

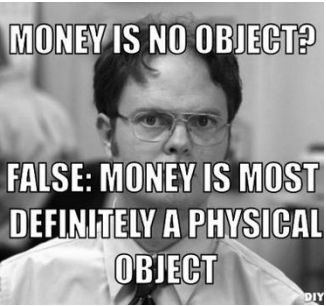
FUNDRAISING FUNDAMENTALS

Kelsey Scouten Bates, Director of Development
Birmingham Public Library
Birmingham, Alabama

WHY IS FUNDRAISING SO SCARY?

How does asking for money make you feel?

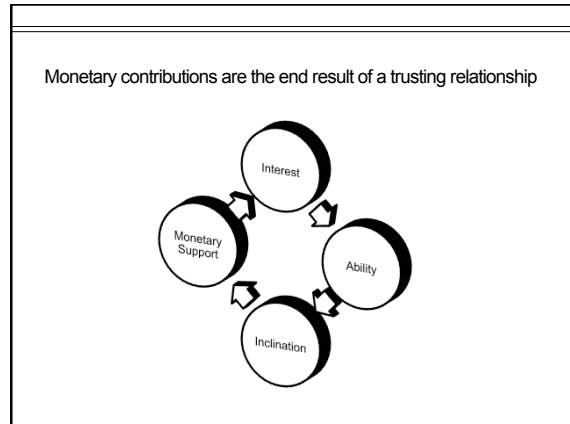
- a • Exhilarated—I wake up every morning ready to make “the ask” and save my institution!
- b • I’m ambivalent about asking people for money. It’s like asking someone what time it is.
- c • A little nervous—I would be forcing myself to do it, but I would do it for a good cause.
- d • Totally freaked out—anyone else out there want to do it for me?



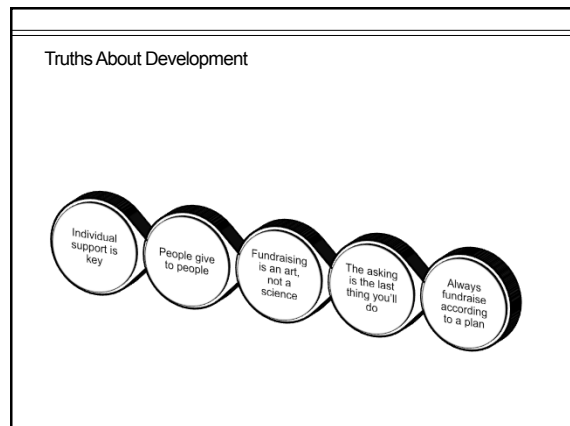
MONEY IS NO OBJECT?
FALSE: MONEY IS MOST
DEFINITELY A PHYSICAL
OBJECT

Fundraising

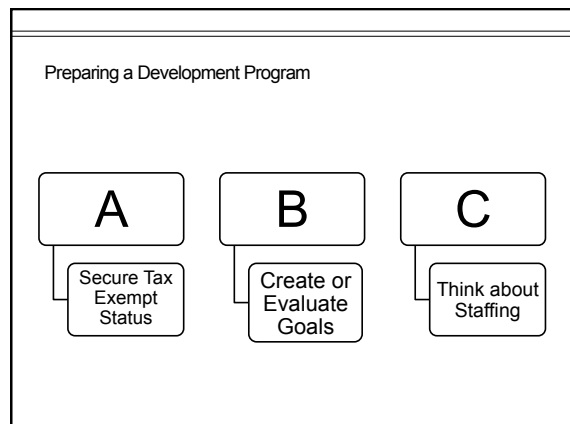
Fundraising

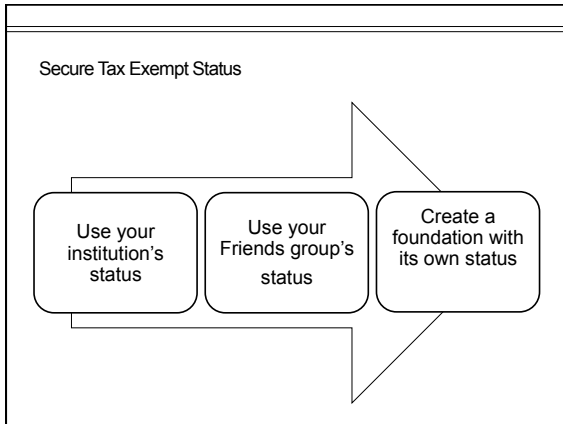


TRUTHS ABOUT DEVELOPMENT

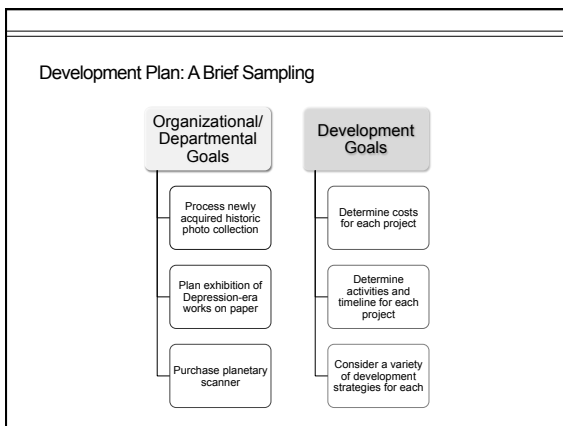
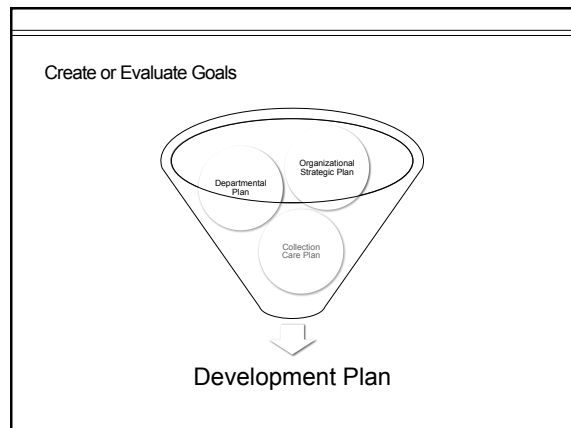
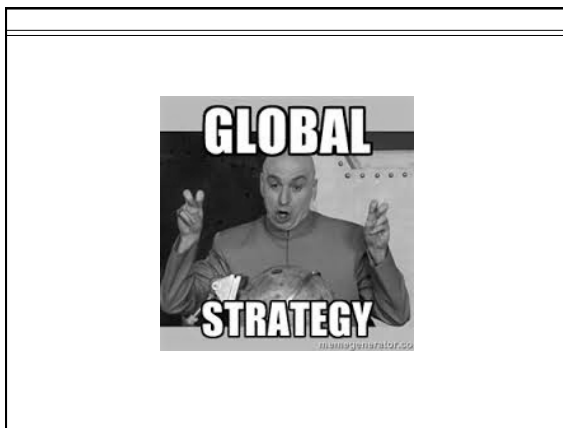


PREPARING FOR DEVELOPMENT





DEVELOPMENT STRATEGIES



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)

- Membership or subscription program
- Individual Giving
- Foundation and Corporate Grants
- Special Events
- Earned Income
- Planned Giving

Have you or has your institution ever actively engaged in any of these?

- a • Individual Giving
- b • Membership Program
- c • Foundation and Corporate Grants
- d • Special Events
- e • Earned Income
- f • Planned Giving

Staffing

- Hire a Development Professional
- Train Current Staff
- Use a Consultant

HOMEWORK ASSIGNMENT

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.

HOMEWORK ASSIGNMENT

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/> 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