

## Where to Look: Finding Support

Susan Mathisen, President



### Workshop Goals

- Responsive vs. Strategic Fundraising
- Looking beyond the usual suspects
- How to present your collections care project in the changing philanthropic world

### Workshop Outline

- The Basics
  - Where does the money come from?
  - How do you find it?
  - How much do you ask for?
- The “Magic List”
  - There really isn’t one, but you know you want it anyway. . .
- Suggested Funders
- It’s Not About Saving Something Any More

### Along the way...

- **Brainstorm Session**
- Helpful Hints
- Research Tools
- *A Word of Warning*

### Poll

What types of projects are you trying to raise money for?

- Conservation treatment – single item
- Conservation treatment – several items/collection
- Collection condition assessment
- Collection cataloguing
- Digitization
- Archives cataloguing
- Environmental monitoring equipment
- Storage furniture
- Staff/Interns
- Conservation facility
- Building restoration
- Capacity building

### The Basics

Where does the money come from?

- Individuals
- Corporations
- Foundations
- Government agencies

*Where does the money come from?*

*Corporations*

### Why do they give?

- To create a positive image in the community
- To improve their employees' quality of life
- It's good business practice.

*Where does the money come from?*

*Corporations*

### How they give:

- Outright or matching gifts
- Pro-bono equipment or services
- Facilities use
- In-kind gifts
- Sponsorship

*Where does the money come from?*

*Corporations*

### Research Tools

- Giving capability = corporate earnings
- Press releases and SEC filings
- Websites:
  - Edgars, Hoovers, Yahoo Financial, and company websites
- Smaller companies in your community:
  - Local Chamber of Commerce
  - Community Development Corporations
  - Better Business Bureau

*Where does the money come from?*

*Corporations*

### Helpful Hints

- Think beyond cash.
- Don't forget the little guy.
- It isn't personal, it's business.
- Find the right fit.

*Where does the money come from?*

*Corporations*

### Brainstorm Session

- How can you best present your collections care project to pique the interest of a corporation?
- How would you increase the visibility of their contribution?
- How can their contribution help improve the community where their employees work and live?
- What can/can't you bring to the negotiating table?

*Where does the money come from?*

*Foundations*

A foundation is a nonprofit itself, with a principal fund managed by trustees or directors, which has been established for the primary purpose of making grants to other nonprofits or those with 501(c)(3) status.

**MUST have 501(c)(3) status to qualify.**

*Where does the money come from?*  
**Foundations**

**Types of Grants:**

- Unrestricted
- Restricted
- Seed Money/Capacity Building
- Capital
- Endowment
- Matching/Challenge

**Poll**

**As you look for funders, what's your biggest issue?**

- Not knowing how to apply, or if the funder will even accept applications
- Not knowing where to find institutional or corporate donors
- Not knowing how much to ask for
- Not knowing how to present a project that will interest a foundation
- Not knowing how to "fit" a project into a funder's guidelines, when it really isn't a good match
- Not knowing what to say when you speak with a Program Officer

*Where does the money come from?*  
**Foundations**

**Research tells you:**

- If your project fits their guidelines.
- Application requirements and procedures
- Average grant size
- Giving history
- Assets

*Where does the money come from?*  
**Foundations**

**Research Tools**

- The Foundation Center's Online Directory
- GuideStar
- Form 990
- Websites
- Annual reports or donor lists from other organizations
- Social media and press releases
- Program officers

*Where does the money come from?*  
**Foundations**

Foundation Directory Online

Power Search Search Foundations Search Companies Search Grants Search 990s

Search Grantmakers

Upgrade Subscription  
FAQs  
Search Tutorial  
Guided Tours  
Discount Book Mail  
Free Newsletters  
Tell a Friend  
Blog  
Contact Us

Grantmaker Name  
City/State  
Country  
State/Country  
City  
Main Area  
Congressional District  
ZIP Code  
Priority of Interest  
Type of Support  
Geographic Focus  
Thematic, Officers, and Donors  
Type of Grantmaker  
Total Giving  
From  
To  
Keyword Search

*Where does the money come from?*  
**Foundations**

Foundation Directory Online

Power Search Search Foundations Search Companies Search Grants Search 990s

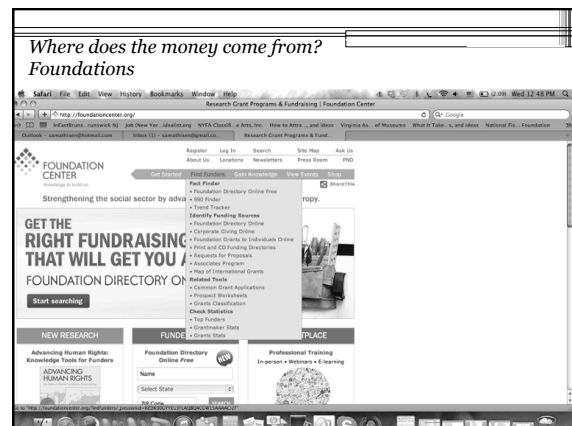
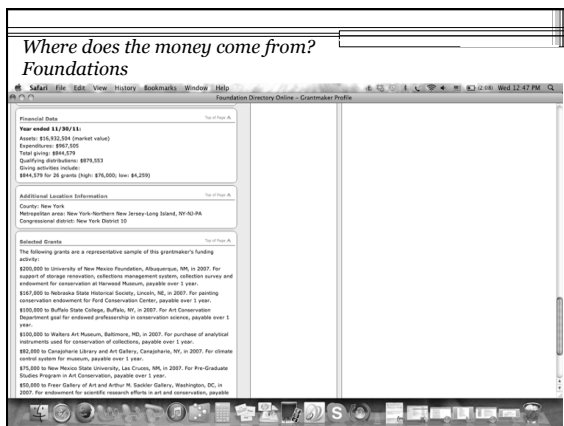
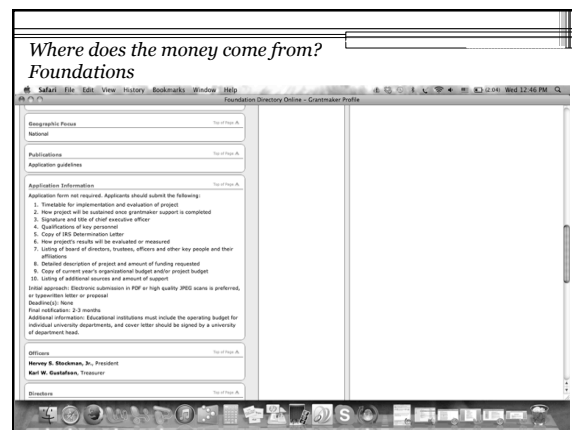
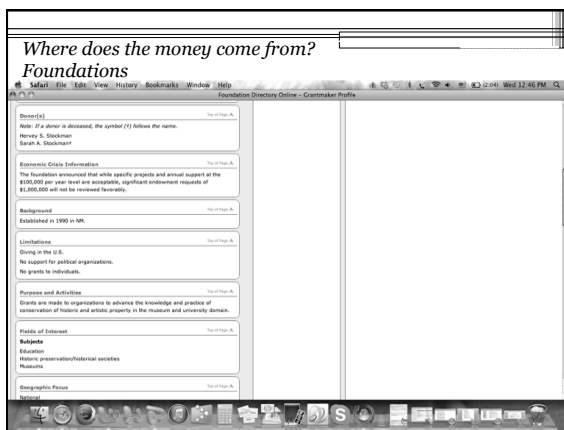
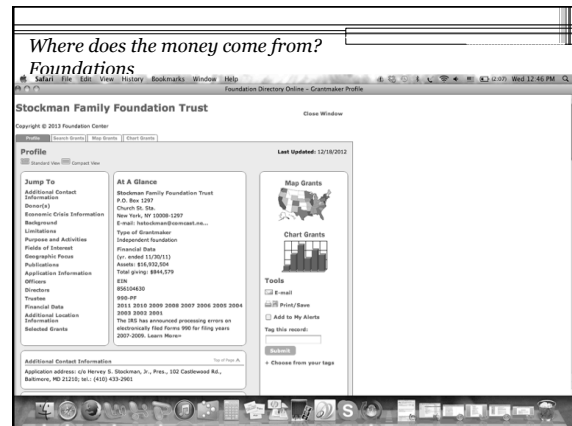
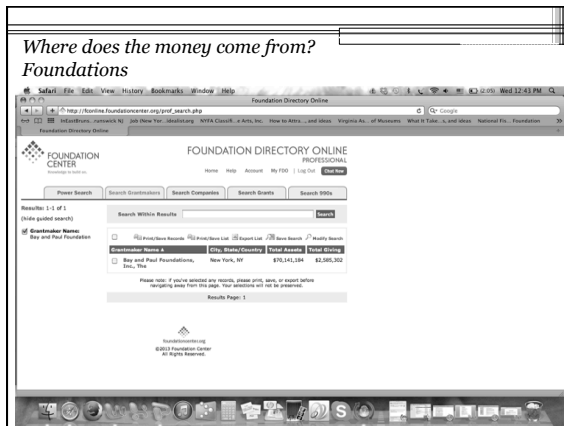
Search Grants

Upgrade Subscription  
FAQs  
Search Tutorial  
Guided Tours  
Discount Book Mail  
Free Newsletters  
Tell a Friend  
Blog  
Contact Us

Grantmaker Name  
City/State  
Country  
State/Country  
City  
Main Area  
Congressional District  
ZIP Code  
Priority of Interest  
Type of Support  
Geographic Focus  
Thematic, Officers, and Donors  
Type of Grantmaker  
Total Giving  
From  
To  
Keyword Search

# Fundraising for Collections Care: Webinar 2

9/25/13



Heritage Preservation: Caring for Yesterday's Treasures--Today

*Where does the money come from?*  
Foundations

Helpful Hints: Foundation Speak

- “Gives only to pre-selected organizations”
- “Funding (fill in the blank) initiatives only”
- Geographic focus
- Limitations
- “Letter of inquiry accepted”

*Where does the money come from?*  
Foundations

For these rules, there are exceptions:

- When there is a mutual board member
- When the guidelines are changing
- When the nonprofit or the foundation is new to the community
- When the foundation is already supporting your institution and is receptive to requests that do not precisely fit its guidelines

*Where does the money come from?*  
Foundations

Helpful Hints

- Make sure your project aligns with the funder’s mission, and describe how it does so in your proposal.
- Know the foundation’s guidelines before you speak with a Program Officer so you can ask educated questions.
- You can use many of the same techniques to cultivate foundations as you do individuals.
- Keep the Program Officers in the loop.

*Where does the money come from?*  
Foundations

*A Word of Warning*

- Don’t create a project to fit their guidelines.
- Don’t approach a foundation when the project doesn’t fit their guidelines.
- Don’t request grants beyond the foundation’s giving capacity.

*Where does the money come from?*  
Foundations

*A Word of Warning: Internet Searches*

- Focus!
- Get away from the computer – there’s more information beyond the web.
- Don’t forget about the people resources all around you.

*Where does the money come from?*  
Foundations

**Brainstorm Session – Broadening the Search**

- What are the collection’s contents?
- What is the collection’s area of history, artistic style, etc.?
- Who funds the subjects of the materials in your collection?
- If they are interested in the subject, wouldn’t they be interested in saving examples of it?

*Where does the money come from?*  
Government Agencies

**Research Tools**

- Grants.gov
- National Endowment for the Arts
- National Endowment for the Humanities
- Institute of Museum and Library Services
- National Historical Publications and Records Commission
- Department of Education
- Department of the Interior/National Park Service

*Where does the money come from?*  
Government Agencies

**Research Tools: Looking Local**

- State Historic Preservation Office/State Parks
- State Archives or Library
- State Councils on the Humanities or Arts
- State Department of Education
- Certified Local Government Grants

And don't forget your local county or town governments!

*Where does the money come from?*  
Government Agencies

*A Word of Warning*

Don't wait until the last minute to register with grants.gov!

*Where does the money come from?*  
Government Agencies

**Helpful Hints**

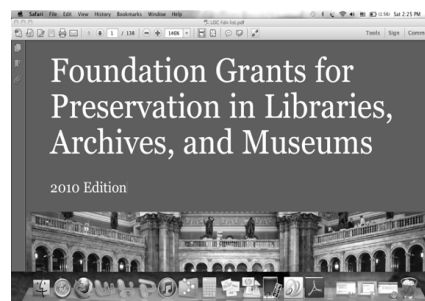
- Follow the guidelines!
- Involve the Program Officer.
- Agency Focus:
  - NEH: wants projects that ensure access to collections and bolster the humanities
  - IMLS: wants projects that help fulfill the goals of its strategic plan
  - NEA: Creative Placemaking

**Poll**

Have you searched for art conservation funders using the Foundation Directory Online?

- Yes
- No

*Where does the money come from?*  
*"The Magic List"*



*Where does the money come from?*  
*Suggested Funders*

- Bay/Paul Foundations
- Tru-View Optium Conservation Grant
- Coby Foundation
- National Trust for Historic Preservation

*Where does the money come from?*  
*Suggested Funders*

Those that require chapter memberships:

- The Questers
- Daughters of the American Revolution and other genealogical groups

Re-granting Programs:

- CCAHA – Preservation Needs Assessment
- Greater Hudson Heritage Network – Conservation Treatment
- Preserve NY – Technical Assistance Grants
- CT Technical Assistance Grants

*Where does the money come from?*  
*Suggested Funders*

Some fund specific collections or have a specific focus:

- Grammy Foundation
- Costume Society of America
- National Film Preservation Foundation
- Florence Gould Foundation
- Gladys Krieble Delmas Foundation
- Council on Library and Information Resources

*Where does the money come from?*  
*Suggested Funders*

Some have a geographic focus:

- Americana Foundation
- 1772 Foundation
- Texas Historical Commission
- Pennsylvania Historical and Museum Commission
- Maryland Historical Trust

*Where does the money come from?*  
*Suggested Funders*

- Institute of Museum and Library Services
  - Museums for America (including Conservation Project Support)
  - National Leadership Grants
  - CAP and MAP
- National Endowment for the Humanities
  - Preservation Assistance Grants for Smaller Institutions
  - Sustaining Cultural Heritage Collections
  - Humanities Collections and Reference Resources
- National Endowment for the Arts
- National Historical Publications & Records Commission

*How much do you ask for?*

- The request amount will come from your research.
- Look at the foundation's average grant size.

Helpful Hints

- Don't sell yourself short.
- Don't think asking for less will make the donor say "yes."

*It's Not About Saving Something Any More*



*It's Not About Saving Something Any More*  
*What's the story?*

- Stories get you beyond the hard data.
- Tell the story of one object, not a whole collection.
- Share, don't tell, stories.
- Elicit emotional response.

*It's Not About Saving Something Any More*  
*Your Value and Your Impact*

In *Giving Community a Meaningful Voice*, Dr. Candace Tangorra Matelic and her fellow authors state: "to become relevant in our communities, the traditional activities of collecting, preserving, researching, and exhibiting are no longer adequate. Our organizations are now challenged to justify our existence and support in terms of our public service value, or the positive contribution we make to our communities."

*It's Not About Saving Something Any More*  
*Your Value and Your Impact*

**Economic Impact:**

**Direct Benefits:**

- More employment opportunities
- Increased tax revenues
- More consumer spending

**Indirect Benefits:**

- Better quality of life
- Improved education
- More attractive to skilled workers and businesses

*It's Not About Saving Something Any More*  
*Your Value and Your Impact*

**Audience Engagement**

- Marketing strategy
- Deepens existing relationships.
- Expands reach.
- Internally-focused
- Outreach is an example of audience engagement.

Doug Borwick, *Engaging Matters*  
[www.artsjournal.com/engage](http://www.artsjournal.com/engage)

*It's Not About Saving Something Any More*  
*Your Value and Your Impact*

**Community Engagement**

- Mission strategy
- Relationship-centric
- The activities grow out of or are in response to the relationship.
- Results in expanded reach *and* healthier, more vibrant communities.
- Long-term effort



*It's Not About Saving Something Any More  
Evaluation*

“What have we done to reach our goals?” has been replaced with “What has changed as a result of our work?”

What are the audiences' improvements in:

- Skills
- Behavior
- Knowledge
- Attitudes