



## Oral Roberts University Educational Fellowship ICAA Conference 2025

# Development – Where is the Money?



# Where is the Money?

The Mission, Vision, and Funding for your school come from God

The money is in the hands of (potential) donors in your community...local, state, national

Goal: get off the event/sales fundraising treadmill to effective Sustainable Funding



Photo by [Rob Curran](#) on [Unsplash](#)



# Development vs Fundraising

## Development is Relational support

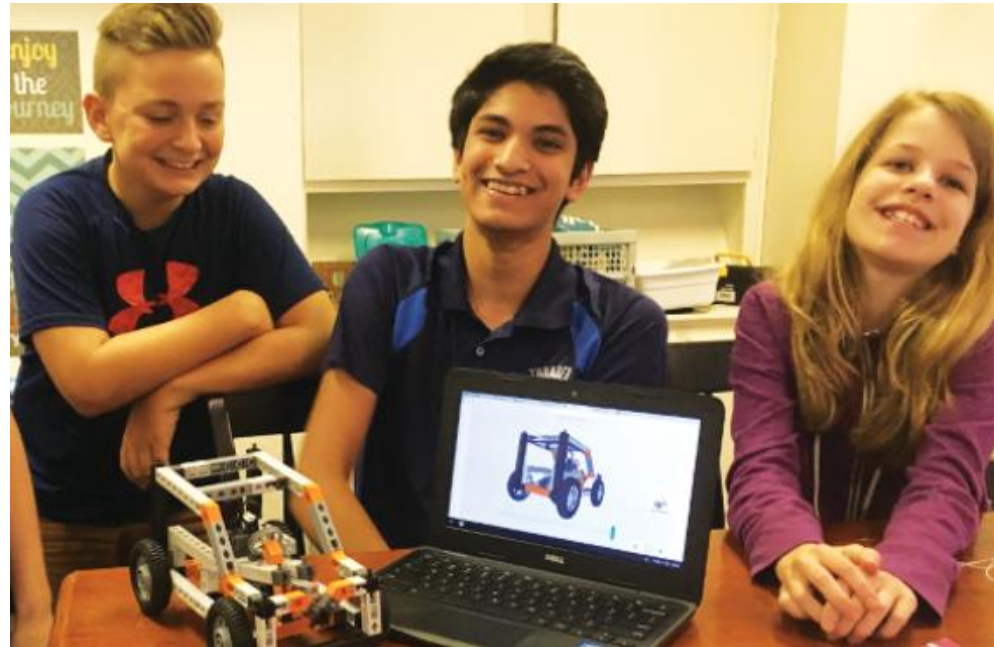
Getting to know and understand the motives/desires of the (potential) donor

Support includes:

- Prayer Support
- Volunteers
- Ambassadors
- In-Kind Gifts
- Financial Gifts

## Fundraising is Transactional income

Short term transactions such as selling products & event sponsorships



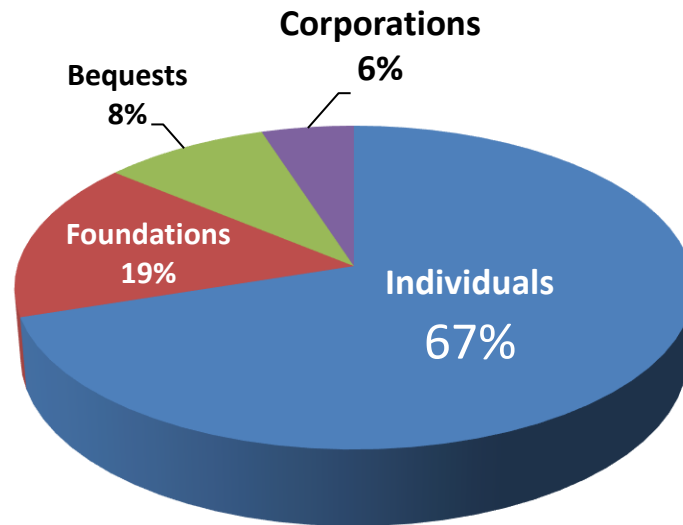
**Planting seed through relationships in your community that provide long term sustainability for your school.**

Darla Otto paraphrasing Oral Roberts

# Who Gives Money

People  
Give  
Money

**Charitable Giving Sources  
2024**



GivingUSA.org

# 5 Types of Donors

## Individuals

- Give the most...80+% of all charitable giving!
- Have the least amount of requirements

## Churches

- Tend to give small support of all types
- Individuals will be drawn to your mission

## Civic Groups

- Civic Clubs and professional organizations
- Tend to rotate small amounts

## Businesses

- In-Kind gifts
- Corporate sponsorships for events/sports
- Volunteer teams

## Foundations

- Private organizations required to give out grants to charitable causes
- Define their own priorities and criteria for funding

Don't make assumptions on someone's ability to give



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- Often give in large amounts
- Often give annually or periodically
- Extremely competitive to be selected as a recipient

# 3 Pillars of Funding Strategy

## **Annual Giving**

Fill the gap between  
tuition income and  
expenses



## **Major Gifts**

Periodic large repairs,  
significant purchases



## **Long-Term Sustainability**

Major invested funds  
for long-term income and  
transformational needs





# Annual Giving - Traditional

## Annual appeal letter

## School Group sponsorships

- Sports, yearbook, PTF, class trips etc.
- Communicate, Coordinate, Consolidate

## Use school choice options if available

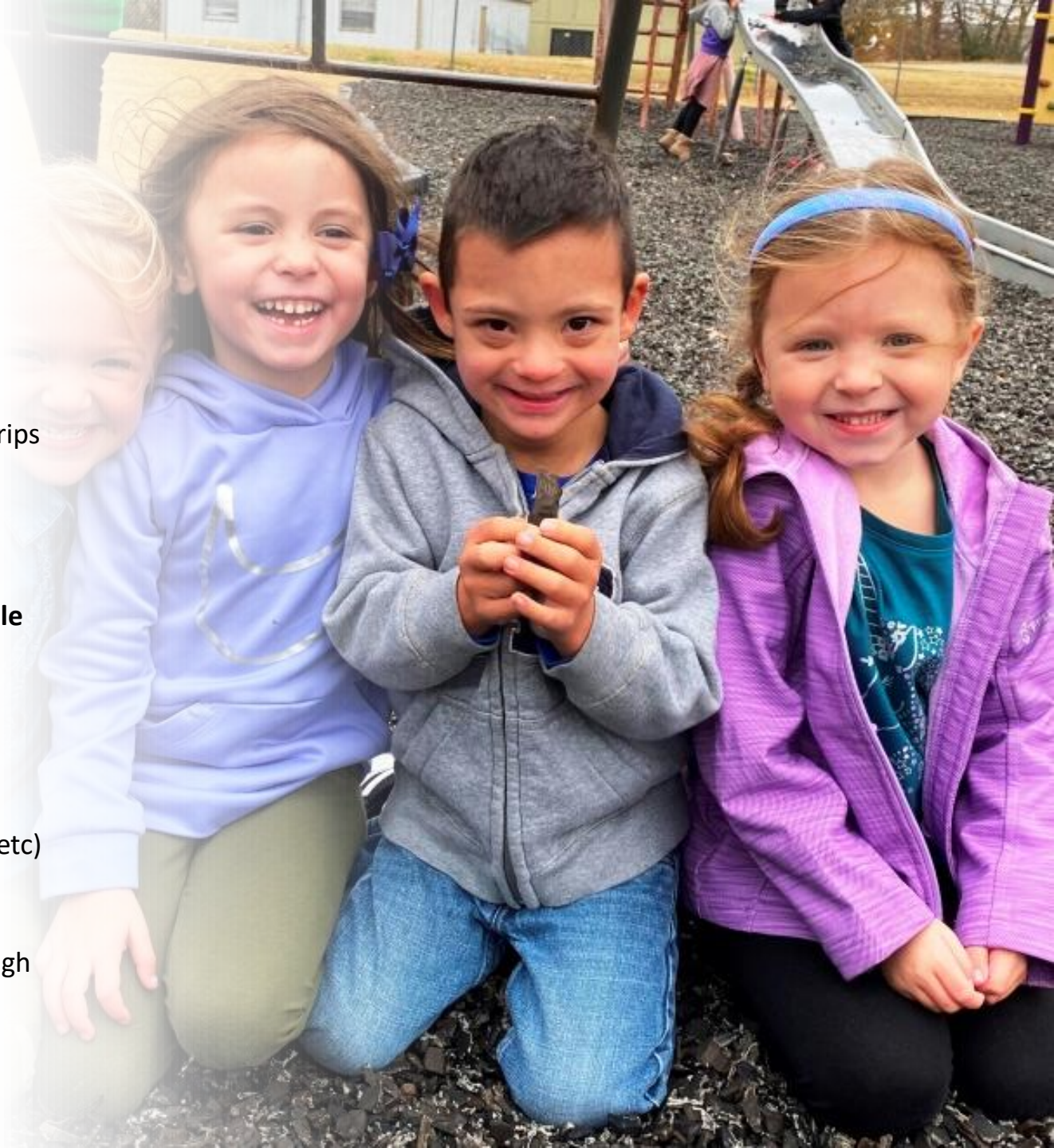
- USA State programs for tax credits, ESA's, vouchers

## Events and Fundraisers

- Banquets, auctions, "-thons"
- On-line (FB, monthly donors etc)

## Repeat donors

- Need cultivated/thanked – high retention
- One-time event/sale – low retention



# Annual Giving - Relational

*Get people to fall in LOVE  
with your mission*

Tour your mission

Cultivate each attendee

**Multi-year** pledges (3-5 years)

Introduce others

Cultivate donors a different  
way

One Example



Benevon.com



# Major Gifts

## Gifts that have a significant positive impact on your school

### What Major Donors want

- Motive is to satisfy their own need to make an impact on the world/community.
- Not giving TO your organization, but giving THROUGH your organization
- Want to be heard and involved in decision making
- Looking for a trusted partner
- Wants the process to be easy and simple

In person discussions

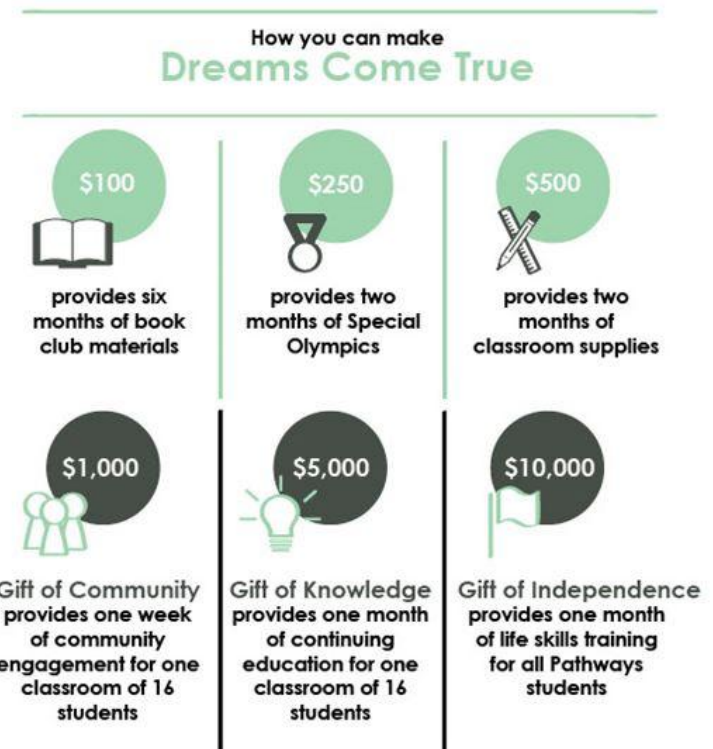


Image from [www.PathwaysOK.org](http://www.PathwaysOK.org)



## Long-Term Sustainable Funding

## Transformative impact on your school

- Endowment- Invested funds that generate interest/earnings income.
- Restricted funds that make all or part of the corpus/principal available

In person discussions

# Long-Term Sustainable Funding

## Consider a planned giving arrangement

- Giving from assets instead of giving from income
  - ✓ Avg Income \$59,000, avg giving \$2,900 = giving 5% of income
  - ✓ Avg estate is \$400,000 x 5% giving = \$20,000 gift
  - ✓ Sale of business of \$4,000,000 x 5% giving = \$200,000
- 60% of Americans don't have an estate plan.
- Parents/guardians of minor children need an estate plan.

Make arrangements with local community foundation or financial planning group.





# Capital Campaigns

## PLAN & ORGANIZE

Organize the team  
Feasibility Study  
Financial goal w/plan  
Case Statement

## QUIET PHASE

Major donors  
60-70% of the  
financial goal

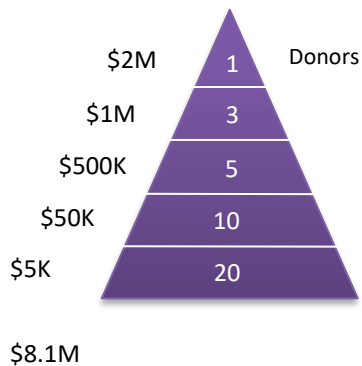
## PUBLIC PHASE

Kick-off Event  
Smaller donors

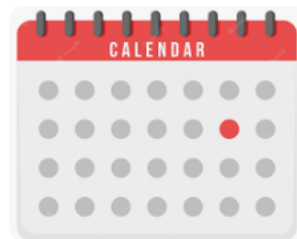
## BUILDING PHASE

Ground-breaking  
Continuing  
celebrations

### Gift Range Chart



Could take years



Banquet, advertising



Groundbreaking



# What You Need to be Successful

Vision for your future impact

Dedicated time & resource(s)

Join professional organizations

[www.nationalcouncilofnonprofits.org](http://www.nationalcouncilofnonprofits.org)

Places to plug-in donors/volunteers

Software designed for non-profits

Track and communicate with donors -  
Customer Relationship Management (CRM)

Email blast, memberships & moves  
management, event management &  
registration

Know your data - enhance record  
keeping

Ability to accept stock transfers and  
planned giving funds

## Know Thy Data

Financial data by type of  
donor, by program

Process statistics (how many,  
how much, ratios)

Outcome tracking  
(achievement, alumni data,  
success stories)

Comparative data (vs  
national/state averages)

# For More Information



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Darla Otto is a development director and business leader with over 40 years of success in Christian Schools and business consulting. She is currently the Development Director for Wesleyan Christian School in Bartlesville, OK.

- Leader, volunteer and fundraiser for Christian schools and disability organizations
- Former board president and lead fundraiser at a pregnancy resource center
- Guest lecturer at Oral Roberts University in the areas of leadership, organizational design, marketing, management, metrics, and educational concerns for students with disabilities
- Associate Partner at Accenture LLP in business process outsourcing for national and international businesses.

## **Ministry Verse**

"And it is my prayer that your love may abound more and more, with knowledge and all discernment...to the glory and praise of God." Phil 1:9, 11b