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