
- What families have expressed love for your org?
- Who is closest to your org?
- Think grateful families and retired staff, etc.
- Who are your vendors?
- Cash or In-Kind – all donations add up!



A Culture of Philanthropy:

Elevating Generosity, Purpose, and Compassion



A culture of philanthropy is built on the belief that **generosity transforms**—not just the lives of those served, but the hearts of those who give. It's about living our mission with compassion, connection, and shared purpose.

- **Agape**—unconditional compassion expressed through service, without expectation.
- **Reciprocal altruism**—the idea that when we give to others, we create a mutual bond that strengthens the whole community.
- **Elevated morality**—choosing to act with dignity, empathy, and care, even when there's no obligation to do so.

A Culture of Philanthropy: Elevating Generosity, Purpose, and Compassion



Invites donors, staff, families and the greater community to become **co-creators of impact** through their presence, actions, and support.

5 Steps to Grow the Culture of Philanthropy



**ENGAGE
BOARD/LEADERSHIP
AS AMBASSADORS**



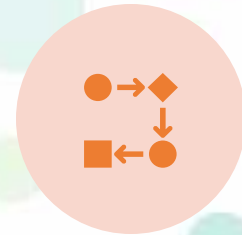
**EMPOWER STAFF TO
SEE THEIR ROLE IN
FUNDRAISING**



**BUILD DONOR-
CENTERED
COMMUNICATION**



**CELEBRATE WINS &
GENEROSITY**



**COMMIT TO
LEARNING &
ADAPTING (BUDGET
ANNUALLY)**



Fundraising Stories

Pam Schutz, CEO

Covey



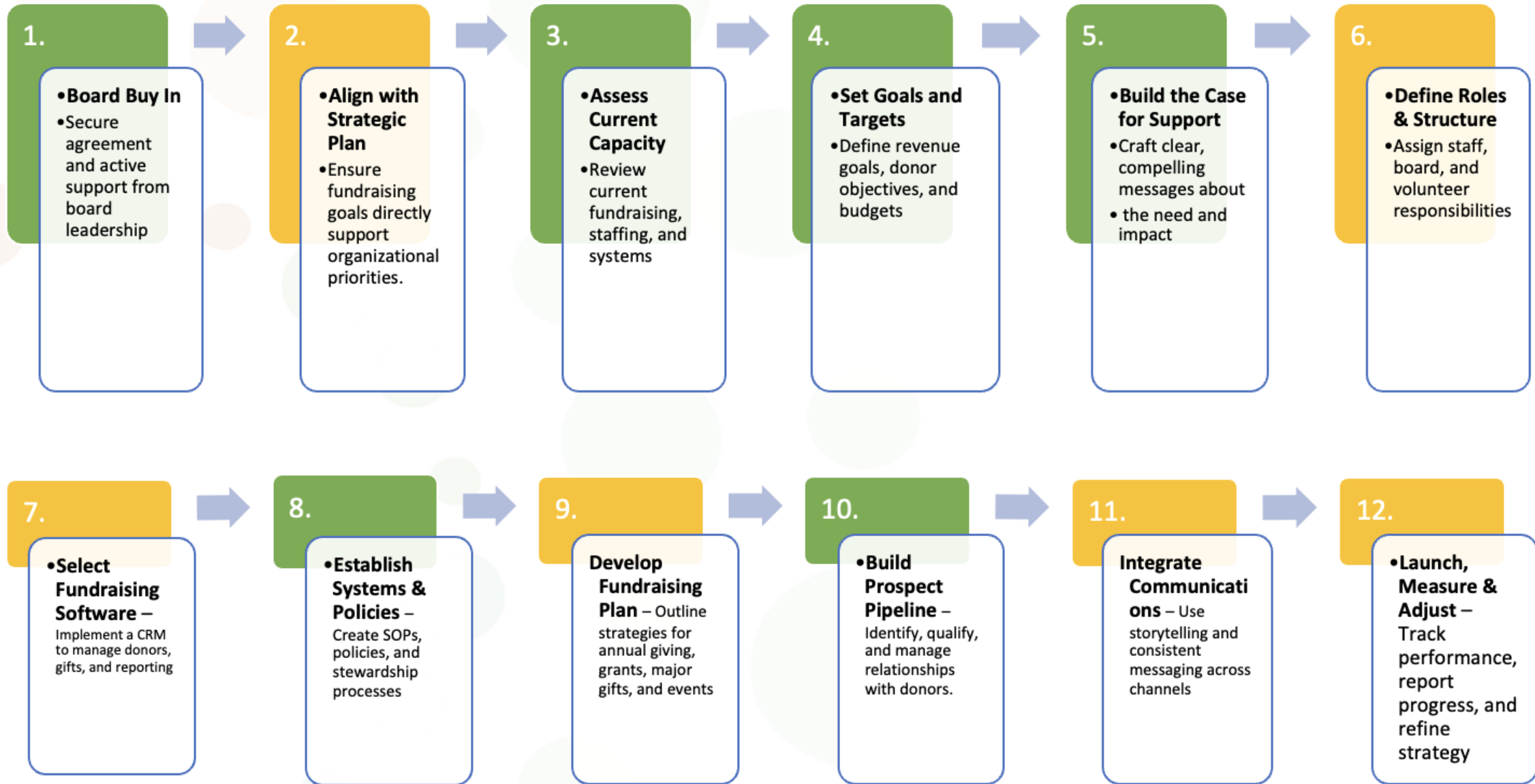
Build your own Fund Development Program

One Step at a Time!

Ready?

Step-By-Step Guide to Build your Fund Development Program from Ground Up

-Building upon your strengths and growing impact one step at a time



Must Have Tools and Resources

- A well aligned fundraising committee; CEO, Director of Development, Board Member, Volunteers
- A Fundraising Committee Charter that reflects the role of the committee, goals, who does what
- Investment – staff, training, external expertise – if needed
- Donor engagement software
- Wealth screening/Prospect Research software
- Membership in professional associations such as AFP

Questions – Table Chat

- Where are you starting from?
- What fundraising activity feels most achievable in year one?
 - One “Easy” button?
- What’s one barrier you anticipate?
- Who else needs to be on your ‘fundraising team’?
- What resources do you need to successfully plan for and execute a fundraising plan? (staff, training, software, external expertise, etc.)
- What is one step you can make after today’s discussion?

What's one question you're leaving with today?

What is one key takeaway you didn't expect?

What is your next step?

Let's Chat

Recap

TOGETHER WE
LEAD

A thick orange arrow that starts below the word 'LEAD' and curves upwards and to the right, pointing towards the list of topics.

- Where you are today
- Discussed Key Topics
- Why people give, what they give to
- The Culture of Philanthropy and Generosity
- You wrote down who your donors could be
- 12 Steps to Build a Fundraising Program from Ground Up
- Must Have Tools
- You took notes on your worksheet

Now, what is next?

Are you ready to move forward?

TOGETHER WE
LEAD

A thick orange arrow starts from the bottom of the word 'LEAD' and curves upwards and to the right, pointing towards the top right corner of the slide.

Join the Follow Up Webinar

- November 9, 2025
- 11:30 am – 12:30 pm

Webinar: Your First 5 Steps To Building a Fund Development Program from Ground Up

1. Board Buy In – *you complete prior to attending.*
2. Align with Strategic Plan – *come with your strategic priorities*
3. Assess Current Capacity
4. Set Goals & Targets
5. Build Your Case for Support

Who is ready to move forward?



Closing

“Fundraising is about building community around your mission. One Step at a Time.”

- Tonya L. Dederling, CFRE

Tonya L. Dederling, CFRE Founder/CEO

- 25+ Years Professional Fund Development & Nonprofit Leadership Experience
- Planned and executed capital campaigns raising over \$18.4M+
- Consultant Member of the **Capital Campaign Pro** national campaign experts
- Certified Fund Raising Executive, **CFRE International**
- **BoardSource** Certification in Nonprofit Board Consulting
- **DISC Behavioral Assessment** Trainer, TTI Talent

Passionate about advising and coaching nonprofits to THRIVE... *Vigeo*

A true partnership!

