

# *Plant It – Nurture It – Harvest It!*

AFP New Mexico

May 8, 2008

## *Plant It!*

*Jean Block*

- ❖ It's *your* garden – what seeds have you planted? Where are you in your development career?
- ❖ Is your garden ready? Basic skills required:
  - Passion for a mission
  - Adaptability and flexibility
  - Investment in life long learning and skill building
  - Ability to motivate and inspire others
  - Speaking with confidence
  - Ability to access change through others
- ❖ Beware of the *Baby Bird Syndrome!*
- ❖ Water your garden: take advantage of ample resources that surround you:
  - AFP membership and networking
  - AFP mentor program
  - AFP educational opportunities
  - AFP website ([www.afp-nm.org](http://www.afp-nm.org) and [www.afpnet.org](http://www.afpnet.org))
  - UNM Anderson Schools – Certificate Program in Nonprofit Management
  - UNM Continuing Education – Ed2Go online courses
  - ENMU – Ruidoso Branch Community College courses
  - Google for more

## *Nurture It!*

*Jim Bonnell*

- ❖ It's *your* "crop" – how do you nurture it *and* yourself to guarantee a successful harvest?

### Nurturing Your Donors

*Cultivation is involving!*  
*Cultivation is planning!*  
*Cultivation is having a system!*  
*Cultivation is universal!*  
*Cultivation is coordinated!*  
*Cultivation is thanking!*

### Nurturing Your Skills

*Plan First!*  
*Analyze!*  
*Strategize!*  
*Identify!*  
*Personalize!*  
*Assess & Review!*

❖ **Basic Nutritional Ingredients**

- **A mission statement and/or a compelling case for support**
- **Assessment of support base**
- **An organizational Strategic or Long-Range Plan:**  
*Organizational budget, committed Board, General Development Plan, Projected Goals*
- **Support Materials, Job Descriptions, Recruitment**
- **The Plan:** *History, Strengths & Weaknesses, Current Status, Evaluation of Goals, Evolution of New Goals, Projections based on Goals, Articulated List of Prospects for targeted methods of Fundraising, Calendar of Fund Raising, TimeLine/TaskSheet*
- **Recognition**

❖ **Feed and Water daily!**

## *Harvest It!*

*Melody Mar-Johnson*

❖ **It's your garden and the work is not over yet! How will you "harvest" a successful development career?**

*Har-vest, noun*

1. *The act or process of gathering a crop*
2.
  - a. *The crop that is gathered in a single growing season*
  - b. *The amount of measure of the crop gathered in a season*
  - c. *The time or season of such gathering*
3. *The result or consequence of an activity*

❖ **Each harvest will be different for each of us and timing is a critical decision. Each of your growing seasons is a cyclical process and takes a commitment to proactive planning.**

❖ **The following steps will keep you strong and ready for your next season of planting, nurturing and harvesting:**

- **Commit to having excellent Communication skills**
- **Commit to Balancing your time**
- **Commit to and thoroughly Execute your plans**
- **Commit to a process of Evaluation of your programs, successes, mishaps, and self**
- **Commit to taking good care of yourself**

# *Resumes of Presenters*

## **Jean Block**

Jean began her fundraising career when she was 13, organizing a backyard carnival for C.A.R.E. Now, more than 50 years later, she is a national speaker and trainer on nonprofit management, strategic planning, Board development, fundraising and social enterprise. She has written and published two nonprofit books, *Fast Fundraising Facts for Fame & Fortune* and *The ABCs of Building Better Boards*. In 2006, Jean was a founding partner in Social Enterprise Ventures, LLC, a national training company that teaches nonprofits sustainability through earned income. Visit her web sites to learn more: [www.jblockinc.com](http://www.jblockinc.com) and [www.socialenterpriseventures.com](http://www.socialenterpriseventures.com).

## **Jim Bonnell**

Jim is a native New Mexican from Alamogordo, New Mexico. His education includes a Masters plus 45 credit hours which includes a Certificate of Administration, Masters in Music Education, and Bachelor of Fine Arts from the University of New Mexico. His graduate and post-graduate work, in addition to UNM, includes Eastern New Mexico University, Western State College of Colorado, New Mexico State University, Eastman School of Music-University of Rochester, and Indiana University; and he was commissioned as an Executive by Boy Scouts of America's National Executive Institute and completed Levels I, II, and III at the Institute.

After careers in New Mexico Public Schools and with BSA, Jim retired from BSA as Director of Learning for Life in August of 2001, began an association with Jan Hosea & Associates, LLC, in April of 2002, and currently serves as President of JHA. He brings experience in general management and administration, facilitation, board development, policies and procedures, guidance and mentoring, and interaction with professional and volunteer organizations. His experience base also includes background in personnel recruiting and supervision, public relations, presenting, grant writing, review and purchasing of materials and equipment, event planning, and being an enthusiastic, seasoned community volunteer! He is currently Chair of the *UNM Robb Trust* and Vice-President of Education and Member Development for the *NM Chapter of the Association of Fundraising Professionals*.

## **Melody Mar Johnson**

Melody's passion and interest in fundraising and nonprofit management has been on going since she first started volunteering as a teenager. Currently she is a nonprofit consultant and an associate with Jan Hosea & Associates, LLC where her focus is strengthening non-profit organizations through leadership training, board development, communication and team building with clients from throughout New Mexico. She has over 20 years experience as a professional trainer with an extensive background in the areas of conflict resolution, mediation, negotiation, communication skills, human resources, performance management, customer service and English as a second language.