STRENGTHENING YOUR NONPROFIT'S FUND DEVELOPMENT STRATEGY

A smarter approach to funding your mission.

Bermuda's fundraising landscape is changing, taking more effort, time, and planning to raise the same dollars. Nonprofits that plan strategically and diversify their approach will be best positioned to thrive. Here are five steps to get started.

1 GROUND FUND DEVELOPMENT IN STRATEGY AND PLANNING

Strong fundraising doesn't happen in isolation — it's best built on a foundation of strategy and planning:

- Ensure you have a strategic plan that defines your goals, outcomes, and growth priorities.
- Develop a monitoring dashboard with key performance indicators (KPIs) to track implementation.
- Ensure you have a clear theory of change to communicate your impact.
- Use data and evidence to demonstrate need and effectiveness.

✓ ***A solid and strategic foundationbuilds clarity, credibility, and confidence with funders.***

2 BUILD A REALISTIC FUND DEVELOPMENT PLAN

A strong plan connects your revenue goals to your programme objectives and ensures your budget is achievable.

- Ensure programme and operational planning, organisational budgeting, and fund development planning are connected, realistic, and mutually reinforcing.
- Determine what you can reasonably raise and conservatively project donations for your budget, even if you are more aspirational in your fundraising targets.
- Track key fundraising metrics (donations, donor growth, dependency ratio, ROI).
- Set plans that are realistic, integrated, and mutually reinforcing.

✓ ***Integrating fundraising with budgeting helps you plan sustainably.***

3 DIVERSIFY AND BALANCE REVENUE SOURCES

Relying on one source of income is risky. Sustainability depends on balance.

- Expand beyond traditional donations and diversify income streams by considering earned income or social enterprise.
- Cultivate corporate partnerships and foundation grants.
- Grow individual giving through annual, major, and planned gifts.

✓ ***Diverse revenue creates flexibility and long-term resilience.***

4 FOCUS ON RELATIONSHIPS, NOT JUST REVENUE

Fundraising is about trust and connection, not just transactions.

- Follow the full fundraising cycle: Prospect → Cultivate → Solicit → Steward.
- Listen to donors' interests and align your ask with their values.
- Show impact through regular updates and gratitude.
- Engage staff, board, and volunteers in relationship-building.

✓ ***Loyal donors come from meaningful relationships, not one-time asks.***

5 EMBRACE INNOVATION AND DATA

Technology is transforming how nonprofits raise funds and build relationships.

- Invest in CRM systems to manage donors and track results.
- Use social media storytelling to reach and engage audiences.
- Leverage AI tools for personalisation, analytics, and efficiency.
- Tailor your approach by generation — from legacy gifts to digital campaigns.

✓ ***Innovation amplifies connection and helps your team work smarter.***

TAKEAWAY

Fund development is not just fundraising — it's a strategic, organisation-wide effort that connects mission, planning, and people. When your approach is aligned, diversified, and relationship-driven, your nonprofit becomes more stable, sustainable, and ready to grow.

Plan strategically. Fund confidently. Deliver impact.

Nonprofit Alliance OF BERMUDA

Learn more at nonprofitalliance.bm