

Step 1: Share your learning about family-based care with donors to begin to get buy-in

- Prepare yourself to talk about change and transition**
- Preparing donors for change**
- Call/Meet with significant donors to share stories and early vision
- Tell your donors what you are doing and thinking.
- Talk about changes you need to make and why
- Share about the changes you're making and updates on your progress.
- Have you reviewed the frequently asked questions by donors list?

Step 2: Segment and map donors with empathy

- Review your donor list and recent giving
- Identify champions in your donor base
- Identify which donors will likely support family-based care/community support model
- How do we need to target our messages differently to each segment?

Step 3: Identify and share your most potent stories

- What are my most powerful stories to share with donors?
- How else might we inspire donors around our vision to change?

Step 4: Build your donor communication plan

- Why is your model changing? / Why is the direction you are headed better for kids?
- How will this new model continue to fulfill the core purpose of your organization?
- Determine fundraising goals and your calls to action
- What's the model of expected costs for the transition? (see budget)
- What amount are you asking for and why?
- Are you clear what channels you will use to communicate?
- Prepare conversation guide/talking points for communicating with donors (see page 29)
- How much will this change to our model of care cost and why?
- How will we address gaps in support?

Step 5: Change your fundraising ask and calls to action

- Help donors understand your need for additional financial support
- Messaging, "we have the same mission and found a better way to do it."
- Asking questions about what's the best thing for the child?
- Showing that gifts go much further with the foster care or a family strengthening program
- Focus on the donor's part, "we cannot do this work without you."
- Create new calls to action for family-based care
- Ask donors to redirect their gift to family-based work
- Please help us reach more children
- Help this child and support this family (keep this family together)
- Help sustain this family (and telling story about a family you can help)