

HOW TO SUCCEED IN FUNDING YOUR ORGANIZATION



Ohio Economic
Development Association

*Working together to advance Ohio's economy by...
Selling, Advocating, Training, Networking.*

September 24, 2008

RESOURCE DEVELOPMENT GROUP

WHO IS RESOURCE DEVELOPMENT GROUP, INC.?

History

- Since Mid - 90's Managed Over 100 Campaigns Raising over \$500 million Specifically for Economic Development

Specialty

- Program Planning and Customized Fundraising Solutions for Economic Development Organizations

Clients

- Regional EDC's
- Large and Small, Urban and Rural EDC's
- Chambers with Economic Development Responsibility
- Statewide organizations
- CIC's
- "Umbrella"/ Collaborative Efforts

SAMPLE NATIONAL CLIENTS

DALLAS REGIONAL CHAMBER®



allegheynconference
ON COMMUNITY DEVELOPMENT
AND ITS AFFILIATES

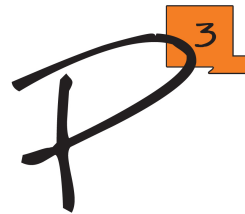


GREATER WASHINGTON
INITIATIVE
Economic Development



RESOURCE DEVELOPMENT GROUP

SAMPLE OHIO CLIENTS



PICKAWAY PROGRESS PARTNERSHIP
progress to the power of three
A Community Improvement Corporation



Team Lorain County



Springfield Business & Development Corporation



*Serving and
Advancing
UA Business*

ColumbusChamber go ahead

RESOURCE DEVELOPMENT GROUP

THE GOOD OLD DAYS!

Economic Dev. Plan:

Retention

Marketing

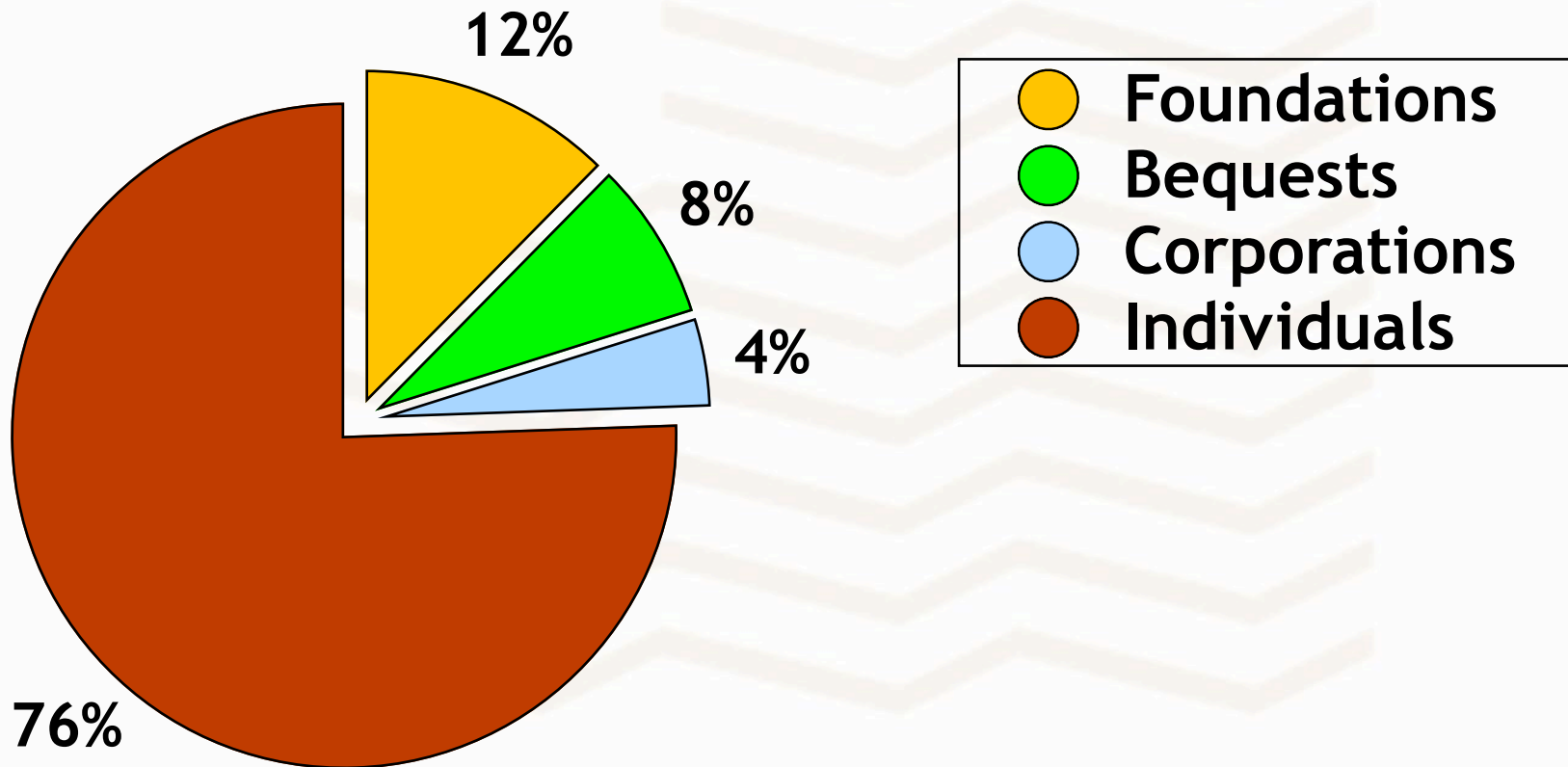
Attraction

\$2.5 Million

2,500 New Jobs

Done!

2006 CHARITABLE GIVING: \$295 BILLION BY SOURCE OF CONTRIBUTIONS

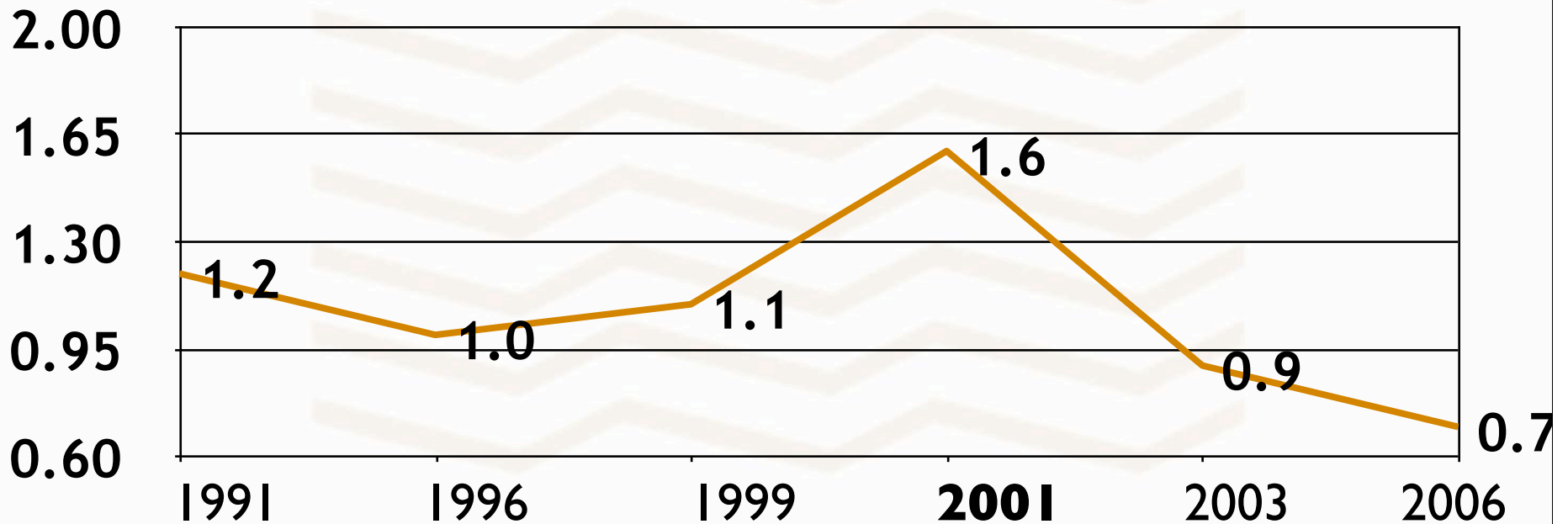


Source: Giving USA Fdn™ / Giving USA 2007

CORPORATE GIVING AS A % OF CORPORATE PRETAX PROFITS 1991 - 2006

Charitable giving by corporations and corporate foundations are estimated to be \$12.72 billion in 2006. This is a decline of 7.6 percent

Data are rounded. Source: Ketchum



3 TYPES OF CLIENTS

- 1) Mature and Performing
- 2) Mature and Underperforming
- 3) Start-Ups

IDEAL CLIENT

- ◆ Great Vision
- ◆ Strategic Plan
- ◆ Relevant Metrics
- ◆ Comprehensive Communications Platform
- ◆ Engaged and Empowered Volunteer and Staff Leadership

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PARTING SHOTS

- 1) Maximize Strengths
- 2) **ALWAYS** Communicate
- 3) Strategic Prospecting
- 4) Be Creative and Flexible
 - ◆ Term Length
 - ◆ \$\$\$ Specificity
 - ◆ Inspired Methods (i.e. Fair Share)

THANK YOU!



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