



Program Fundraising: Supporting the Ask with a Focus on Data -Driven Outcomes

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Today's Takeaways...

Select program outcomes to communicate to funders, partners, and those outside the program

Create materials to support storytelling and the ask

Utilize funder -friendly language to boost engagement and enthusiasm for program mission





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From Classroom to Action

How do we show our success?

What is our Impact?

How are we 'proving the pudding'?



Why do this?

Program successes

Opportunities to better serve students/families

Grant requests

Grant reports

Improving data gathered / Data projects



What is Theory of Change?

Essentially a roadmap to the change you want to create.

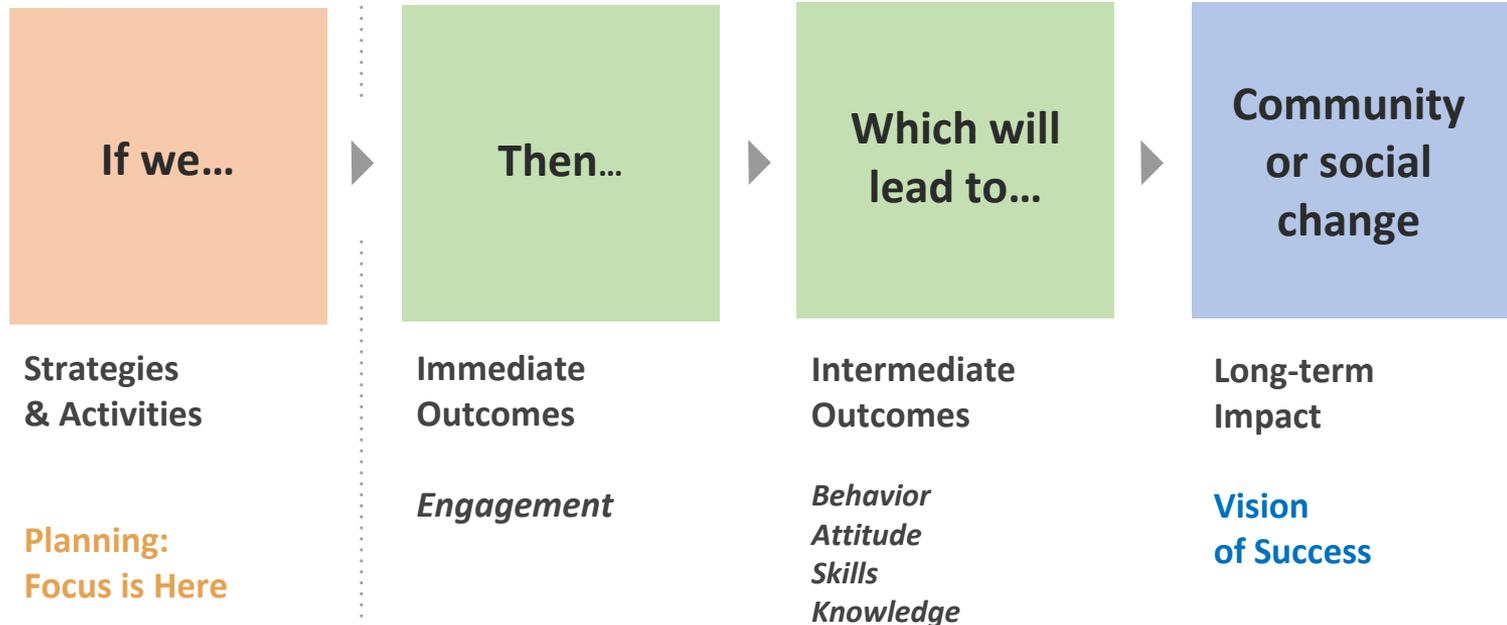
Expands upon the “If, Then” statement of your organization.





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Pratt Richards Group TOC Model





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Where to Start?

Such a big concept, so start with a single project/program.

Ongoing Process

Quick overview of the Program





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Begin at the Very Beginning...

Leadership Buy-in

Part of the Program's Goals

Takes Time





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Challenges?

Perception of the process/effort

How to do it?

How much extra work will this be?

Who is going to do it?

What if we don't like the results?



What Happened?

- 1) What does this program do?
- 2) Now, how do we measure that?





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What Does This Program Do?

Why? Why? Why?

Avoid jargon and alphabet soup

Break down your guides that you already have!

Case statement,

Mission,

Strategic plan



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How Do You Measure That?

What processes are already in place?

Define what needs to be measured based on objectives/goals.

Can anything be doublecounted?

Who else might have this data?

Make sure you can translate the measurements too.



The Technical

Process

Data gathering

Technology's Role & Impact

Finding Support





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Where We're At...

Showcasing successes that you know were there!

Improved ease of reporting

Increased efficiency in grant writing

Increase in funder relationships and funds received!



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Where We're Going...

This is a neverending, ongoing process.

Results we've gathered have led program changes...

- Updates to demographic form

- Updates based on parent needs

- Additional testing



You'll be hearing from **us!**

Thank you!

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Resources:

Pratt Richards Group:

www.prattrichardsgroup.com
