Fundraising for Collections Care
OBJECTIVES

• Outline the fundraising process, including the Fundraising Cycle, record-keeping, and planning
• Detail solicitation options including their benefits and risks
• Discuss ways an organization of any size can develop fundraising programs that will fit their capacity
FUNDRAISING

- Should reflect you and your organization
  - Authenticity
  - What works for Organization A may not work for Organization B
- Is not begging

FUNDRAISING CYCLE

Stewardship → Identification

Identification → Qualification

Qualification → Solicitation

Solicitation → Cultivation

Cultivation → Stewardship
PLANNING

• What do you have?
  • Available resources
  • Strengths
  • Prior Work, documentation

• What do you need?
  • Tangible Goals
  • Reasonable Goals
  • Know your limitations
RECORD MANAGEMENT

• Find a system that works for your capacity
  • Dedicated System
  • Improvised System
• Comprehensive
• Consistent
• Up-to-date

Key Information to Maintain

• Contact details
• Giving history
• Solicitation history
• Communication history
FINDING KEY DONORS

• “Key” doesn’t always mean “wealthy”

• Engaged
  • Active with the organization
  • Familiar with the mission and priorities
  • Consistent donors

• Influential
  • Family/Business connections
  • Past charitable support

Major Donors

• Depends on your organization
• Highly engaged
• Top 20% of donors
• 80% of giving
- Loyal Donors
- Volunteers
- General Public
- Board
- Major Donors
- Large funders, foundations
- Unaware of you
- Low Wealth/Low Inclination
- High Wealth/Low Inclination
- Low Wealth/High Inclination
- High Wealth/High Inclination
- Loyal Donors
- Volunteers
- Board
- Major Donors
- Low Wealth/Low Inclination
- High Wealth/Low Inclination
- Low Wealth/High Inclination
- High Wealth/High Inclination
RELATIONSHIP BUILDING

• Invite
  • “Behind the scenes” tour
  • Introduce to key personnel

• Inform
  • Keep aware of new events, issues with the museum
  • Familiar with organizational goals

• Involve
  • Ask to volunteer or serve on board
  • Ask to make connections

• Inquire
  • Ask for feedback
  • Ask open-ended questions
USING EXISTING RELATIONSHIPS

• Board
• Current donors
• Organizational relationships
• Include in all facets of fundraising

“How can I help?”
(Without having to ask for money)

• Make connections
• Write thank-you notes
• Make calls
• Invite friends to visit
• Host events
SOLICITATION

• Fundraising should be reflective of your organization
  • Where are your potential donors?
  • How do they prefer to engage with the organization?
• If just getting started, try 1 or 2 fundraising options
• When the answer is “No”
<table>
<thead>
<tr>
<th>Solicitation</th>
<th>Benefit</th>
<th>Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Fund</td>
<td>• Broad audience&lt;br&gt;• Multi-channel&lt;br&gt;• Straight-forward</td>
<td>• Declining return on investment&lt;br&gt;• Annual renewal</td>
</tr>
<tr>
<td>Events</td>
<td>• Broad appeal&lt;br&gt;• Friend-raising&lt;br&gt;• Potential good return on investment</td>
<td>• Time and resource consuming&lt;br&gt;• Weather and time-dependent</td>
</tr>
<tr>
<td>Grants</td>
<td>• Large donations supporting a specific project&lt;br&gt;• Structured giving system</td>
<td>• Time-consuming&lt;br&gt;• High competition&lt;br&gt;• Funding for priorities may be limited</td>
</tr>
<tr>
<td>Major Gifts</td>
<td>• Larger gifts from a smaller pool of donors&lt;br&gt;• Highest return on investment</td>
<td>• Dependent on a small donor group&lt;br&gt;• Donor priorities may not align with yours</td>
</tr>
<tr>
<td>Planned Giving</td>
<td>• Larger, more accessible giving option</td>
<td>• Long-term return&lt;br&gt;• Potentially complex</td>
</tr>
</tbody>
</table>
ANNUAL FUND GIVING

• Typically general support
• Not necessarily once a year
  • Be aware of natural giving times
• Use multiple solicitation options
  • Always follow-up
• Look for areas to personalize
  • Recognize past support
  • Detail how funds may be used
FACE-TO-FACE SOLICITATION

• Tried and true solicitation strategy
• Reserve for key donors
• Larger gifts will take multiple meetings
  • Set expectations prior to meeting
  • Fundraising should always stay in the conversation
PRIORITIZATION

• Major gifts will take time
  • 3-4 face-to-face visits, 6 months is common
• What are the expectations of your donors, your community?
• Timing
  • Natural
  • Artificial
STEWARDSHIP

- Renewal of the Fundraising Cycle
- Vital component of fundraising
- Reflective of the gift, donor
  - Personalized
KEY TAKEAWAYS

• Always have a plan, and be consistent with your fundraising
• Fundraising is based on relationship building, and finding the best ways to engage with your audience
• There are a myriad of solicitation options for an organization of any size to implement.