

Your Vision, Our Roadmap

Dynamic Development Strategies, LLC believes in the power of nonprofits to make a difference in our communities.

The challenges of planning, funding and implementation can be barriers to new, emerging and growing charities. **We can help you create a roadmap for success!**

Creating nonprofit success through dynamic interim leadership and strategic fundraising

More than 20 years in nonprofit and fundraising leadership with social services, healthcare and educational organizations

Understands the many hats a nonprofit leader wears, and can work alongside staff and board to ensure sustainable success



Interim Staffing

Interim Executive Director and Director of Development roles to keep your organization running and growing



Coaching & Training

Providing one-time or on-going fundraising coaching, counsel and training on board governance, best practices, and other nonprofit-focused topics for boards and staff



Strategy Alignment

Review current fundraising strategies and offer recommendations to maximize your efforts and align them with your mission and goals



Grant Management

Component or turn-key support for research, writing proposals, creating materials, tracking outcomes and post-award financial management and reporting

Dynamic Development Strategies, LLC creates customized packages for your current and ongoing needs

PRESENTATIONS & TRAININGS

- Engaging Your Board in Fundraising
- Become a Donor Relations Super Star
- Fundraising Basics & Annual Giving Strategies
- Board Governance
- Nonprofit Best Practices
- Strategic Planning
- Customized topics to fit your needs

CONTACT US

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About the Founder and President



Michelle Crim, CFRE is a proud native Texan who grew up in Arlington. She attended the University of Texas at Austin where she earned a Bachelor of Science in Advertising and received her Certified Fundraising Executive credentials (CFRE) in 2008. She is past president of the Association of Fundraising Professionals (AFP) Fort Worth Metro Chapter and a 2010 graduate of Leadership Fort Worth.

Her more than 20-year career in fundraising and nonprofit management began at the Fort Worth Chamber of Commerce, where she enjoyed learning more about her community. She was drawn to nonprofit work, especially event planning, where her attention to detail and organizational skills are well-suited.



Michelle's work includes annual giving, special events, strategic planning, board governance, volunteer management, major gifts, and completing a \$10.2 million capital campaign for Presbyterian Night Shelter one year ahead of schedule. Previously, she has worked at JPS Health Foundation, UT Arlington, UNT Health Science Center, and The Women's Center of Tarrant County. Most recently, she was the Executive Director of The Down Syndrome Partnership of North Texas, a role where her professional and personal passions intersected. Today, she uses her fundraising expertise and desire to help nonprofits by providing consulting services.

Michelle currently serves on the board of the Charitable Gift Planners Lone Star Chapter as treasurer, is a member of the Rotary Club of Fort Worth, and is a sustaining member of the Junior League of Fort Worth. She also serves as a board member for Camp Fire First Texas and Grant Professionals Association North Texas Chapter. She mentors other leaders in fundraising, and frequently speaks on a variety of fundraising topics, nonprofit best practices and inclusion strategies for individuals with intellectual and developmental disabilities.



Michelle Crim, CFRE

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The Roadmap to Fundraising Success™



A **mission statement** defining why your nonprofit exists



Clear and well-written **case for support** for the organization and individual programs



A **donor database** to track prospects, donors and relationships



Well-developed **policies and procedures** to facilitate business processes and best practices



An **integrated development plan** to strategically focus efforts

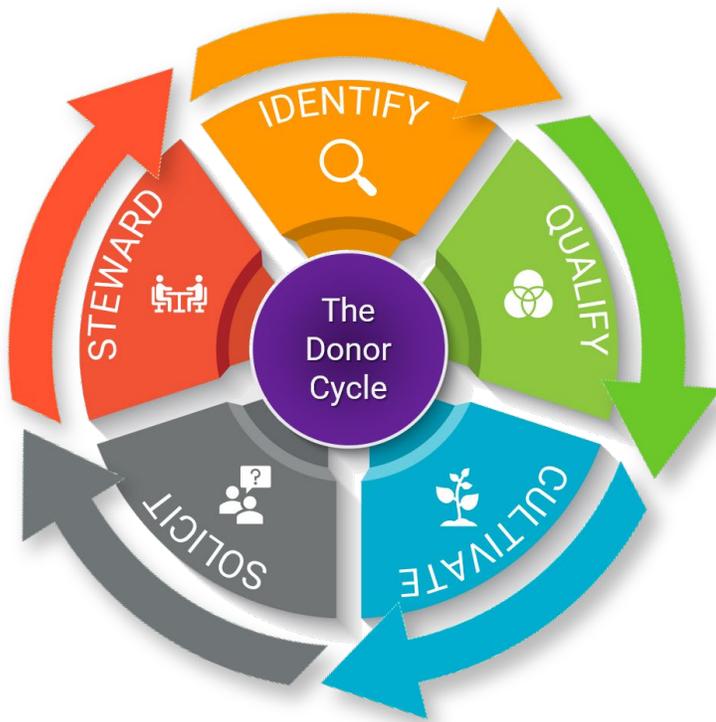


An **engaged and diverse board** which understands fundraising with 100% giving to organization



Understanding and utilization of the **donor cycle** for sustainable giving





Additional Considerations

Staff or Consultant
Dedicated
to Fundraising

Public Awareness
of Your
Organization

Process to
Recognize and
Appreciate Donors

Pipeline to Identify
and Cultivate
New Donors

Communications
and Social Media
Plan

Fundraising
and Marketing
Materials

Proprietary information. Please do not distribute without written consent.



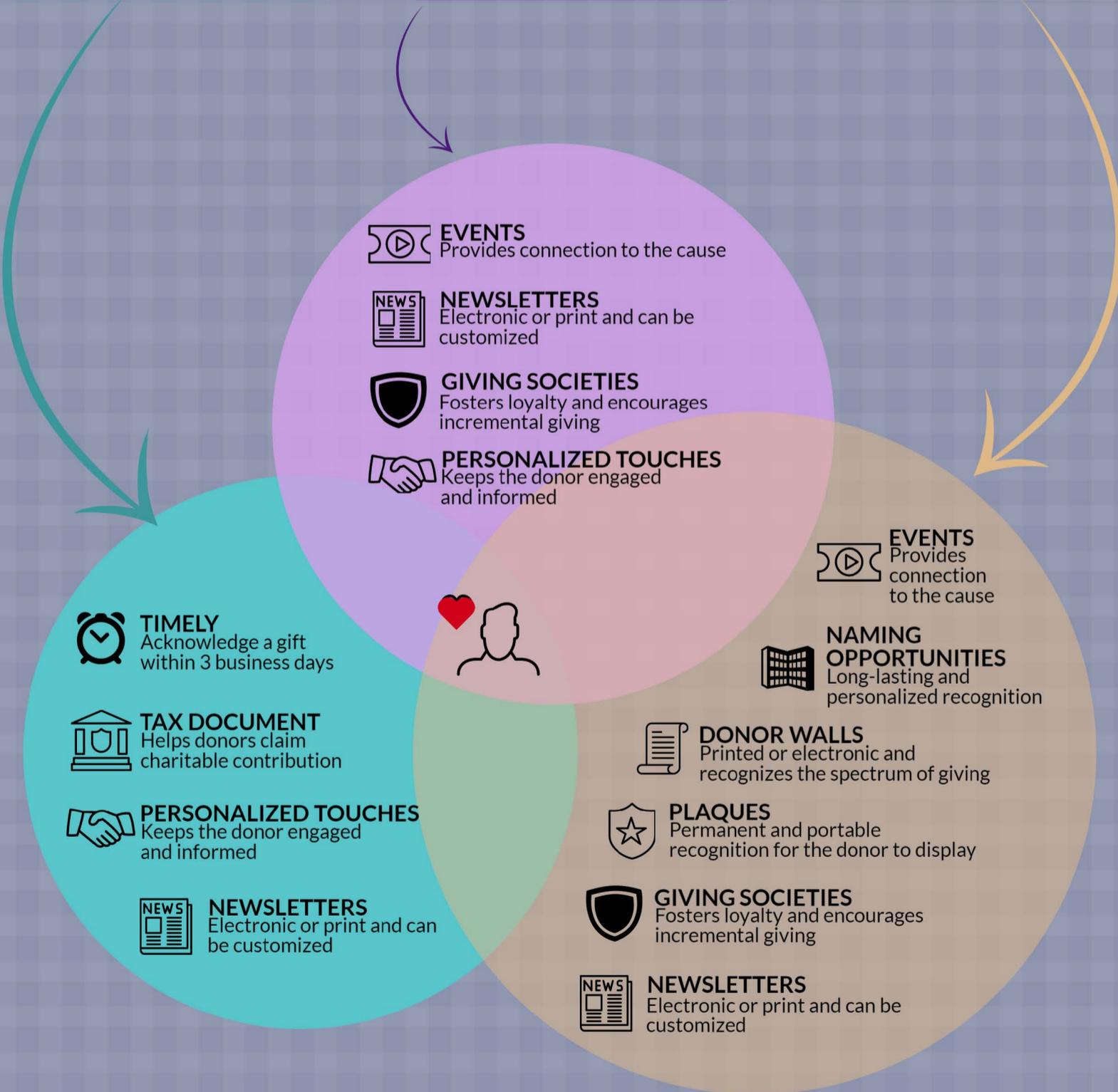
Best Practices in DONOR RELATIONS

In 2015, the donor retention rate in the United States was 46% and the gift retention rate was 48% for the same year. The 2016 AFP survey* summarized that over the course of one year every 100 donors gained was offset by 96 donors lost. The cost of these lost donors and dollars is staggering to non-profit organizations. A well-developed and resourced donor relations program can dramatically improve these results so staff can work more efficiently to meet fundraising goals.

RECEIPT & ACKNOWLEDGEMENT

INFORMATION & ACCESS

RECOGNITION



*2016 Association of Fundraising Professionals (AFP) Fundraising Effectiveness Survey Report

What the IRS says about Charitable Contributions



IRS Publication 1771, Charitable Contributions- Substantiation and Disclosure Requirements, outlines the federal tax law requirements for charities that receive tax-deductible charitable contributions and donors who make contributions. Here is a handy guide for navigating those requirements.

A donor who makes charitable contributions



Donors must have a bank record or written communication from a charity for any monetary contribution before the donors can claim a charitable contribution on their federal income tax returns.

Donors are responsible for obtaining a written acknowledgment from a charity for any single contribution of \$250 or more before the donors can claim a charitable contribution on their federal income tax returns.

Written Acknowledgment

A timely written acknowledgment includes:

1. The name of organization
2. The amount of cash contribution
3. A description (but not the value) of non-cash contribution
4. A statement that no goods or services were provided in return, if that was the case
5. A description and good faith estimate of the value of goods or services, if any, provided in return for the contribution
6. A statement that goods or services, if any, an organization provided in return

An organization that receives gifts of \$250+



A separate acknowledgment may be provided for each single contribution of \$250 or more, or one acknowledgment, such as an annual summary, may be used to substantiate several single contributions of \$250 or more.

Letters, postcards or computer-generated forms with the above information are acceptable.

Recipient organizations typically send written acknowledgments to donors no later than January 31 of the year following the donation.

An organization providing goods/services to donors who donate \$75+



The acknowledgment must describe goods or services an organization provides in exchange for a contribution and must also provide a good faith estimate of the value of the goods or services because a donor must generally reduce the amount of the contribution deduction by the fair market value of the goods and services provided by the organization.

Goods or services include cash, property, services, benefits or privileges.

Token Exception – Insubstantial goods or services a charitable organization provides in exchange for contributions do not have to be described in the acknowledgment.