



**Connecting People, Land & Nature**

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

4214 56th Street, Holland, MI 49423  
616-393-9453

Can you tell your story clearly?

# About the ODCMG

- **Founded in 2000**
- **Focus on Connecting People, Land & Nature**
- **Two main divisions: Education & Conservation**
- **Serve approximately 40,000 people a year in programs**
- **Manage more than 2,500 acres of habitat**

# Education



# Connecting People, Land & Nature



## About the Outdoor Discovery Center

The Outdoor Discovery Center Nature Preserve provides people outdoor learning opportunities to illustrate the benefits of nature to human kind and to encourage stewardship and conservation of the natural world.

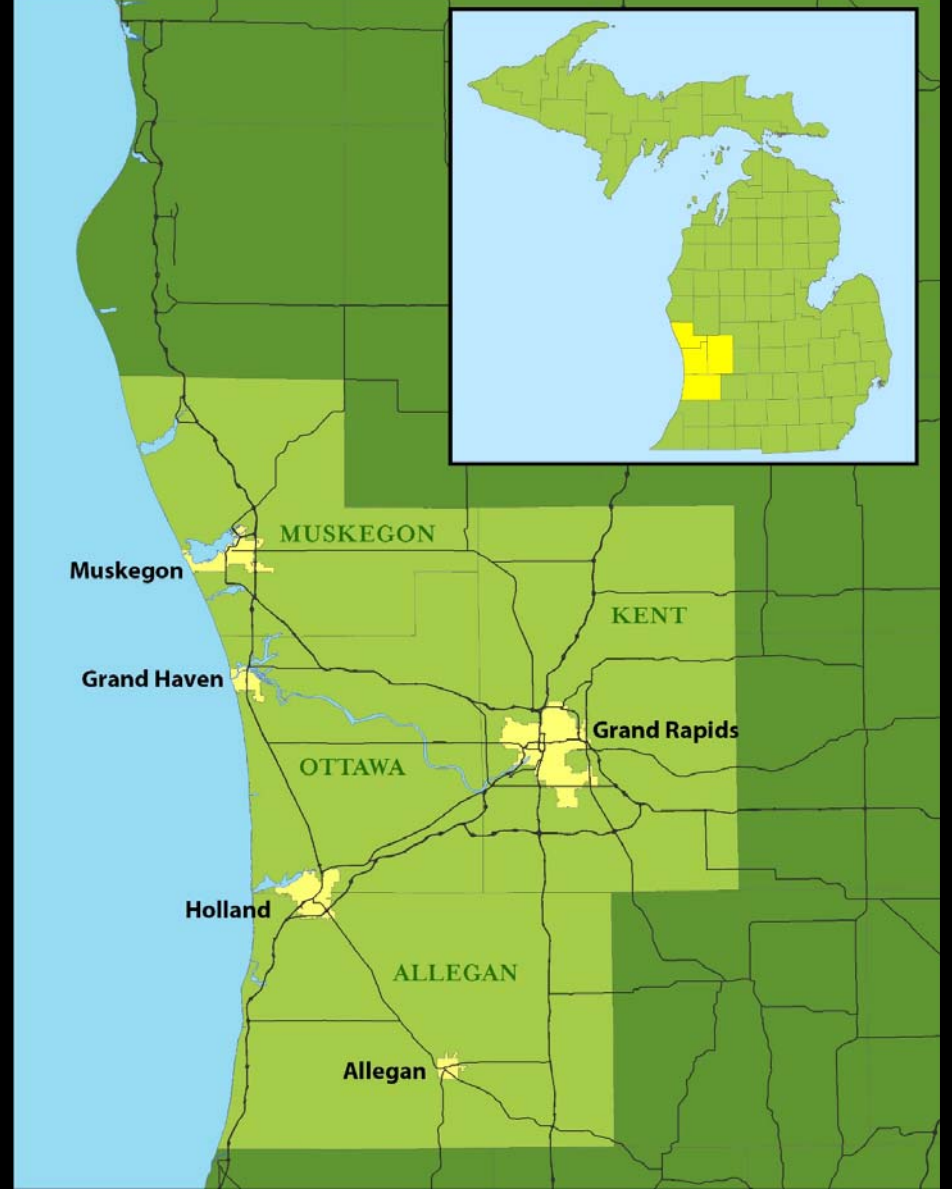
- Free and open to the public, 7 days a week during daylight hours
- Over 4 miles of trails and boardwalk
- Live Birds of Prey Exhibits
- Live Deer & Elk
- Wildlife Exhibit Building
- Native American Village
- School & Community Programming

Learn more by visiting:  
[www.outdoordiscovery.org](http://www.outdoordiscovery.org)

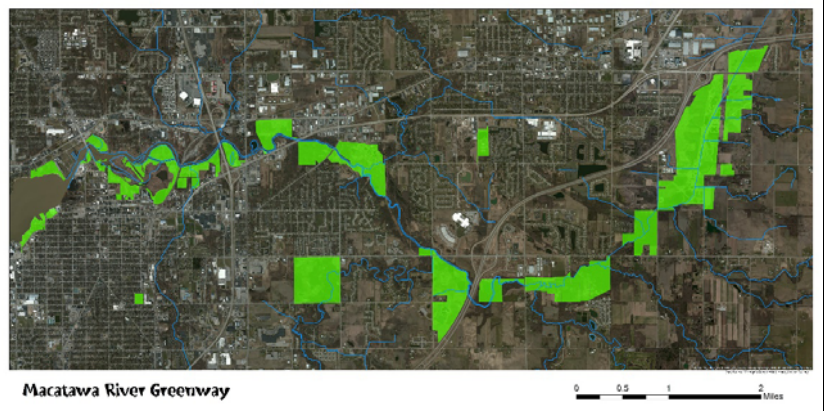
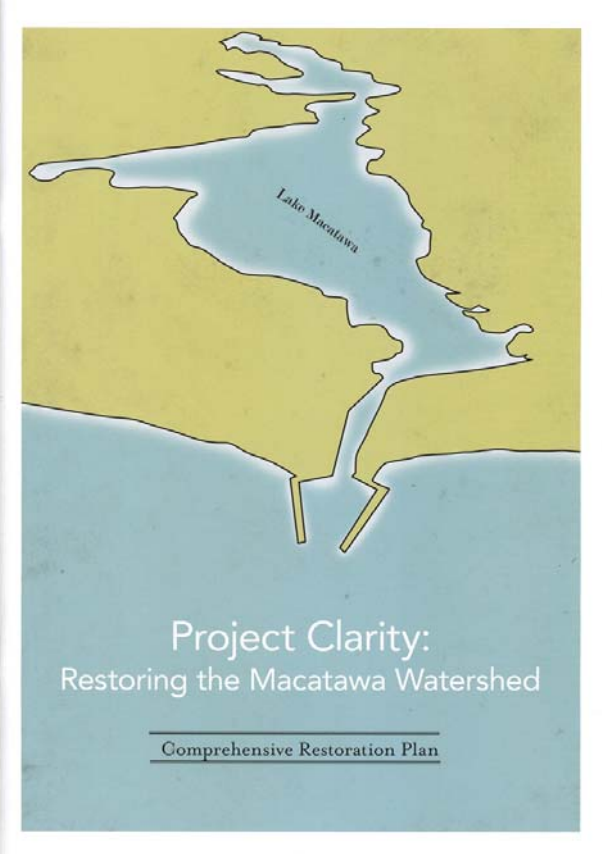
56th Street

## Service Area

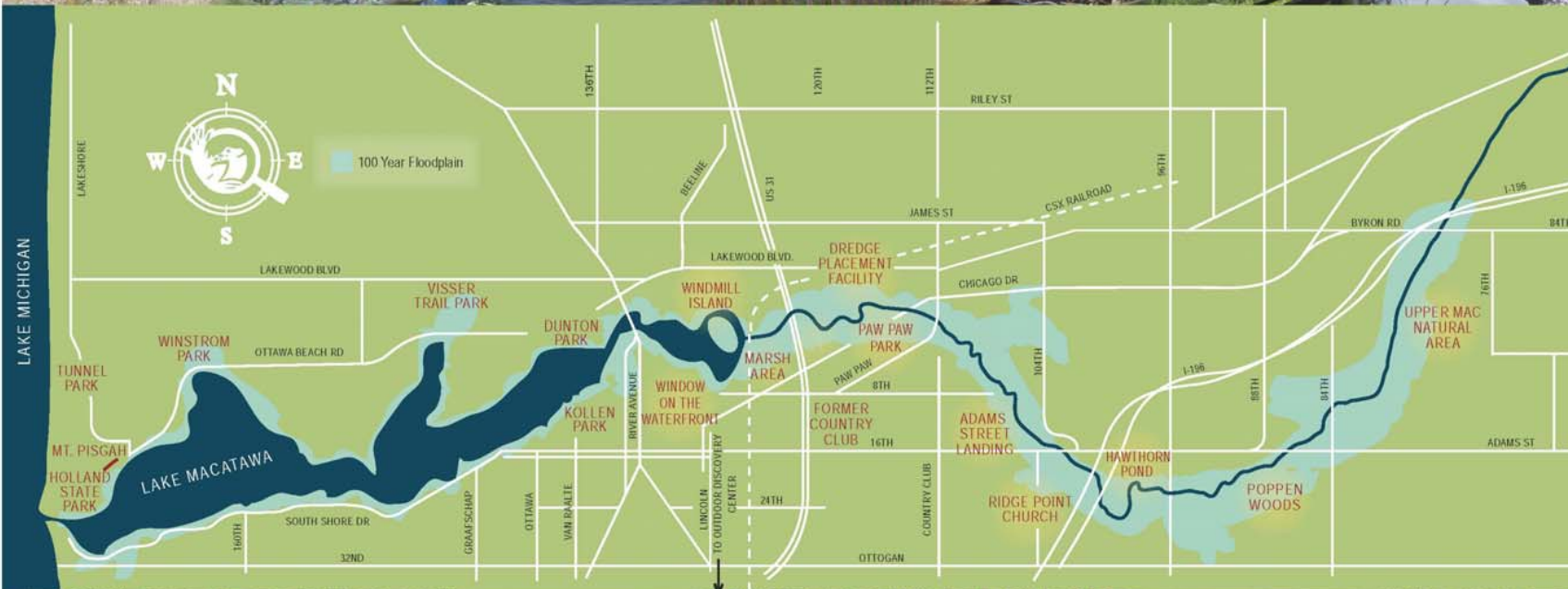
- **School Programs**
- **Community Programs**
- **Libraries**
- **State Parks**
- **Summer Camps**
- **Partner Programs**



# Conservation Projects



# Connecting People, Land & Nature





# Why does this matter? What's the impact?

- **American Academy of Pediatrics:**

- **Avg 25 min/day outdoors**
- **Avg 8-10 hours/day electronic screen**
- **More time outdoors means**
  - **Students learn better**
  - **Children develop better**

- **Harvard Health Study:**

- **Vitamin D levels rise**
- **More exercise**
- **Happier**
- **Improved concentration**
- **Heal faster**
- **Reduces stress**
- **Better for the community**

# Connecting the Story with Resources

- Deliver or provide a service...
- Impact lives...
- Make the community a better place to live work and play...
- Help, guide, serve, nurture, protect, support....
  
- One Health is dedicated to improving the lives of all species—human and animal—through the integration of human medicine, veterinary medicine and environmental science.

# The ODCMG in the Past - Fundraising



## **Done it all:**

- **Banquets**
- **Garage Sales**
- **On-line Auctions**
- **Legacy Gifts**
- **Naming Features**
- **Fundraising Events**
- **Live Auctions**
- **Picking up Pop-cans**

# Garage sale gone wrong!



# Events



# The ODCMG in the Past - Fundraising

## What challenges did we discover?

- Event driven
  - Time consuming and resource heavy
  - One banquet could make or break
- Dependent on single-sources of funding
  - OAISD, Wildlife Unlimited, etc
- Relied on contributions alone

# Know when to change!

- The fundraising event is never more important than what you are raising the funds for. Don't let the tail wag the dog.

# The ODC Today - Resource Development

- Major gifts
- Grants / Endowment Income
- Business & Individual Appeals
- Membership
- Fund Raising Events
- Government Support
- Rental Income
- School & Community Programs
- Explorer Network
- Productions
- Legacy gifts / Planned gifts
- Capital Campaign

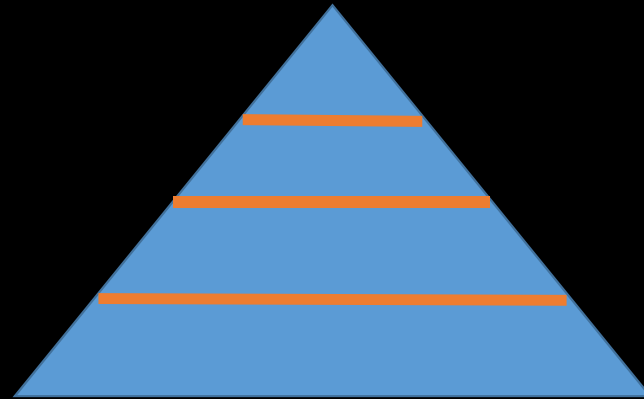


# Relationships & Experiences



# Giving Pyramid

- Most donations will come from small group
  - 80/20 Rule (Pareto Principle)
- You don't have to make 1000 asks to get \$1,000



1-2 Donor(s) \$500

2-4 Donors \$250

3-6 Donors \$150

10+ Donors \$100

## Making the Ask

- Know what you are asking for
- Know who you are talking to
- Build relationship first
- Tell the specific story of what you need – get to the point!
- Be direct and confident – You have something they should invest in...
- Follow-up

## Making the Thank You

- Know what you received
- Know who gave it to you
- Build relationship – hand-written, pictures, reports
- Tell the specific story of how the gift is helping
- Be direct and to the point
- Follow-up (volunteers, club members – check-in throughout the year)
- Take care of your donors...they are stakeholders in *your project*

## Using Events

- Clear goals: attendees and \$ raised
- Audience Specific
- Personal invites: social media, word of mouth, paper invites
- Minimize costs but not expenses.
  - Costs: Time, \$, What else could we be doing?
- Ask for dollars and volunteers/partners at the same time

# Areas to Explore

- **Development Planning**
- **Alumni**
- **Local Businesses: In-kind and donation**
- **Letter Writing and Grants**
- **Sponsorship**
- **Brewery/Restaurants**
- **Sphere of Influence**
- **Prescription Pad**

# Questions



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