FUNDRAISING FUNDAMENTALS

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WHY IS FUNDRAISING SO SCARY?

How does asking for money make you feel?

a. Exhilarated—I wake up every morning ready to make “the ask” and save my institution!

b. I’m ambivalent about asking people for money. It’s like asking someone what time it is.

c. A little nervous—I would be forcing myself to do it, but I would do it for a good cause.

d. Totally freaked out—anyone else out there want to do it for me?
Fundraising for Collections Care: Webinar 1

Monetary contributions are the end result of a trusting relationship

TRUTHS ABOUT DEVELOPMENT

Preparing a Development Program

A
Secure Tax Exempt Status

B
Create or Evaluate Goals

C
Think about Staffing
Fundraising for Collections Care: Webinar 1

Secure Tax Exempt Status

- Use your institution’s status
- Use your Friends group’s status
- Create a foundation with its own status

DEVELOPMENT STRATEGIES

Create or Evaluate Goals

Development Plan

Development Plan: A Brief Sampling

Organizational/Departmental Goals

- Process newly acquired historic photo collection
- Plan exhibition of Depression-era works on paper
- Purchase planetary scanner

Development Goals

- Determine costs for each project
- Determine activities and timeline for each project
- Consider a variety of development strategies for each project

WE ♥ GRANTS
Do you or have you worked for an institution that writes grants?

- a. Yes, it's the only type of fundraising we do.
- b. Yes, it's part of a larger fundraising program.
- c. No, we have never written a grant.

Why Grants are Great

- Big reward
- Helps leverage new money
- Ongoing support
- Someone is a good writer!

Why We Need to Move Beyond Grants

- Not enough ways for people to support you
- You’re hiding
- More ways to fund operating

Do we have to do more than grants?
(only if you want to raise more money)

- Individual Giving
- Membership Program
- Foundation and Corporate Grants
- Special Events
- Earned Income
- Planned Giving

Staffing

- Hire a Development Professional
- Train Current Staff
- Use a Consultant
**Part One**

a) Find out if your organization has a strategic plan. If so, read it. And answer these questions (not all of them will be applicable to you, depending on the size of your organization):

- Is this plan enough or do I need a departmental plan too?
- How does/can my departmental plan fit within the boundaries of this strategic plan?

b) If you do not work for an organization, or if your organization has no strategic plan, use this one from Birmingham Public Library. Read it and think about how it might help the organization come up with a development plan.

**Part Two**

a) Do you have a Collections Care plan?

b) Has your organization had a Conservation Assessment?

c) If you do not work for an organization, or if your organization does not have the above, go to [http://www.heritagepreservation.org/CAP/](http://www.heritagepreservation.org/CAP/) and read about how to get a grant for a conservation assessment.

**Donor and Member Cultivation (webinar #3)**

- How to identify donors
- How to cultivate donors
- Knowing how and when to "make the ask."
- More on membership programs
- Tracking and thanking donors

**HOMEWORK ASSIGNMENT**

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