

FUNDRAISING 101: WHO YOU ARE, WHY YOU'RE HERE, & WHY YOU MATTER

2010 TACOMA ARTS SYMPOSIUM

It's all about relationships

WHY do people give? Because they have been given an opportunity to make a difference.

Who does your mission benefit?

- **Franke Tobey Jones** *"To enrich & extend the quality of life for seniors in our community"*
- **Museum of Glass** *"to provide a dynamic learning environment to appreciate the medium of glass through creative experiences, collections & exhibitions."*
- **Metro Parks Tacoma** *"Creating healthy opportunities to play, learn, & grow."*
- **Tacoma Contemporary** *"Tacoma Contemporary strives to advance contemporary visual arts in Tacoma, providing opportunities for artists to present innovative works that engage the community with high quality arts experiences."*

Who is your network?

- Audience members
- Alumni
- Members
- Fans, friends & followers on social networks
- Families
- Board
- Vendors
- Community
- Residents
- Participants
- Volunteers
- Neighbors
- Staff

Examples of networking to gifts

Franke Tobey Jones

- Senior University → Board Member → Russell Family Foundation
- Wellness → Community Participant → Personal gift & part of estate

Pt. Defiance Ruston Senior Center

- General Operating → Fundraising Event Committee Member → Totem Ocean Trailer Express (TOTE)
- General Operating → Staff Member Connections in Community → Rotary 8

Greater Metro Parks Foundation

- Chip In Program → Interest expressed by REI, application made → REI awarded grant & increased gift by \$5k
- Zina Linnik Project → Solicited the professional circle of Steering Committee Chair via personalized letters → resulted in multiple gifts in honor of the Chair

Stewardship – keeping your donors engaged

- Stay Connected – send notes, make relevant & personal phone calls/email, newsletter
- Stay Relevant – keep website, collateral & social networking sites up to date
- Thank them!
- Invite – to inform, to socialize, to involve
- After Events – share pictures & results
- Use Their Expertise – committees, focus groups
- Track Actions – know the last time prospects/donors were contacted & what their response was in order to continue building the relationship

Online resources

- The Foundation Center
<http://foundationcenter.org/>
- Philanthropy Northwest
<http://www.philanthropynw.org/>
- Northwest Development Officers Association
<http://www.ndoa.org/>
- Association of Fundraising Professionals
<http://www.afpnet.org/>
- Puget Sound Grantwriters Association
<http://www.grantwriters.org/>
- Fine Blog: Alison Fine Writes About Social Media & Social Change
<http://afine2.wordpress.com/>
- Frogloop Online Fundraising, Advocacy & Social Media
<http://www.frogloop.com/>
- PHILANTHROPY 2173, The business of giving
<http://philanthropy.blogspot.com/>
- Tactical Philanthropy
<http://www.tacticalphilanthropy.com/>