

THE Fundraising Guide

Three BIG Drivers every **EXECUTIVE DIRECTOR**
must focus on to **Raise More Money**



From the desk of Stephen King, CPA – Founder, The Fundraising Accountant Community

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Your intuition is strong—but data turns instinct into insight. In today's environment, leaders need more than passion. You need perspective.

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Today's donors are savvy. They want more than emotional appeals. They want to understand how their dollars make a difference.

COMMUNITY GROWTH

WHERE TO START





From **COMPLEXITY TO CLARITY**

You didn't step into nonprofit leadership because it was easy.
You did it to make a difference.

Leading a nonprofit is harder today than ever — growing demand and tighter sources of funding create difficult decisions about where to invest limited resources.

BETTER FINANCIAL INSIGHTS = BETTER DECISIONS

But here's the truth: **Lasting impact doesn't just come from more dollars.** It starts with better decisions. And better decisions come from better financial insight. But first you have to get your numbers right.

TRANSFORMATION TOOLS FOR LEADERSHIP

The strongest nonprofit leaders I've worked commit to mastering three foundational financial objectives. These are not just best practices—they're transformational tools for leadership.

The future of your mission can't just depend on passion—it depends on impact. By mastering these three objectives, you're not just improving financial operations; you're unlocking greater impact, deeper trust, and long-term sustainability.



Get The

RIGHT NUMBERS

WHY IT MATTERS

Your numbers should do more than check boxes for auditors. They should help you tell the story of the mission-driven enterprise it is.

If your chart of accounts doesn't mirror your programs and funding sources, and provide financial reliance, not just compliance, you're operating with blurred vision.

CAN YOU ANSWER THESE?

- ✓ Are our accounts set up to inform leadership decisions—not just audits?
- ✓ Do we know what it cost to deliver each service in each program?
- ✓ Can program managers easily see how much is left in their budget?

WHAT TO DO

Redesign your chart of accounts to show how your nonprofit actually operates. That will let you track costs by program, by funder, and by function.
One small shift in structure can create a ripple effect of clarity and control.

REAL IMPACT

When staff can see how their work ties directly to the numbers, they start making smarter decisions. Budget ownership by program managers increases efficiency and accountability . Morale goes up.

This is more than accounting. This is cultural transformation.



2 *Make* DATA-DRIVEN DECISIONS

WHY IT MATTERS

Your intuition is strong—but data turns instinct into insight. In today's environment, leaders need more than passion. You need perspective.

When you understand your cost per client and can compare it to revenue per client, you can see financial burn rate, you can lead proactively, not reactively.

CAN YOU ANSWER THESE?

- ✓ Do you know which programs further your mission the most?
- ✓ Do you know what it costs to deliver each service for each program?
- ✓ Do you have actionable financial intelligence to help you make decisions?

WHAT TO DO

Create a dashboard that helps your leadership team focus on the metrics that matter: cost-per-service, revenue by program, monthly burn rate. Review your actual results for each program. vs your monthly plan, with your leadership team.

REAL IMPACT

Data builds confidence. And accountability. It empowers you to make bold decisions—like scaling a program or pausing an initiative—because you're not guessing. You're leading with clarity.



3 RAISE MORE *Money*

WHY IT MATTERS

Today's donors are savvy. They are hit with more requests than they can fulfill. They want more than emotional appeals. They want to understand how their dollars make a difference.

Your financial story is how you build trust. When you connect outcomes to dollars, you turn supporters into investors.

CAN YOU ANSWER THESE?

- ✓ Do your reports show donors the tangible results of their gifts?
- ✓ Can our finance team generate data that development can use to inspire donors?
- ✓ Do you know the cost of the outcomes that best further your mission?

WHAT TO DO

Bring program, finance and development leaders together to start crafting impact statements that quantify the donor's return, like: "Your \$500 gift funded eight therapy sessions. And that helped 8 adults with learning disabilities get the vocational training needed to help get their first job."

REAL IMPACT

When your story sounds like this: "We served 300 more people this year while reducing cost-per-service by 12%," donors lean in. And they stick around.



Why **THESE MATTER NOW**

These three drivers don't just strengthen your finances. They elevate your leadership.

They give your board confidence. They empower your managers. And make it easier to hold them accountable. And they turn your financial investors into long-term partners for impact.

That's why I built The Fundraising Accountant Community. It's a place where nonprofit leaders, like you, get practical tools, peer support, and the expert advice needed to lead with confidence and grow with purpose.

YOUR NEXT STEPS

01

IDENTIFY YOUR BIGGEST GAP

Which questions are struggling with— accurate numbers, meaningful data, or donor storytelling?

02

DIVE INTO THE RIGHT TOOLS

Use this guide and our community resources to take immediate action.

03

JOIN A COHORT OF GROWTH-MINDED PEERS

You don't have to lead alone. Let's lead smarter. Let's grow together.

👉 fundraisingaccountant.com/community



Gain Financial Clarity for Data-Driven Decisions

Join The Fundraising Accountant Community

The Fundraising Accountant community is more than best practices—these are the shared objectives of The Fundraising Accountant Community. Inside the community, we work together with like-minded leaders to achieve these outcomes through monthly workshops, weekly break-out sessions, Ask the Community Q&As, and a growing library of templates, reports, and real-world resources.

The community **mission is about your growth. The focus is your impact.** And it's a collective commitment so you can lead with numbers that inspire confidence..



What will you learn?
fundraisingaccountant.com/community

HI, I'M STEPHEN KING

Founder of The Fundraising Accountant Community and former CEO of GrowthForce, where I've worked with hundreds of nonprofits to help maximize their financial potential. I built a career spanning over three decades combining fundraising and finance, blending deep technical knowledge with a passion for social impact. I created this community to give back to nonprofit leaders - the tools, training and technology they need to thrive.

