

# 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

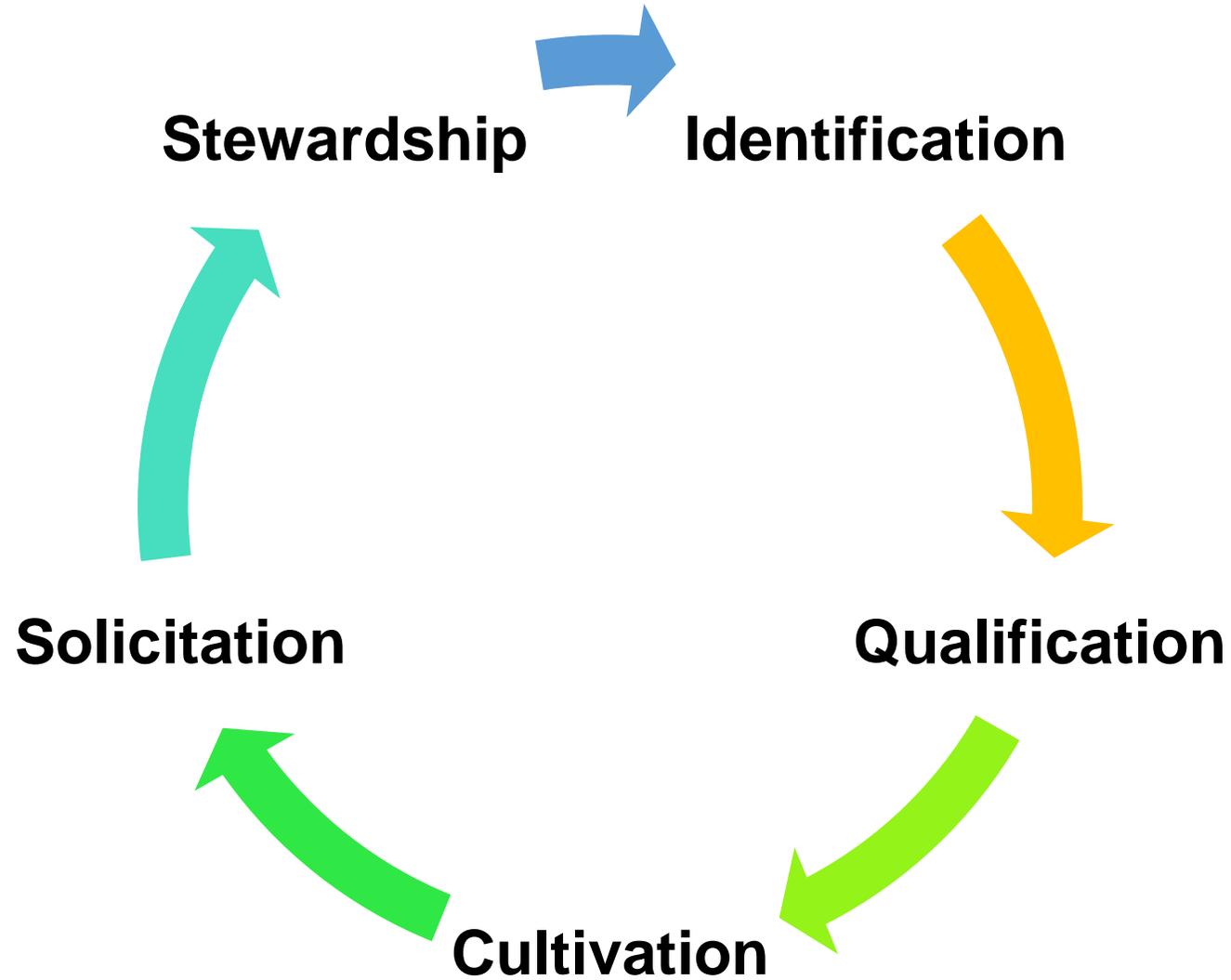
# FUNDRAISING

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



*National Museum of American History, Smithsonian Institution. "Smithsonian Learning Lab Resource: Alms Box (Collection Box)." Smithsonian Learning Lab. June 21, 2016. Accessed September 23, 2022.*

# FUNDRAISING CYCLE





# RECORD MANAGEMENT

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

## Key Information to Maintain

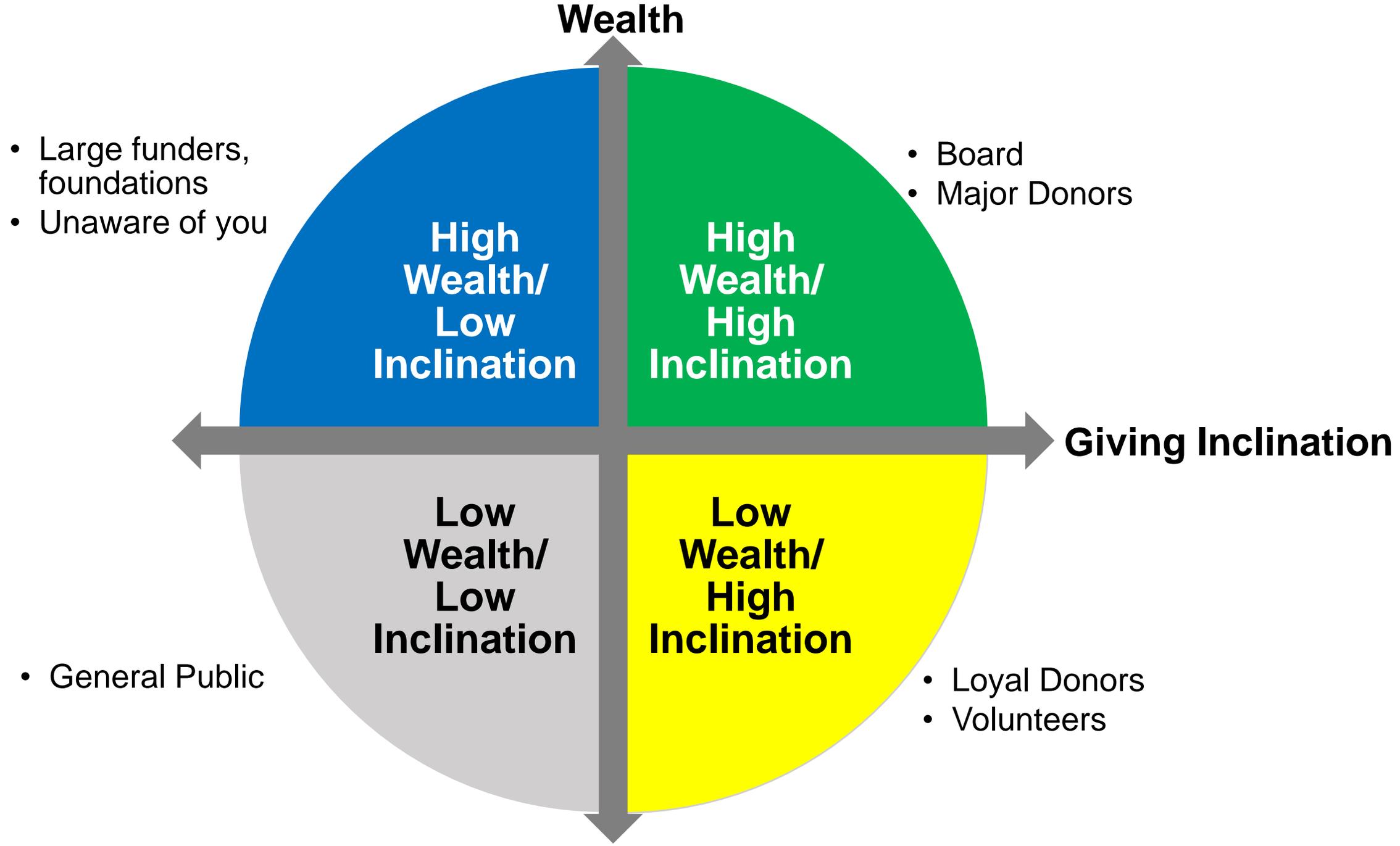
- Contact details
- Giving history
- Solicitation history
- Communication history

# 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



# 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”



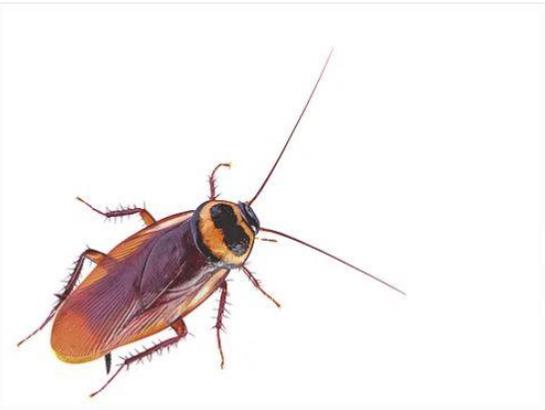
*National Museum of American History, Smithsonian Institution.  
"Smithsonian Learning Lab Resource: bib with number." Smithsonian  
Learning Lab. November 25, 2016. Accessed September 23, 2022.*

# COMMON SOLICITATION TYPES

Solicitation	Benefit	Risk
Annual Fund	<ul style="list-style-type: none"> <li>• Broad audience</li> <li>• Multi-channel</li> <li>• Straight-forward</li> </ul>	<ul style="list-style-type: none"> <li>• Declining return on investment</li> <li>• Annual renewal</li> </ul>
Events	<ul style="list-style-type: none"> <li>• Broad appeal</li> <li>• Friend-raising</li> <li>• Potential good return on investment</li> </ul>	<ul style="list-style-type: none"> <li>• Time and resource consuming</li> <li>• Weather and time-dependent</li> </ul>
Grants	<ul style="list-style-type: none"> <li>• Large donations supporting a specific project</li> <li>• Structured giving system</li> </ul>	<ul style="list-style-type: none"> <li>• Time-consuming</li> <li>• High competition</li> <li>• Funding for priorities may be limited</li> </ul>
Major Gifts	<ul style="list-style-type: none"> <li>• Larger gifts from a smaller pool of donors</li> <li>• Highest return on investment</li> </ul>	<ul style="list-style-type: none"> <li>• Dependent on a small donor group</li> <li>• Donor priorities may not align with yours</li> </ul>
Planned Giving	<ul style="list-style-type: none"> <li>• Larger, more accessible giving option</li> </ul>	<ul style="list-style-type: none"> <li>• Long-term return</li> <li>• Potentially complex</li> </ul>

# 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



Name A Cockroach (for a friend)

£1.50

ADD TO CART

f t g+ p

**\*\*If you would like your ex's first name included on our roach board, remember to click 'add note' at the checkout stage so that we know!\*\***

For those that don't quite require revenge, there's another way to help you make your friend feel better about getting back at their ex this Valentine's Day.

The HCC is offering the chance to name a cockroach in honor of your friend's worthless ex-"someone" on this special holiday of love.

We are highlighting these creatures through our 'name a cockroach programme' (we think adopt is a little too strong, after all - you probably don't want to adopt your friend's ex) to raise money for our projects at the zoo.

# 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.