Fundraising For Community Museums
What We Want to Learn....

This presentation will walk you through the process of preparing for, creating, implementing, and evaluating a cohesive fundraising system.
Fundraising Basics
Putting Your Fundraising Ducks in a Row

When it comes to fundraising there are a series of important questions you need to ask yourself....
Why are you going to raise money?

Asking yourself why you are about to embark on this endeavor is the first step. You need to identify what it is that you are passionate about?
How Ready Are You.....

How Ready are you to start Fundraising?

long before you start taking those cheques to the bank, you need to make sure that your museum is ready to Raise funds.

Ask yourself......
Are You Ready?

- What is your fundraising mission?
- Have you set fundraising goals?
- What are the skills/resources available or needed?
- How much do you need to raise?
- Is it cost-effective?
- What is past experience?
- Is the timing ok?
- Repeatable?
- What does your museum board do?
What are your fundraising goals?

Without setting fundraising goals and without outlining strategies to meet those goals, the everyday task of fundraising will have no direction.

*Your organization should carefully answer the two questions below:*

- What fundraising programs and services do you currently provide?

- What fundraising programs and services do you plan to provide in the future?
Internal & External Considerations...

Internal considerations:

- Organization’s mission
- Available financial resources
- Available staff time
- Staff expertise

External considerations:

- Current and potential future economy
- Programs and services provided by similar organizations
- Government regulations
fundraising goals need to be smart goals!

Ask yourself.....

• How much money is needed to fund specific programs and services, as well as pay for day-to-day operations of the organization?
• Which current income source generates the largest share of income?
• Is that source expected to shrink? To grow? To remain the same?
• Which income sources are the most reliable?
• Which income sources are the least reliable?
• Which income sources, regardless of size, has the most growth potential for your organization?
Role of Board Members

- In the majority of non-profit organizations, board members are required to make personal contributions and to solicit contributions as well.

- In order for board members or other volunteers to commit themselves willingly to raising funds, they must be involved in all aspects of the fundraising planning process including: organizational goal setting, development assessment, and fundraising goal setting.
Setting a Fundraising Budget...

Where can money come from....
Setting a Fundraising Budget...

*Income can come from:*

- The Annual Fund
- Gifts Solicited by paper mail or emails
- Gifts Solicited by Telephone
- Major Gifts
- Board of Directors Gifts
- Memorial Gifts
- Corporate Gifts
- Foundation Grants
- Government Grants
- Special Events
- In-Kind Gifts
But Remember.....

“It costs money to raise money.”
Fundraising Expenses....

Expenses should include:

- Personnel (including benefits and training)
- Supplies
- Equipment (computers, fax machines, printers, copiers)
- Printing (including design)
- Postage and shipping
- Telephone, fax and internet
- Photocopying
- Travel
- Food/Entertainment
- Professional services/consultants
- Charities Registration Fees
Other Key Things to Keep in Mind.....
Key Things to Keep in Mind…..

BACKGROUND:

Take a moment to look at the historical background and the impact of your site has on the community and the Island as a whole.

Why does your site exist and what is the mission of your organization?

Take a moment to remember what you are about, this will help you to better establish what kind of fundraising activities you should engage in.
Key Things to Keep in Mind…..

LOOK AT FUNDING HISTORY:

It gives a historical sense of where the money has come from to support the organization.

Try to break down this analysis by funding sources and years?

What % of money historically has come from government funding, private foundations, corporations, donors (individuals), earned income, religious, planned giving (if any), special events, United Way, etc. Have these percentages been increasing or decreasing during the past three years.

You may want to break down the revenue by program areas since much of the public and foundation funding will be restricted to specific programs.
MAKE A CASE STATEMENT:

The case statement is a clear, concise, compelling one page statement spelling out the reasons a donor would want to make a contribution or grant to your organization.

Within the context of the plan, this statement should pull together some of the above information and should reflect the passion of the organization.
Key Things to Keep in Mind.....

COLLECT DEMOGRAPHIC INFORMATION

Think about the external environment that is creating a need for the organization.

So Think about....

- Economic and social indicators - for example poverty, education, housing, health care; cultural and digital divide issues, etc

- Political climate - What are the political factors that are working either for or against the organization? What is happening provincially that may support or derail our efforts to raise funds for our museum?
Key Things to Keep in Mind.....

SWOT ANALYSIS

(Strengths, Weaknesses, Opportunities Threats)

A SWOT assessment provides a quick overview of the organizational dynamics, identifies strengths and opportunities from which to build, identifies weaknesses and potential threats, and helps to determine if the threats identified are real and controllable or uncontrollable.

If the threats are uncontrollable, such as the general economy or the weather, understand them, but do not spend much time acting on what is out of your control.
Key Things to Keep in Mind.....

ORGANIZATIONAL DEVELOPMENT/DYNAMICS

analyze the strengths and weaknesses of the board of directors, especially as it pertains to its capabilities to raise funds.

- Is the board an active or passive body of people?
- Are their people who are positioned to open up funding doors?
- Does the board have a history of raising funds?
- Is it motivated to raise funds?
- Is there strong leadership on the board?
- What about the president of the board, is she/he a strong leader?

In many cases the board was not designed as a fundraising board.
Key Things to Keep in Mind…..

DONORS

Think about what kind of Donors you want to attract?
About 90% of all charitable dollars come from individuals.

- What is our strategy for developing and/or expanding your numbers and quality of donors?
- Are you going to use a direct mailing or calling strategy to reach new donors?
- Can you identify new donors through planned special events?
Key Things to Keep in Mind.....

- Who are your Donors and where can you find them?
- What motivates a donor to give?
- How can you lessen your changed of hearing "No" on your donor calls?
- How equitable is the agency - donor relationship?

The Answer is.....

It is about creating a dialog with your donors & Making them feel valued.
Creating A Fundraising Plan:
If you fail to plan, you plan to fail!
Fundraising Plan

What is your approach going to be?
The purpose of the fundraising plan is to have a planning document that clearly spells out the overall fundraising picture of the organization.

In most plans, the organization takes a historical look at the past three years and seeks to project probable funding sources three years into the future.
Creating A Fundraising Plan:

A Fundraising Plan Should Outline......

- Event Idea
- Cash Goals
- Event Budget
- Purpose To The Event
- Date and Location of the Event
- Head Person In Charge
- Peoples Duties and Responsibilities
- Event Expenses
- Number of Volunteers Needed
- How Will You Market The Event
Types of Fundraising....

- Building long term Members/ Patrons / Donors
- Regular and or Special Events
- By Mail or Telephone
- Online, Through Email and Social Media
Types of Fundraising....

Building Membership, Patrons & New Donors Relationships:

It is very important to make your members and donors feel valued! How can you do this......
At the Royal Ontario Museum (ROM) they have a membership program with different levels. These different levels let a member choose how much they want to give.

The different levels also allow the museum to provide different services and benefits to members based on how much they give.

http://www.rom.on.ca/members/home.php
Types of Fundraising....

Types of Events:

- Auctions (art, silent, service)
- Trivia or Movie nights
- Pancake Breakfasts
- Historical talks / lectures / Speaker series
- Benefit concerts / concert series
- Craft Fairs and festivals
- Fifty-fifty draw
- Baked Goods Sale
- Gala events
- Benefit BBQ
- Night at the Museum Sleepovers
- Can/bottle drive
- Holiday special events (ghost / grave walks, Christmas plays, Easter socials...)
Questions to Ask About Events:

- Do you already have special events? Are you planning new ones?
- What are the goals of the special event - i.e. it is public relations, making money, to increase the mailing list?
- How can we leverage these events to raise new money?
- What are the revenue projections?
- What are the costs?
- What are the anticipated profits?
Example Events....

Museum Historical Talks:

Providing historical talks at a small cost of $5.00 to 10.00 a talk is a great way to not only raise money but to bring the community together for an event.

The Keir Memorial Museum in the summer months has weekly historical talks / presentations (now in their twelfth consecutive year) such as Clinton J. Morrison’s talk on, “Who Said Local History Was Dull!” These historical talks are very successful with a high attendance rate every week and year.
Types of Fundraising....

Fort Eire: Dinner and Debate Fundraiser

Events

Fort Eire: Dinner and Debate

Date: September 15, 2012
Time:

Location: TBD

This is a ticketed, fundraising event featuring dinner with samples of 1812 food and a debate with the theme "Who Won The War of 1812?". Debaters will include two experts on the War of 1812, conducting a short serious debate, followed by two celebrities debating the same question. Rick Mercer and Stephen Colbert are being approached to participate in the second debate.
Types of Fundraising....

Bridgenorth 16th Annual Street Dance & BBQ

Happens in July, usually a Friday or Saturday evening from 5 pm to midnight - Bridgenorth Committee event includes many activities for the whole family: children's activities, dancing, silent auction, raffles, special demonstrations; food, beverage & liquor sales (licensed)
Types of Fundraising....

THE BATA SHOE MUSEUM
For the curious.

'till 10 at the bsm

July 15, 7 – 10 pm

Experience the hip and funky side of the Bata Shoe Museum “after hours”! We are staying open late for an evening of cocktails, hors d'oeuvres and a special surprise performance. Check out the galleries, relax on our patio and take in some culture!

Pay-what-you-can.
Visit our website in June for more information.
www.batashoemuseum.ca
Fact? or Fiction?

- Fact? or Fiction? is the ROM's longest-running fundraising event and a major source of funding for critical curatorial research and fieldwork in Canada and around the world.

- Guests join ROM curators for a fun-filled night of deception and discovery at the Museum. Score card in hand, they match wits with devious ROM curators in a hilarious guessing game to determine the authenticity of mysterious objects from the Museum's vaults.

- At the end of the evening the person who wins the matching game gets a unique prize.
Promoting Your Event…

Putting the word about your event is critical to its success. Here are some tips on creating a buzz in advance of your fundraiser through posters, flyers, online and media activities.

- Posters and flyers
- Online promotion
- Media
Mail and Telephone Fundraising....

- Mailing or calling out invites to special fundraising events, for membership subscriptions or to become a donor is one of the ways you can reach people.

- Email is a very effective way of reaching people. We will talk about emailing in more detailed later......
Online Fundraising....

Go To Online Fundraising Presentation........
Reference List:

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- “Fundraising: hands-on tactics for nonprofit groups” By L. Peter Edles
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- Fundraising on the Internet : the e-Philanthropy Foundation.org's guide to success online 2nd ed. Warwick, Mal. 2002
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