Kelsey Bates answers some questions we were unable to get to from her webinar Fundraising Fundamentals on Monday, September 23, 2013.

Q: Amanda (Colorado): My museum is a state curation facility and we house many dig artifacts alongside our museum's collections. Is it possible to simultaneously raise money for both entities or must they remain separate?

A: Yes. Just make certain the effort is centralized *somewhere* in the main organization. In other words, at least one person should know what everyone is fundraising for so you aren't going to the same places (or if you are, be strategic about it).

Q: Michael (Georgia): Advice for working with a development office in a large organization for which historic collections is a very, very small part? How to peak their interest, get an ear, get a seat, a crumb from a slice of the pie?

A: Here are some ideas:

- Have someone in the special collections office either make a meeting with the director of development and offer some "benefits" for donors from the collection (a print of an artifact or photograph, a special tour of the collection for big donors, etc.). If they can see how many people care about these things (and will give money to get benefits that are reflective of the special collection) they may take you more seriously.
- Come up with a plan for your historic collection that contains projects that are very visible—a touring exhibition, public program of some kind, a lecture series—that the development department can use to make donors interested in your organization.
- Invite your organization's board members for a lunch and then show them some pieces from the collection or give them a behind the scenes tour (with administration's blessings of course).

And, a couple of general questions:

- Is the historic collection mentioned in your organization's strategic plan? If so, how? If not, why? If it's not a priority to your organization, you have to ask why.
- Is the historic collection staff represented on any organizational committees? If not, can you ask to be?

Q: Miranda (Rhode Island): If your library is part of a consortium that is starting a digital repository, do you think it's better to try to find consortium-wide funding, individual library funding, or a combination of both?

A: Short answer: Both. However, I think you should have one single message so that it's clear that the whole consortium is benefiting (and the consortium should be the central fundraiser). You have to make sure you have clarity of message (people don't think there are two or more different projects). That said: make sure you are soliciting constituents of each individual library as well. People in your communities may not care much about the consortium, but they'll be very interested in supporting their individual library.

Q: Deb (Florida): Is there a resource to help figure out how much time projects will take?

A: Not that I know of. Projects are so different from one another, I don't think you could quantify them using one resource. I think the best resource is the experience of your own staff. You should help your staff sit down with pen and paper and really think about the tasks they have to perform each week, each month. Then make an estimate. I think you'll find that people tend to underestimate how much time it takes them to do things, so making sure your staff is really thinking about each and every activity is key. Another idea: you could ask your staff to record their time for a project, and then reflect on how much time it really took at the end of the project. It might help you for the next one.

Q: Leigh-Anne (Pennsylvania): Is it rude to say you got money from someone when moving onto the next donor? For example, so and so gave now will you?

A: It's not rude. It's all in the delivery. Don't say it so it sounds like: "You're so cheap compared to Mr. Jones. Why won't you give as much as he did?" Rather, make it sound like this: "We have some really generous people in this community. I want you to know that Mr. Jones gave $1,000 to this project, and he wants to challenge other leaders in this community to match his gift. Would you be willing to meet his challenge?" See the huge difference?

Not only is it not rude, it proves your value to the second donor. They might say: "Oh! If someone else is giving to this, it must be a really worthwhile project."

Q: Lesley (Missouri): Do you have donor software that you use and like and how expensive is it?

A: I have used Raiser's Edge, eTapestry, and GiftWorks. Those three range from very expensive (at least $25K) to very inexpensive (a few hundred dollars a month, if that). They all have their benefits and drawbacks, but Raiser's Edge can handle a huge amount of information. It's really for big institutions (that can afford it!). eTapestry is in the middle. It can do a lot, though I think it's a little clunky. Giftworks is on the low end, it's great if you have a small donor base. It doesn't have all the bells and whistles of Raiser's Edge or eTapestry, but it's cheap and fairly user friendly. There are others, so do your homework and don't buy more than you need (but do invest in it! Excel and Filemaker will become too cumbersome).