



Kathy's Commentary

S.C.O.R. ⇄ E.™: What Can It Do For You?

“I’m a big believer in teaching a man to fish. S.C.O.R. ⇄ E.™ is about teaching an organization how to build relationships and being strategic in doing that.”

Admit it. Sometimes there just aren’t enough hours in the day.

Between meetings, budget planning, events, fundraising, grant writing, team building – the list goes on and on – the term “multi-tasking” doesn’t seem to do your day justice.

For nonprofit organizations, that’s never been more true, especially in a time when resources are limited, even as the needs of our community have increased dramatically.

In many cases, the development staff, or the executive director wearing the fund development “hat”, is stretched very thin. I know nonprofit organizations need guidance, nurturing and strategic thinking to enhance their missions and achieve their goals; that’s why I started KMAC & Associates. In creating my S.C.O.R. ⇄ E.™ development process, I wanted to help nonprofits build and strengthen those key donor relationships. S.C.O.R. ⇄ E.™ delves into an organization’s **strengths, challenges, opportunities, required resources and effective efforts**, teaching the leaders, volunteers and other stakeholders of a group how to look at things through the eyes of the donor. It’s all about treating people right and following through.

Even though an organization has a strategic plan for where they want to go, many times that plan is not being followed, specifically regarding their fund development plan, and the **development of their relationships**. When I think of someone who can benefit from S.C.O.R. ⇄ E.™, they are often in a growth opportunity mode, but unsure of how to take it to the next level.

They may:

- be well established, but want to flourish;
- need some board development;
- be “event” heavy or grant heavy;
- have funding that is not diverse enough; they’re “light” on individual gifts.

That lack of diversified funding can be detrimental to an organization.

According to Giving USA, approximately **75% of charitable contributions come from individual gifts**. As you think about that number, ask yourself, “if so much charitable giving comes from individuals, why aren’t we spending more time developing stronger relationships with our individual donors? Why aren’t we more thoughtful about the relationships we have with individuals?”

Even when organizations have long-standing corporate and foundation relationships, the reality is that many have cut back on their monetary giving. Even then, you’re still building relationships with **people** in corporations or foundations. All other things equal, limited funding comes to those who have developed the best relationships.

While the **S.C.O.R.↔E.**[™] process is a yearlong investment in an organization’s fund development, the process starts out with an intense first couple of months. It begins with a **Focus Retreat**, during which I meet with stakeholders in the organization, and we work together to define the expectations of the group. We continue with **Activity Development**, which further explores the opportunities and development needs of the organization, and sets measurable goals for future activities. As the year-long **S.C.O.R.↔E.**[™] process comes to a close, we wrap up with an **Activity Evaluation** to measure the success of activities against the relationship-building goals and objectives that had been outlined.

S.C.O.R.↔E.[™] is built on relationships, so I consider the relationship with my clientele to be a key component in the process. I take pride in working directly with you every step of the way. I believe strongly that if you nurture your relationships, you will gain donors who are partners in your mission. They will want to help you find solutions to your challenges, because they feel invested in your mission and want to see you succeed.