



Building a Financially Stable Non-Profit

A Conversation with Alison Finstad of Benezet Advisors



Say hello to today's speakers.



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Today you will learn how to:

1. Strengthen your organization's foundation
2. Implement a culture of philanthropy
3. Design a foolproof fund development plan
4. Understand how to find major and planned giving donors
5. and more!



What do we mean when we talk about financially sustainable?

Key Takeaways

- Knows how much it costs to carry out the programs to advance their missions
- Can raise enough to cover those costs from a diverse set of revenue sources
- Has some savings – ideally, an endowment – to sustain itself over the long-term



How should a non-profit start the process of becoming sustainable?

Key Takeaways

- Board development
- Strategic planning
- Creating a comprehensive fund development plan



What do you recommend including in a development plan?

Key Takeaways

- Agency budget
- Gift acceptance policy
- Gift acknowledgement process/stewardship flowchart
- Donation pyramid
- Moves management plan
- Fundraising and communications calendar
- Key Performance Indicators (KPI)
- Case for support

What role does culture play in this process, for both board and staff?

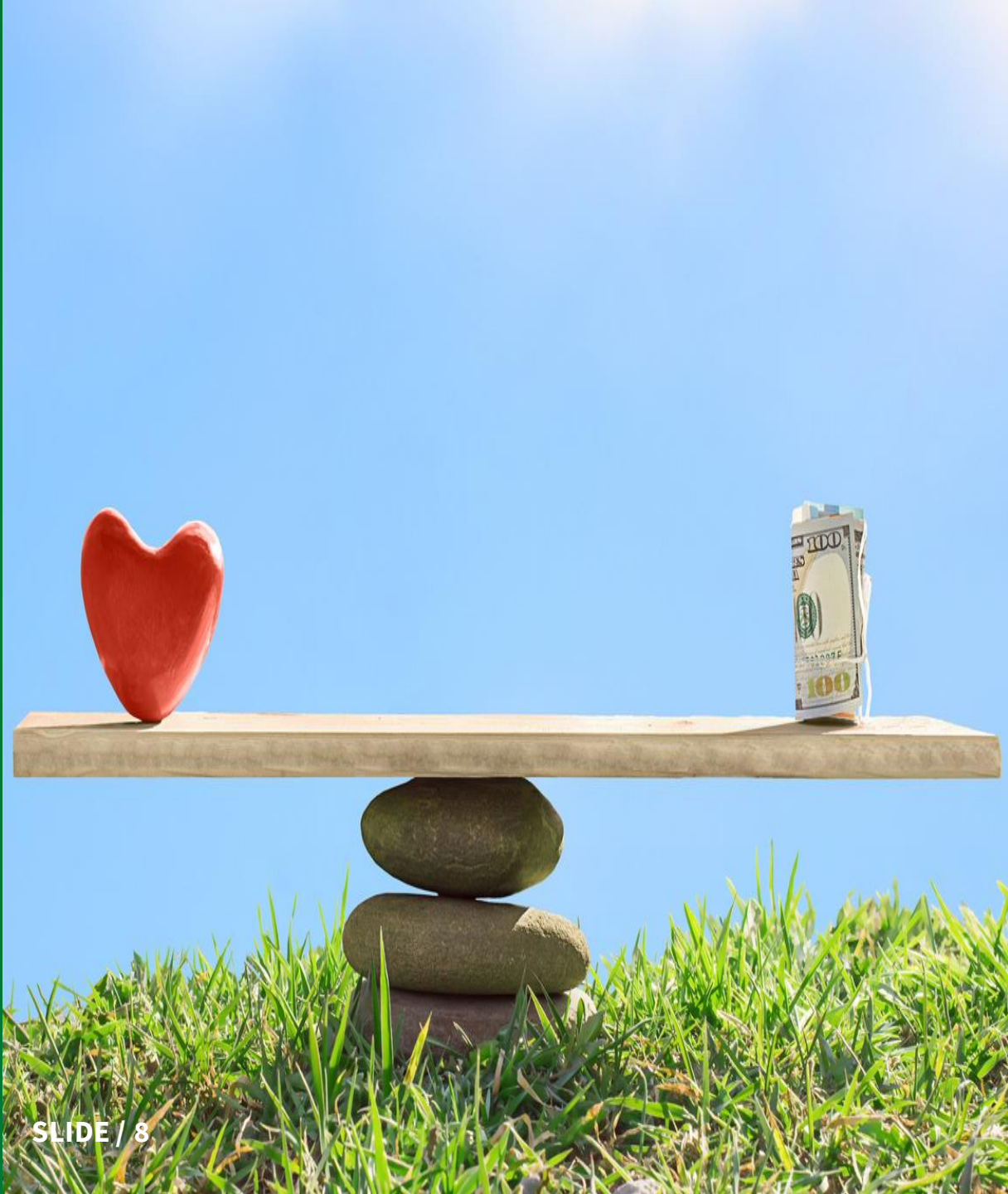
Key Takeaways

- Transactional vs. philanthropic relationships
- Every role is critical to the vision
- You are helping your donors be the change they wish to see in the world
- You consider your donors and volunteers to be heroes

What is the relationship like with donors at successful organizations?

Key Takeaways

- Donor-centric relationships
- Knowing your donors' values
- Asking donors to volunteer
- Crucial touchpoints
- Reporting on gift impact





How do organizations find major and planned gift prospects?

How do they get them to become donors?

Key Takeaways

- Mine your database
- Screen for wealth
- Get to know the donors through surveys, intimate events, one-on-one conversations
- Explore board connections
- Understand markers of planned giving prospects
- Ensure organization has potential to exist in perpetuity

What role does endowed giving play in sustainability?

Key Takeaways

- Formalize your case for support
- Develop a marketing plan and collateral
- Identify potential planned giving partners
- Build relationships with the potential planned giving partners
- Commit to stewardship through ongoing financial reporting, personal outreach, creating a legacy society, and nurturing relationships with family members of the deceased

Thanks!



Our presenter



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Helpful resources:

benezetadvisors.com/sustainability

Questions?



Learn more.

Manning & Napier has a team dedicated to helping endowments and foundations reach their goals. Learn more about how we can help your organization by visiting:

www.manning-napier.com/EFservices

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