BUILDING A FUNDRAISING PLAN

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WELCOME & OVERVIEW

Agenda Overview

GOALS FOR TODAY

• Using your mission to guide and evaluate your fundraising efforts.
• Identify and actively pursue a variety of income sources.
• Thinking and planning strategically.
• Gaining practical tools to help you move forward.
Fundraising Overview

**WHAT IS FUNDRAISING?**

- Fundraising is about sharing a story you are passionate about with someone with similar interests.
- Fundraising is about cultivating and maintaining relationships.
- Fundraising takes time – to build relationships, share your story, and demonstrate your value.

**Fundraising Overview**

- Evaluate your current needs:
  - What does your organization need most right now?
  - A few years from now?
  - How can you work on strengthening key relationships now to build support for future needs?
- Evaluate your resources, be realistic regarding staff time and budget – prioritize!
- Evaluate your ROI for current and potential fundraising methods, and choose wisely.
- Don’t go it alone – board members & volunteers can assist with fundraising efforts in many ways.

**WHERE TO START?**
Where to Start?

**ASSESS YOUR ORGANIZATION**

- **What can you do** in relation to fundraising?
  - Be creative within your boundaries!
- **Broaden your view of fundraising to include “friend-raising”**
  - Identify and develop relationships with key stakeholders who hold the purse-strings to your community (e.g., individuals, organizations, businesses), and are taxpayers and supporters of your governing authorities.
- **Through the lens of this broadened view of fundraising**
  - How can you utilize and modify as needed, any of the general principles we’ll cover today?

**ASSESS FUNDRAISING CULTURE IN YOUR COMMUNITY**

- How many other organizations in your community are fundraising?
- How are your peer organizations funded?
- How many grant-making agencies and foundations give to your community?
  - What is their focus?
- Which are the most generous businesses and corporations in your community?
  - How do they like to give? (cash, volunteering, in-kind goods or services, etc.)
- Are there philanthropists in your community?
  - How do they like to give?
- What is the per capita income of the community?

Where to Start?

ASSESS YOUR OWN REALITY

- What has worked in the past? What has not? Why?
- Choose wisely – evaluate available resources for fundraising (time, staff, volunteers, budget, etc.).
- Know your audience and target your efforts.
- Include in-kind donations in your fundraising strategy (volunteer hours, goods, services, etc.).
- Diversified income streams are critical to sustainability.

A Healthy Fundraising Program

Evaluate fundraising effectiveness to provide a more complete picture of your museum’s fundraising health

CALCULATE YOUR COST OF FUNDRAISING

- What is this number?
- What does it mean?
- How do we use it?

Download a copy of the Fundraising Effectiveness Toolkit Template
https://artsandmuseums.utah.gov/steps-ut/
FUNDRAISING METHODS

Membership
- Offers the first connection to the individual.
- Can become the base of your fundraising program.
- Great opening for sharing organizational story & goals.
- Questions to ask:
  - What benefits are offered?
  - Are there appropriate price points?
  - How many new and renewing members are anticipated?
  - Is there a big exhibition/program to boost membership?
  - What is the role of your governing authority?
  - Have you crafted effective communications? (case statement, letter of appeal, renewals, etc.)

Grants
- Are you doing something important? For whom?
- Do you do it well?
- Are you a smart investment?
- Are you a good partner?
- How are you uniquely positioned/suited to do this work?
- Would your grantor want to work with you again?
- Is the grant funding worth the time and effort? Would it require new programming? If so, do you have the resources to support it, and is it sustainable?
- Are you tracking grant application and evaluation deadlines?
- Is it possible to call the grant officer and have a conversation?

Individual Gifts

- Individual giving comprises 70% of all giving.
- On average, 80% comes from 20% of donor base.
- A large first gift is rare. Caring, patient stewardship is key.
- Assess - Linkage, Ability, Interest
- Do you have a realistic “wish list” of individuals you’d like to cultivate?
- Does your Governing Authority/Board reach out to their networks and help grow your potential prospects?

Sponsorships

- Who gives to similar organizations or interests?
- Can you identify the amounts of the gifts?
- Do you present flexible giving options to the potential sponsor?
  - E.g., in-kind options such as staff volunteer time, board service, products or specialized services you need help with, etc.
- Can you clearly communicate how you will acknowledge the sponsor?

Events & Earned Income

- Carefully consider the required resources for the event.
- A good fundraising program is broad and does not rely solely on one special event.
- Don’t reinvent the wheel each year. Create and utilize an event plan.
- The most common forms of earned income for museums include admissions, facility rental, and store revenue.
Annual Fund & Campaigns

- An annual fund is typically started after one or two cycles of successful membership participation.
- Alternate the timing of your annual fund with membership and other communications.
- Campaigns are typically for capital & endowment purposes.

Planned Giving

- You don’t need to be an expert on planned giving – you simply need to connect your donors to one.
  - Find an expert you trust and develop a working relationship.
  - This connection often comes from members of your governing authority.
- Establish a plan for how to handle bequests.
- Encourage individuals to leave a bequest to your organization.

DEVELOPING A PLAN
Why Should People Support Your Museum? (think more broadly than money)

- What is the need?
- How can you tell this is a pressing need?
- How is your organization uniquely qualified to tackle this need?
- What will be the benefits of your action?
- What are the negative consequences if you fail?

Create Your Case Statement

- Make it visually appealing – start with engaging images and infographics for data.
- Keep it story-centered – the secret to success is knowing your audience and crafting a story that resonates with them.
- Your Strategic Plan can feed right into your Case Statement.
- Wrap your Case Statement in a story that illustrates the impact of your organization and/or project.
- Your Case Statement should clearly articulate:
  - why people should support
  - how the money will be used
  - the impact of their gift

The Art of Storytelling
HANDS-ON ACTIVITY #1
BUILDING A CASE STATEMENT

1) Select a partner to work with.
2) Answer these questions to start developing a case statement for your museum (15 minutes):
   ✓ What is the need?
   ✓ How can you tell this is a pressing need?
   ✓ How is your organization uniquely qualified to tackle this need?
   ✓ What will be the benefits of your action?
   ✓ What are the negative consequences if you fail?

HANDS-ON ACTIVITY #2
EVALUATING FUNDING METHODS

1) Select a partner to work with.
2) Read “Writing Your Fundraising Plan - 9 Steps” information (5 minutes).
3) Complete “Evaluating Funding Methods” exercise on pages 2-4 (20 minutes).
HANDS-ON ACTIVITY #3
SETTING FUNDRAISING GOALS & TIMELINE

1) Select a partner to work with.
2) Complete Goals and Timeline sections on pages 1-2 (20 minutes).
3) If needed, see the “If you get stuck” information (page 3) or the sample plan (pages 4-6).
4) Group discussion about takeaways from the exercise (10 minutes).

WRAP UP

Quick Recap

What We Have Covered Today:
Fundraising Overview
Where to Start
Fundraising Methods
Developing a Case Statement
Building a Plan

Modified from Rockstar & Yoko, Writing Your Fundraising Plan.
Key Takeaways

- Remember to view fundraising through a broadened lens.
- Fundraising is about sharing a story you are passionate about with someone who has similar interests.
- Fundraising is about cultivating and maintaining relationships.
- Evaluate and prioritize your fundraising & friend-raising efforts.
- Diversify your funding sources.
- Clarify what needs to happen, when it will happen, who is responsible, and what resources are needed.
- Develop a compelling case statement as the basis for all your communications and fundraising and friend-raising efforts.
- Ensure you have clear & consistent messaging.
- Gratitude! Thank in ways that are meaningful to the giver.

What principles and/or strategies have you gained from our work today that you can apply to your museum?

Recommended Resources

- Tapestry Foundation: Pro-bono services in areas that are often underserviced from finance to HR support: https://tapestryfoundation.org
- Boomerang: free webinars with experienced presenters and relevant, timely content, blog posts and articles: https://boomerang.co/blog/
- Council of Nonprofits: https://www.councilofnonprofits.org/look-resources-category/fundraising
- Classy: https://www.classy.org/blog/11-tried-and-true-nonprofit-resources/
- Network for Good: https://www.networkforgood.com/non-profit-fundraising-resources/
Wrap Up! Thanks for Coming!

- This workshop is part of the Utah Division of Arts & Museums’ Office of Museum Services Skills Lab training series. Subscribe to our newsletter to learn about new topics in coming months!
- This workshop is part of StEPs-UT, a partnership between the Utah Division of Arts & Museums, Utah Division of State History, and Utah Humanities, with funding from the Utah Department of Heritage & Arts, the State of Utah, and the National Endowment for the Humanities.
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