

HASS LEADERSHIP CALL:

Building a Strategy: How Planning Creates Proactiveness



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WE HAVE
A STRATEGIC PLAN

IT'S CALLED
“DOING THINGS”

Herb Kelleher

You are doing things!

- Managing staff
- Making payroll
- Building relationships
- Balancing personal versus professional life
- Creating programs
- Helping people
- Caring for animals
- Caring for that specific animal who has been with you forever
- Answering questions...

You are doing things!

SO MANY QUESTIONS...

- How can we shorten length of stay for animals?
- Why does that medication cost so much money?
- Is that animal getting the medical care they need?
- Does our community need more resource?
- Should we hire a new staff member?
- How are we going to raise more money?
- What is the

...and you forever

Don't be
busy,
be

productive

SO MANY Q

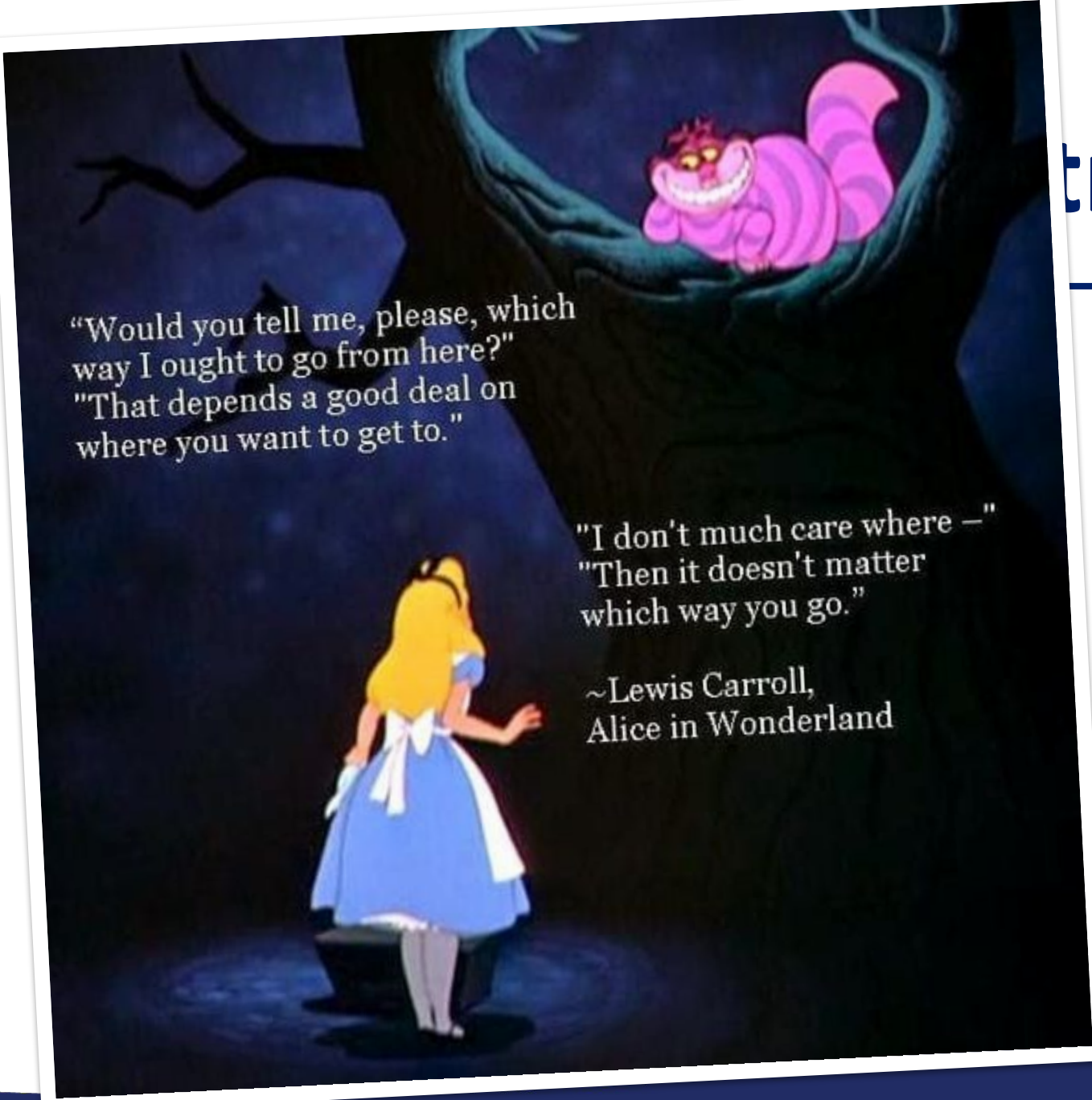
- How can
- Why do
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Why s

strategy?

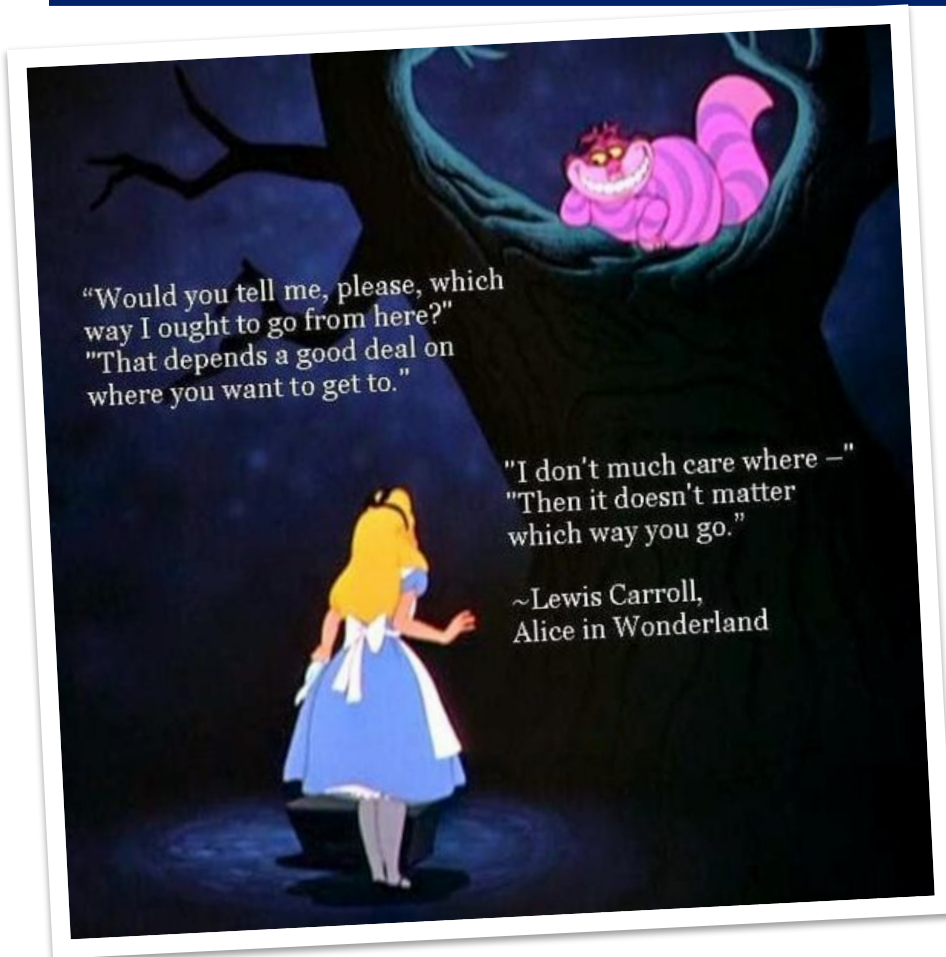
An illustration from the 1951 Disney film 'Alice in Wonderland'. Alice, a young girl with blonde hair in a blue dress with a white apron, stands in a dark, shadowy forest. She is looking up at the Cheshire Cat, a pink and purple striped feline with a wide, mischievous grin, who is perched on a tree branch above her. The scene is dimly lit, with a small light source illuminating Alice from below.

"Would you tell me, please, which
way I ought to go from here?"
"That depends a good deal on
where you want to get to."

"I don't much care where —"
"Then it doesn't matter
which way you go."

~Lewis Carroll,
Alice in Wonderland

Why should I care about a strategy?



A strategy is a plan of action designed to create a path to achieving a goal.

For year-end fundraising, you can expect:

50%

More than a quarter of nonprofits raise between 26%-50% of their annual funds during year-end asks.

31%

Nearly one third of annual giving occurs in December.

12%

You can expect 12% of all giving to happen in the last three days of the year.

Why Should I Care About Year-End Giving?

**53.8% of nonprofits start
planning their year-end
appeal in October.**

SOURCE: NeonOne, 10 Year-End Giving Statistics Every Fundraiser Should Know, September 15, 2021.



Choose your salsa?



Strategy 101



ASK:

- What worked well that we should continue doing?
- What didn't work well that we should stop doing?
- What new ideas should we start doing?

PLAN:

EXECUTE:

Strategy 101



ASK:

PLAN:

- **GOALS:** Raise \$1,000,000 or Recruit 500 donors or Build monthly giving to 200 donors
- **ACTIVITIES:** Direct mail ask, email follow-up, calls to all LYBUNTS of \$250 or more
- **TIMELINE:** List every activity, date to be completed, by whom, resources needed

EXECUTE:

Strategy 101



ASK:

PLAN:

EXECUTE:

DO THE WORK

WORK THE PLAN

EVALUATE THE WORK

Strategy 201



ASK:

- Create a SWOT plan
- Expand your ASK to fellow staff, key donors, volunteers

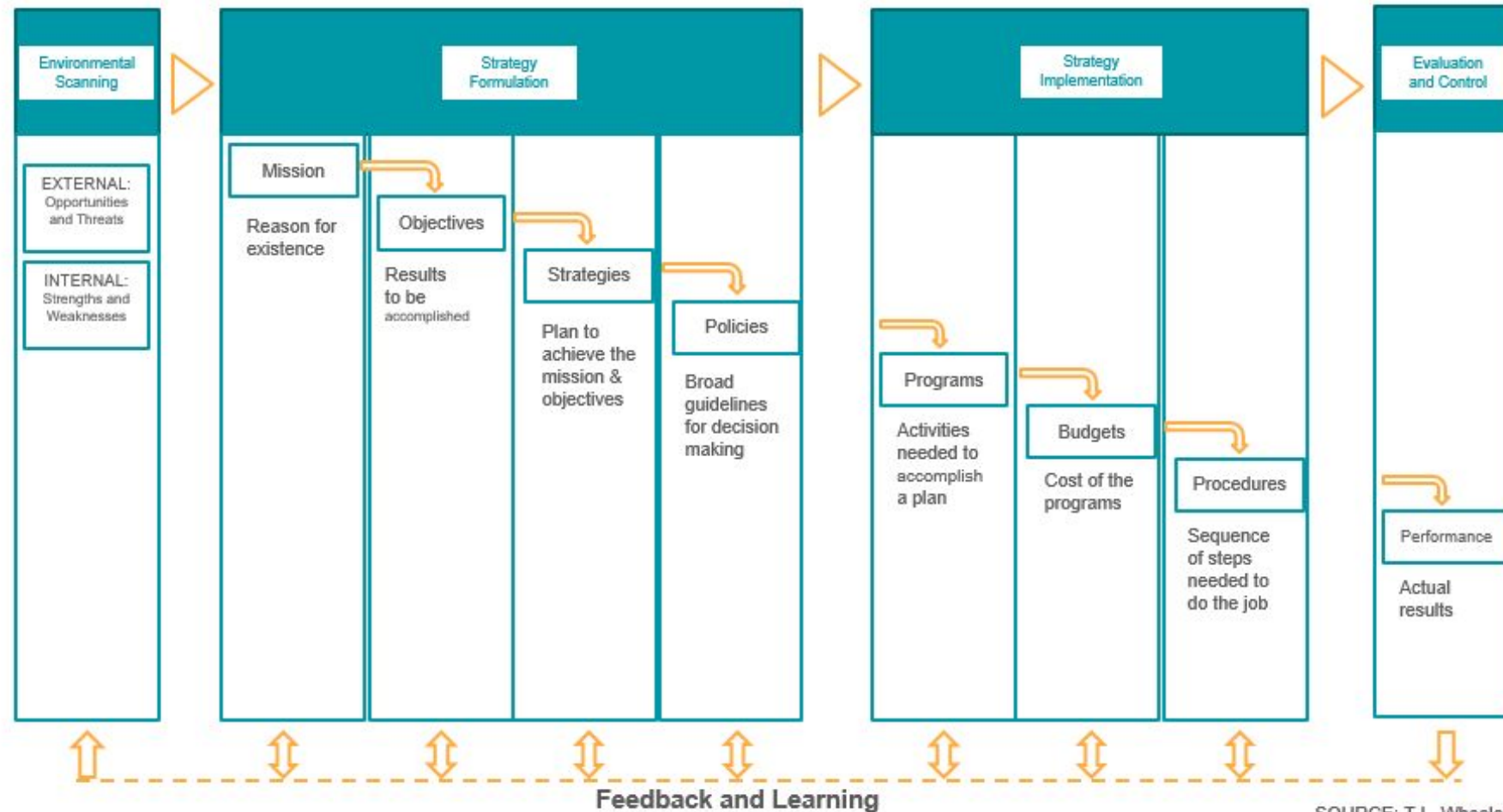
PLAN:

Outline your activates based on your audiences

EXECUTE:

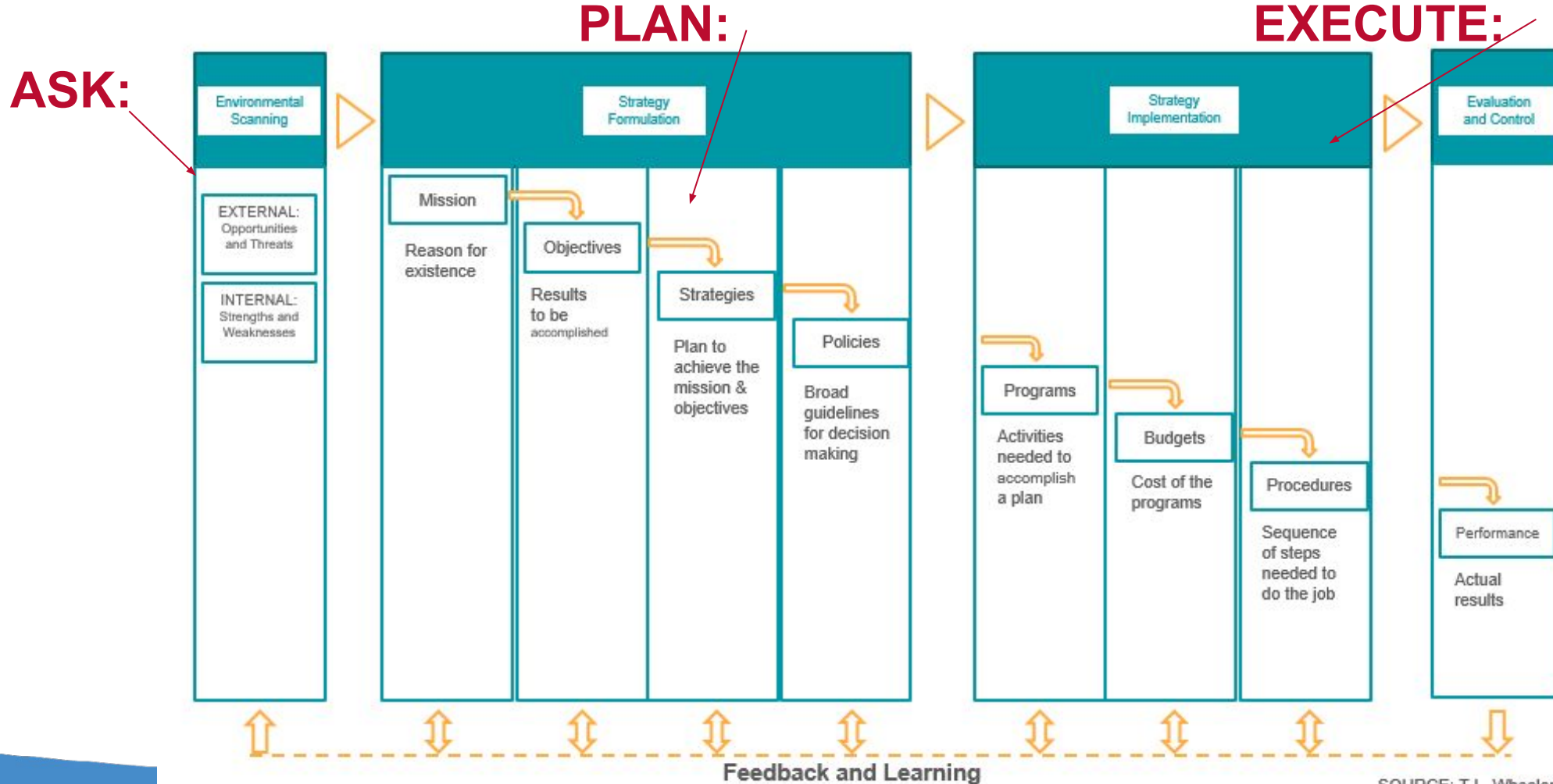
DO THE WORK · WORK THE PLAN · EVALUATE THE WORK

Strategy 301



SOURCE: T.L. Wheelen, 1981

Strategy 301



SOURCE: T.L. Wheelen, 1981

If you can't
EXPLAIN IT
to a
six year old,
you don't
UNDERSTAND IT
yourself.

Albert Einstein

If you
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six
you
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Albe

*When the vision
is clear, strategy
is easy*

NotABondGirl

If you
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*When the s
is clear, str
is easy*

NotABondGirl

THE ONLY
DIFFERENCE
BETWEEN
WHERE YOU ARE
AND
WHERE YOU
WANT TO BE
IS THE STEPS
YOU HAVEN'T
TAKEN YET.

If you
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is clear, str
is easy*

NotABondGirl

THE ONLY
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**CULTURE EATS
STRATEGY
FOR BREAKFAST**

PETER DRUCKER

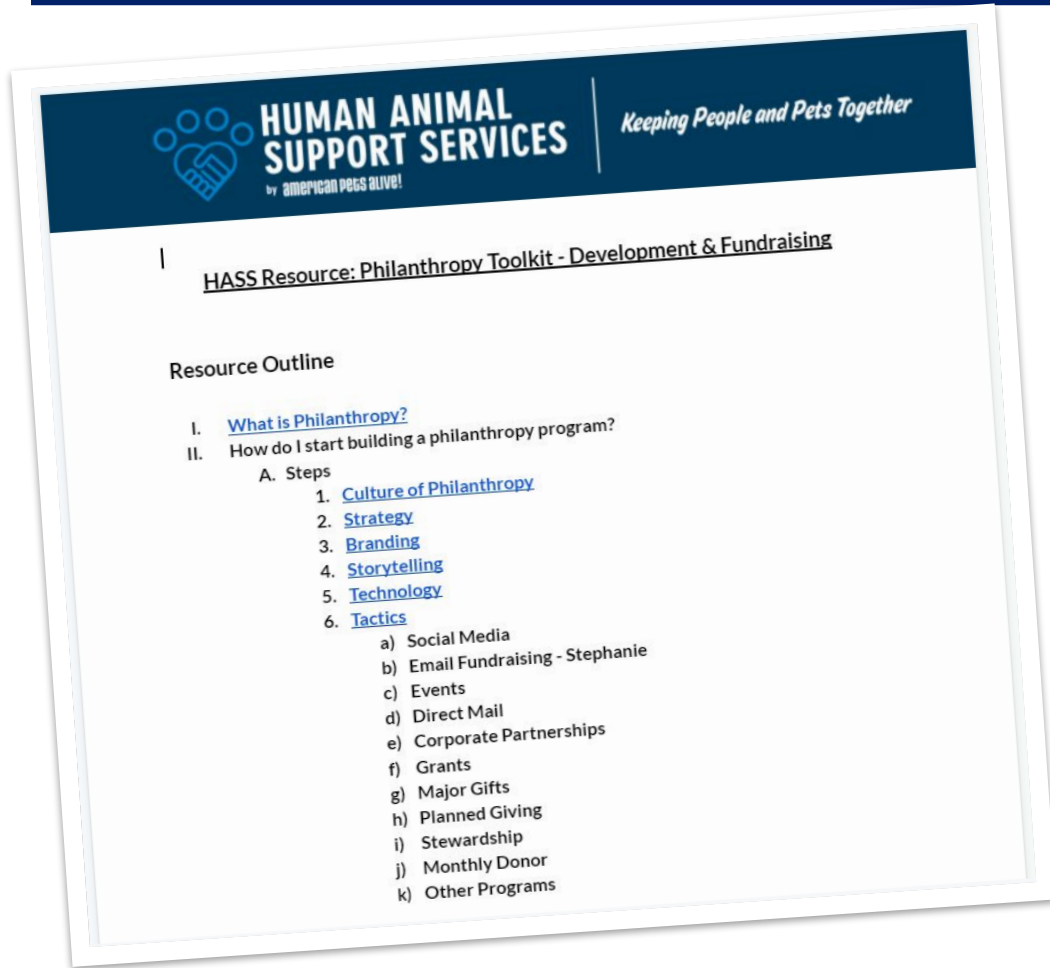
Philanthropy Toolkit

Find it here:

<https://bit.ly/HASSPhilToolkit>

Built in the Spring of 2021 by more than 20 animal welfare philanthropy professionals.

48 pages.



For further questions, please contact:

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