



# Development Plan

September 2012

# Plan Objectives

- To establish a three-year, sustainable fundraising plan for the fundraising priorities identified in the Strategic Plan
- To identify as many potential donor prospects as necessary to meet the goals of the plan
- To engage all prospects effectively
- To create a reliable and stable pool of funders
- To create a strong Institutional Advancement Committee and volunteer corps capable of major gift fundraising
- To establish an LSC alumni group and honorary support auxiliary group
- To provide some level of technical support to LSC grantees in basic fundraising
- To introduce LSC grantees to potential private funders

# Vision

- It is critical to articulate a vision
- Big ideas get big gifts
- LSC's vision should build on its Strategic Plan
  - Obtaining gifts to fund the establishment and growth of an LSC development operation
  - Promoting the identification and development of best practices for the delivery of civil legal services
  - Promoting the development and implementation of technologies that maximize the availability of legal information and assistance
  - Implementing a new performance measurement system to assess client needs, client outcomes, and program efficiency
  - Developing a comprehensive communications program to explain the need for civil legal services and to present a research-based business case for civil legal services
  - Creating a fellowship program for new and senior lawyers to serve in civil legal services programs
  - Cultivating major gifts in support of a Pro Bono Innovation/Incubation Fund aimed at encouraging innovations and best practices in pro bono

# Institutional Advancement Committee

- Traditionally, fundraising begins with the board of an organization
- LSC does not have a traditional board
- Members of the Institutional Advancement Committee will need to serve as fundraisers
  - Will include non-board members
  - Will need to expand committee
  - Will need to oversee volunteer efforts
    - Volunteers are a critical part of fundraising

# Institutional Advancement Committee

- Membership can be:
  - Board members
  - Former board members
  - Alumni of LSC or LSC grantee organizations
  - Others interested in access to justice issues
    - Law firm partners
    - General Counsel of corporations
    - Retired judges
    - Chairs and members of state Access to Justice Commissions
    - Academics

# Prospecting

- LSC's best prospects will be
  - Large national foundations
  - Selected individuals (most likely with family foundations)

# Major Gifts

- Major gift success:
  - A bold vision
  - A strategic plan
  - Staff that has a strong understanding of relationship-building and stewardship
  - A database able to track relationships
- Experienced staff is the best way to start a program
- Appropriate use of volunteers with respect to making introductions

# Foundation Giving

- Foundation giving represents best source of giving
- Identify foundations interested in legal services and related areas
- Fundraising efforts need to be connected to each foundation's areas of focus



# Foundation Stewardship

- Foundations require targeted stewardship
- Suggested stewardship activities:
  - Required reports – usually asked for annually
  - Interim reports
    - Sent six months into grant period
  - Press booklet – collection of annual press
  - Face-to-face visits

# Alumni Constituencies

- Former LSC board members
- Former LSC officers
- Former LSC employees
- Former grantee leaders and employees

# Alumni Structure

- National Alumni Board
  - Assist with LSC fundraising
  - Coordinate national alumni efforts
  - Serve as ambassadors

# Honorary Auxiliary

- Increase public awareness of and educate about LSC and its mission
- Assist with raising funds and other activities in support of LSC

# Development Office Staffing

- A staff of four is probably needed by year three:
  - Chief Development Officer
  - Development Associate
  - Development Associate (Grantee Support)
  - Development Assistant
- Retain consultants with respect to fundraising advice as needed



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