



Director of Development Presentation

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Who Am I?

- ▶ Hello, my name is Khalia Carter, and I have over eight years of experience in non-profit Development. I have garnered over 1 million dollars in funding from grants and donor pledges during my tenure. I develop meticulous grant programs that follow strategic systems and render continuous aid. I construct detailed grant and donor calendars, and submit several competitive proposals monthly. Stakeholder engagement and donor engagement is a top priority, and all stakeholders within the ecosystem are updated via grant deliverable reporting, listservs, and impact reports. I have experience working with federal, public and private funding, I am familiar with every stage in non-profit work and work well with data.

▶ My Funding Approach

- ▶ Development funding should be acquired in three ways to ensure funding never lapses. Tier 1 Grant writing: this tier primarily focuses on funding garnered by grant proposals. An annual grant calendar is created and 2-3 grants are applied to monthly. Compliance for each grant is strictly followed; deliverables performed and assessed, reports generated and distributed to display direct impact. Tier 2 Donorship: involves cultivating and ecosystem and partnerships to encourage donor and volunteer pledges. Donorship calendars are created annually, and quarterly reports are distributed. Private, public and corporate donors are also engaged monthly via listservs, reports, campaigns, or events. Tier 3 Alternative funding streams: The organization utilizes its skilled members to generate additional funding. Skills such as consulting, curriculum design, and public speaking are performed by board members, staff, and volunteers to garner additional funding for operational logistics.

How I can help

- ▶ Engagement & Collaboration: Getting out into community and educating members about the organization, the mission, its impact while operating, and its goals. Creating an ecosystem with other organizations, businesses and government entities and utilizing community to collaborate and drive forward org goals.
- ▶ Impact and metrics: Gathering and assessing data from current and previous quarters to curate proposals, render reports, remain compliant, create more initiatives and engage future donors and grantors.
- ▶ Grant partnerships: Ensuring that an ecosystem is established, collaboration is a priority, MOU's and supporting organizations work effectively together, and funding and support are plentiful.
- ▶ Compliance & Audits: Following structured policies and procedures based on RFP's, MOU's, and general laws structured around grants and donations. Conducting mock audits ensuring that data is gathered, stored, and distributed properly. Pinpointing any lapses in systems and addressing any pitfalls identified.
- ▶ Grant Management: ensuring calendars(researching & alignment), Proposal writing, grant compliance, grant deliverables, newsletters and reports, community events, and campaigns are structured and concise.
- ▶ Donor Management: Donors are properly engaged and informed, letters of interest and letter of intent are transparent, newsletters and reports are continuous, and donors are recognized at every opportunity presented.
- ▶ Understanding our revenue streams (Where do we get most of our donations / grants from (Private funders, public funders, corporate funders, consulting, partnerships, etc.) What strategies work for us versus the strategies that can be sharpened, what additional funding may be accessed. What services can be provided to gain more funding.

Some templates and services provided

▶ Grants

- ▶ [Grant Calander](#)
- ▶ [Grant Referral Form:](#)
- ▶ [Grant & Report Calendar](#)
- ▶ Letter of Interest
- ▶ [Grant Impact report](#)
- ▶ [Budgets Templates](#)
- ▶ [Grant Timeline](#)

▶ Donorship

- ▶ [Donor Support Letter of Interest](#)
- ▶ [Tier Donor Program](#)
- ▶ [Mock-up of Impact report for Donors](#)
- ▶ [Donor Calendar](#)

▶ Compliance

- ▶ MOU's
- ▶ Letters of Support
- ▶ Data extraction & conversion
- ▶ Quarterly reports
- ▶ Audits
- ▶ Measurable Outcomes

▶ Stakeholder Engagement

- ▶ Development Campaigns
- ▶ Impact Reports
- ▶ Listservs
- ▶ Community events and engagement via calls, texts, community forums, etc.

Development Impact

- ▶ While working as a contractor for McEwen Solutions, my grant efforts acquired two federal grants. The Violence Against Women Act (VAWA), and the S A S P(SASP) amounting in over 200k. These grants provided shelter and services to sex-trafficked victims.
- ▶ While working as the grant consultant at BIPOC Ecosystem we garnered two local grants equaling to 400k. This organization also utilized a fiscal sponsor that was out of state, which presented some challenges. I assisted in getting this organization an in-state fiscal sponsor and ultimately work towards becoming their own licensed fiscal entity.
- ▶ While working as the Operations Manager at King County Equity Now, I garnered several grants the biggest being 750k. This grant provided funding for three years. I also assisted in helping King County Equity Now acquire a vacant building to house over 120 black houseless individuals in Seattle, Washington.
- ▶ While the Program Manager of a Pilot Workforce Development Program for Northwest Folklife, I garnered over 500k in funding. This funding came from various grants and donors and provided the pilot program funding for two years.
- ▶ More can be requested.

Initial 30 days

What I hope to gain

- Overview of Development strategies, funding databases, funding calendars, etc.
- What is the current grant system (engagement process, research process, grant calendar, donor calendar, report process, application process, compliance, etc.)
- What current grants are in place? Amendments? Campaigns? What are the deliverables & deadlines?
- Current marketing plan in place and materials for development?
- What goals are you currently working towards?
- What MOU's and unofficial partnerships are in place?
- Cadence of impact reports and newsletters sent out?
- What is working vs. Funding pitfalls?
- Any leadership suggestions or goals?

What I hope to bring

- Review Media Departments calendar to schedule projects?
- Request leadership and partnership suggestions?
- Assess what resources will be needed
- What projects do we hope to be working on in 3 months?

What I hope to bring

- ▶ Open mind in reviewing current systems and feedback
- ▶ Begin to create outlines for our Development vision

Initial 60 days

What I hope to gain

- What systems are in place? What systems do we want to set in place (Strategies, update grant and donor calendars, increase engagement, research process, report process, application process, compliance)
- What partnerships would we like to continue? What partnerships would we like to cultivate?
- What community events can the organization be present at to ensure we are visible?
- Building the cadence of reports or new letters?
- Begin planning for next 2 quarters?
- Building marketing materials (Narratives, templates, impact reports)
- Collaborate with Media team to continue making marketing material
- Evaluate leadership and partnership suggestions
- Set up structure for the projects
- Access the necessary resources

What I hope to bring

- ▶ Create a file with assessments on what is working best
- ▶ Discuss planning for further engagement
- ▶ Discuss where we could be more present in community
- ▶ Develop a schedule for impact reports and newsletters
- ▶ Draft of plans for 2 qtrs.
- ▶ Review current marketing materials and plan for additional
- ▶ Collaborations across departments
- ▶ Start to plan steps for Leadership and partnership suggestions
- ▶ Begin putting project structures in place

First 90 days in of onboarding

What I hope to gain

- Build a grant calendar outline deadlines
- Build a donor calendar and outline deadlines
- Build marketing material
- Implement “Donor days” and other special days or events for our community to get involve with the organization and our donors
- Create templates for some documents
- Implement leadership and partnership suggestions

What I hope to bring

- ▶ Produce Grant /Donor Calendar
- ▶ Produce marketing materials
- ▶ Implement days of engagement for community, donors, and other stakeholders
- ▶ Implement templates for certain documentation
- ▶ Implement leadership and partnership suggestions
- ▶ Bring outlines into fruition.

Support & Resources

Support

- ▶ Availability from ED, staff, Board, and grant representatives
- ▶ Active feedback and follow-up on suggestions and feedback
- ▶ Access to listservs

Resources

- ▶ Emails for grant makers
- ▶ Emails for staff
- ▶ Calendar Access
- ▶ File/ CRM access for grants
- ▶ Portal access for grants
- ▶ RFP's to review grants, compliance and deliverables

Development strategy and Leadership: Deepening the organizations donor and funder relationships.

1. Build Trust-Based Relationships

- Engagement with Partners and Members
- Transparency

2. Prioritize Diversity and Inclusivity

3. Mission-Aligned Fundraising Strategies

- Collaboration.

4. Engage Stakeholders Through Co-Ownership

5. Sustain Growth Through Diversified Fundraising Efforts

- Cultivate Partnerships: Community-Focused Campaigns

Thank You

- ▶ Please contact me at Ailahkc26@gmail.com for your Development needs.