



# THE CENTER

Nature Center Directors and Administrators Newsletter

July, 2011

## **Fundraising**

“Donors don't give to institutions. They invest in ideas and people in whom they believe.”

- G.T. Smith

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## **Fundraising Basics**

[Read the whole article](#)

### **Introduction**

Fundraising is one of the most important activities your organization will undertake. Proper fundraising means the difference between a viable organization, able to carry on its education and advocacy efforts, and one that is not. This document will take you through the steps of developing a fundraising plan by setting organizational goals, evaluating your current fundraising program, setting new fundraising goals, setting a financial development budget, setting an action plan, and, finally, evaluating your efforts.

### **Remember this:**

#### **• What are your organization's goals?**

Indeed, organizational goals and fundraising goals must be set at the same time; each affects the other. In other words, your fundraising strategy is dependent on what your organization plans to do.

Your organization should carefully answer the two questions below:

- 1) What programs and services do you currently provide?
- 2) What programs and services do you plan to provide in the future?

#### **• Set realistic fundraising goals**

#### **• How effective is your current fundraising program?**

• **Set a realistic fundraising budget** for both the income generated from fundraising and the expenses entailed in fundraising

#### **• Set an action plan with realistic goals**

As you set your goals and budget, and take into account the different fundraising methods available to you, a formal plan of action will begin to develop.

#### **• Write a case statement**

A case statement is a concise document explaining your organization's activities and funding needs to potential donors. The case statement tells potential donors who you are, what you do (and are trying to do), and why. The case statement also serves as a useful tool for self-assessment

#### **• Evaluate your successes and achievements**

Did you reach the fundraising dollar goals you set? It is important to remember, however, that there is more to evaluate than just the amount of dollars raised. Many issues that either contributed or detracted from the process of meeting the financial goal need to be evaluated as well.

National Consumer Supporter Technical Assistance Center. (2005). *Fundraising Basics*. Alexandria, VA: Author. Retrieved from <http://www.ncstac.org/content/materials/funds.pdf>

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## **Additional Resources**

## **Books**

*The Accidental Fundraiser: A Step-by-Step Guide to Raising Money for Your Cause*, Stephanie Roth, Mimi Ho, Kim Klein (Series Editor), © 2005, San Francisco, California: Jossey-Bass

## **Internet Sources**

The EPA Grant-Writing Tutorial: <http://www.epa.gov/seahome/grants/src/grant.htm>

Federal Grant Information and Technical Assistance: <http://www.grants.gov/>

MAP for Nonprofits: Free Management Library

<http://www.managementhelp.org/>

## **Publications**

*The Chronicle of Philanthropy* -bi-weekly newspaper for nonprofits

Website: <http://philanthropy.com>

E-mail: [help@philanthropy.com](mailto:help@philanthropy.com)

## **Organizations**

The Foundation Center Web site: <http://fdncenter.org/>

The Grantsmanship Center Web site: <http://www.tgci.com/>

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## **Nature Center Directors and Administrators Section Pre-Workshop Road Show Grant 2011**

If you are an interpreter who works in an interpretive facility or is aspiring to be in a managerial / supervisory position and a member of the NCDA Section you won't want to miss this opportunity! The NCDA Section is awarding a grant in the amount of the pre-workshop Nature Center Road Show in order for **two of our members** to attend this excellent training. Must be received by September 1, 2011.

The application and more information can be found at <http://www.naisctions.org/NCDA>.

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## **2011 Interpreters Roadshow.**

### **Day One, November 7, 2011**

[Minnesota Valley National Wildlife Refuge](#) protects over 14,000 acres of prime wildlife habitat along the Minnesota River in and around the Twin Cities metro area of Minneapolis and St. Paul, Minnesota. Refuge staff work to balance the needs of wildlife while educating and inspiring visitors who come to the Refuge to reconnect with nature. The Refuge offers free, year round outdoor recreation opportunities and public interpretive programs for families and individuals. The Rapids Lake Education and Visitor Center, which you will be visiting during NAI, is located on the outskirts of the metro area and is the Refuge's secondary facility and has a greater focus on environmental education. During your visit to the Rapids Lake Center, staff will provide you with a tour of the facility and interpretive exhibits as well as highlight overall Refuge programs including interpretation, environmental education, and outdoor recreation. If time and weather permits, we will also explore the diversity of wildlife habitat and trails around the Center.

### [The Landing, Three Rivers Park District](#)

The Landing – Minnesota River Heritage Park, formerly Historic Murphy's Landing, was established in 1969. The mission of the park is to interpret how people, for thousands of years, have connected with the Minnesota River and its surrounding natural and cultural resources. Original site features include Major Murphy's inn (ruins) and ferry crossing, the Pond Grist Mill, and a river overlook wall constructed by the

Works Progress Administration. In addition, over three dozen 19th century structures were moved on site. Your experience at The Landing will include; a guided tours of an 1845 fur post, 1857 frontier farm, 1889 village, and a question/answer session in the Town Hall.

**Dinner** with your new Roadshow Crew friends

### **Day Two, November 8, 2011**

#### [Kroening Interpretive Center](#)

The Kroening Interpretive Center is part of an interesting partnership. The land is owned by the city Minneapolis Park and recreation Board while the programming is handled by The Three Rivers Park District.

#### [Dodge Nature Center](#)

The Thomas Irvine Dodge Nature Center is an environmental education and habitat restoration organization located in West St. Paul, Minnesota. Your visit will include the Dodge Nature Preschool which brings the natural world into the lives of young children. With their teachers and classmates, children discover the wonders of nature and play on the Model Farm where barnyard animals provide stimulating opportunities for learning and growth. Sheep, cows, pigs, chickens and more are awaiting your visit to the Dodge Nature Center farm. Learn about the farm and the farm animals as you tour the pasture, barn, and hayloft.

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## **Business Plans**

“Organizing is what you do before you do something, so that when you do it, it is not all mixed up.”

*-A. A. Milne*

“Proper preparation prevents poor performance.”

*-Charlie Batch*

Business Plans – a roadmap for your business that requires you to think realistically about how much energy will be required to run it.

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## **Essential elements of a good business plan**

[Read entire article>>](#)

1. [Business Plan Executive Summary](#)
  2. [Market Analysis](#)
  3. [Company Description](#)
  4. [Organization & Management](#)
  5. [Marketing & Sales Management](#)
  6. [Service or Product Line](#)
  7. [Funding Request](#)
  8. [Financials](#)
  9. [Appendix](#)
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The Small Business Administration offers this template of a business plan.

### ***Elements of a Business Plan - template***

1. Cover sheet
2. Executive summary (statement of the business purpose)
3. Table of contents
4. Body of the document
  - A. Business - 1. Description of business, 2. Marketing, 3. Competition, 4. Operating procedures, 5. Personnel, 6. Business insurance
  
  - B. Financial data - 1. Loan applications, 2. Capital equipment and supply list, 3. Balance sheet, 4. Breakeven analysis, 5. Profit and loss statements, 6. Three-year summary, 7. Detail by month, first year, 8. Detail by quarters, second and third year, 9. Assumptions upon which projections were based, 10. Pro-forma cash flow
  
  - C. Supporting documents - 1. Tax returns of principals (partners in the business) for last three years, personal financial statements (all banks have these forms), 2. Copy of franchise contract and all supporting documents provided by the franchisor (for franchise businesses), 3. Copy of proposed lease or purchase agreement for building space, 4. Copy of licenses and other legal documents, 5. Copy of resumes of all principals, 6. Copies of letters of intent from suppliers, etc.

<http://www.sba.gov/content/templates-writing-business-plan>

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### **Free Management Library Helpful fundraising and business plan articles, tips, and plans**

[Dos and Don'ts of Fundraising](#)

[Getting the Board involved in Fundraising](#)

[Rating and evaluating prospects: Whom do you ask for how much](#)

[Events to remember--events to](#)

[Donor thank you letters: Ten tips for thanking donors](#)

[Business plans for all kinds](#)

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### **Newsletter Focus:**

September 1, 2011      Focus: Teambuilding and Volunteers

December 1, 2011      Focus: NIW meeting and Roadshow recap

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NCDA Mission: To provide leadership and inspire excellence in nature center administration

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