

Fundraising Strategies: Tips for your Dance Community

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Agenda: Show me the Money!

- Introductions
- Philanthropy, Fundraising & Best Practices
- Local Experiences that Work
- Q & A

Your take-aways today!

- Two theories:
 - Constituency Model
 - LAI Principle
- Theory to practice – how the theory worked in the field.
- Practices from the field

Sharing Ideas that Work

- Fundraising methods are replicable.
- Please share:
 - Your name/ dance community
 - What's generated most revenue?
 - Any burning questions?

Why do people give?

- “Typically, people give because they identify with a cause...there are people who feel a responsibility to give back ... and often people will say if they are asked by the right person, they will give.”

-- Eugene Temple, Executive Director
Center of Philanthropy, Indiana University

Source: “Why Do Americans Give?”

By Albert Oetgen

NBC News

updated 5:16 a.m. ET, Mon., Nov. 20, 2006

Philanthropy to Nonprofits

What is Philanthropy?

- Giving, serving and private, citizen action intended for the common good.

What is the purpose of Philanthropy?

- To support nonprofit organizations.

Why is it important or necessary?

- Nonprofit organization use the resources provided by philanthropy to provide goods and services to our communities.



Canadian Charitable Statistics

- There are over 170,000 charitable and nonprofit organizations in Canada. ¹
- 85,000 of these are registered charities (recognized by the Canada Revenue Agency).
- The charitable and nonprofit sector contributes an average of 8.1% of total Canadian GDP, more than the retail trade industry and close to the value of the mining, oil and gas extraction industry ²
- Two million Canadians are employed in the charitable and nonprofit sector ¹
- Over 13 million people volunteer for charities and nonprofits.
- 84% of all Canadians give approx. \$10.6 billion annually.
- 47% of all Canadians volunteer annually.

US Charitable Statistics

- ❑ 89 percent of households give.
- ❑ 55 percent of Americans volunteer.
- ❑ The average annual contribution for contributors is \$1,620
- ❑ There are approximately 1,010,400 charitable organizations in the United States.
- ❑ There are approximately 355,000 religious congregations.
- ❑ The nonprofit sector employs 10.2 million people, accounting for 6.9% of the total U.S workforce
- ❑ 7 percent of Americans are paid employees of non-profit organizations.

What is a nonprofit?

- An organization formed for the purpose of serving a public or mutual benefit other than the pursuit or accumulation of profits.
- No one person or persons own a nonprofit organization.
- In the U.S. and Canada incorporation as a nonprofit is at the state or provincial level and charitable status is at the Federal level.

Why should we care about the nonprofit sector?

- Different way to describe who we are and what we do to others who may be interested in us.
- We are part of arts and culture and non-profit culture. Let's make our voices heard.
- Economic development through the arts.
- Education through the arts.
- Strong Board Governance and Volunteer Management is important, well researched, strong body of support for this.

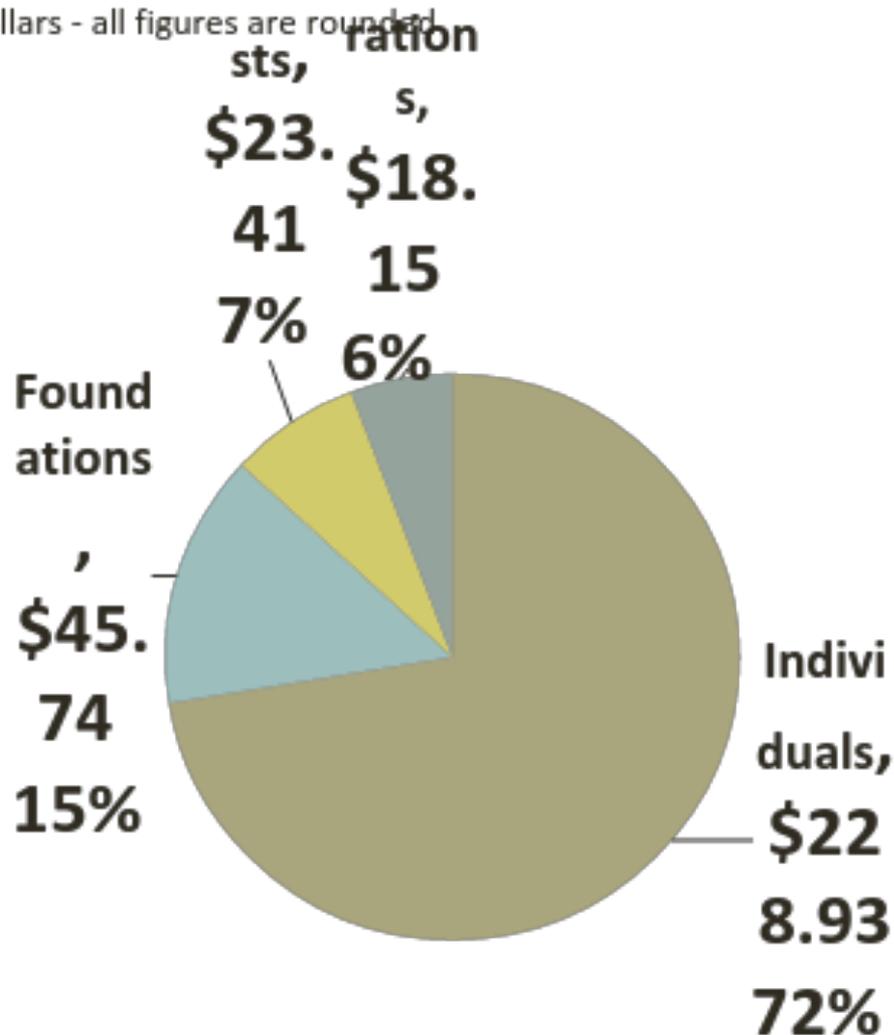
What is Fundraising?

- Finding the sources of support for a nonprofit to do its good work.
- How does a nonprofit support itself?
 - Fees for programs.
 - Fundraising: donations, grants, special events, legacies/bequests

Giving USA 2013

2012 contributions: \$116.23 billion by source of contribution

(in billions of dollars - all figures are rounded)



Source: *Giving USA 2013* /
The Giving USA Foundation

Giving USA 2013

2012 contributions:
\$316.23 billion by
type of recipient
organization



Important Thoughts!

- Begging is when you ask for something you do not deserve. If you are doing good work, then you deserve to raise the money to do it.
- No one is obligated to support your group — no matter what you have done for them, no matter how wealthy they are, no matter how much they give to other groups, how close a friend they are of the director, or any other circumstance that makes it seem they would be a likely giver.
- Don't have to be a nonprofit to raise funds
- Some groups use dances themselves to raise funds for other groups.
- Raffles are considered gambling and you need a permit to run a raffle!

Important Thoughts!

- People give when they are asked, and rarely give when they are not. Even when people are asked, they don't always give. So, you need to ask for more gifts than the number you need to bring in, and you need to be comfortable with people saying "No."
- Donors are not ATMs. You need to thank them and keep them posted on what your organization is doing with their money if you want them to give more than once.
- You can't raise all the money your group needs by yourself. Spend some time building a team of people to help you.

Source: Kim Klein, Grassroots Fundraising Journal

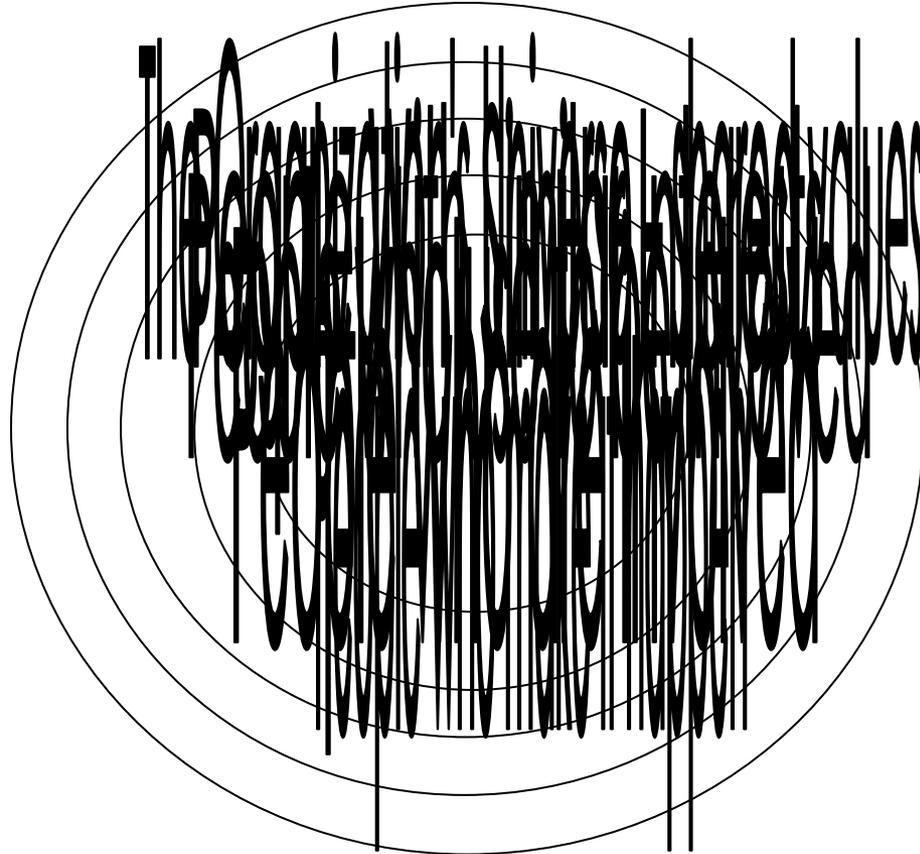
How do we attract donors?

Appeal to ALL past, present
and prospective donors and
volunteers within our
constituency



Rosso's Constituency Model

The Constituency Model



An organization will likely have the greatest return on investment if it concentrates on targets closest to the center of the circle.

Rosso's Constituency Model

The Five Circles

1. **Inner Circle-** strongest bond to the organization. Start with those closest to the nonprofit.
2. **Second Circle-** constituents who provide a broad base of support/potential for future involvement.
3. **Third Circle-** our “formers,” (those who’ve had a connection to the organization). Potential for re-involvement!
4. **Fourth Circle-** those with similar interests, but further removed. Efforts may yield minimal results.
5. **Fifth Circle-** organization’s “universe.” Likely little involvement/modest gifts, but may still be worth soliciting.

Rosso's Constituency Model

Based on the LAI Principle:

- **Linkage-** contact, networking, etc. Determining who knows whom and who can arrange and carry out visits for successful gift solicitation.
- **Ability-** gauge of the gift source's financial capacity to give at the level the nonprofit deems appropriate.
- **Interest-** desire to know about the organization/caring about the its work. Interest follows information and precedes involvement.

Rosso's Constituency Model

The Five Circles

The circle is the most strongest at the center and therefore, fund raising must begin there and spread outward.

Capital City Grange, Montpelier Vermont





- Began with Challenge Dance Fundraisers
- Saw need to get non-profit status
- Formalized Friends in 2012
- \$22,000 raised from dance community
- \$65,000 raised from 10 institutions

Started with our inner circle

Dancer donations and dance revenue provided matching funds.

- CDU's \$5,000 – critically important; \$35/dance saved
- Special dance events
 - Challenge Dances (dancers match individual gifts) ~ \$4500 raised/yr
 - Community Dance and Dinner, Contra ~ \$1800-\$2500 raised
 - Techno contra ~650 raised
- Raffles
- Selling of goods: t-shirts, spoons, frames

Able to leverage the impact of each gift via match requirements

Tailor Your Pitch

Dance events =

- Arts and culture
- Health and Recreation
- Community building / social connectedness
- Substance free / wholesome
- Intergenerational

Capital grants to improve the building

New Dance floor = arts and culture

Strong public support for improving building accessibility;
folded other improvements into accessibility projects.

Types of Institutional Supporters

- **Corporate Sponsors** - \$100 to \$5,000 requests
 - Local banks and businesses with non-profit giving programs
 - Inner circle of building vendors: insurance and gas companies e.g.
 - Businesses that employ dancers
- **State-funded Arts Council**
 - \$25,000 to install accessible restroom and improve fire safety
- **State-funded Recreation Fund**
 - \$10,000 to replace the dance floor
- **Local Community Foundation**
 - \$1,500 for dance = community building

Summary Tips

- Teamwork = Good ideas + Many Helpers
- Requires time and energy separate from organizing dances.
- Corporate funders appreciate publicity –
 - website, Facebook, posters listing donors, newspaper articles
- Think about return on investment – put energy into what works!
- Nancy first learned to write grants as a Board volunteer; great way to learn this marketable skill.
- Get non-profit status

CDSS: Group Exception Status

- Federal nonprofit tax exempt status is available through CDSS for affiliates in the USA who meet certain guidelines.
 - This is useful for nonprofit bulk mail permits and tax exempt donations, and may be necessary for the rental of some halls or camp facilities.
 - The application fee is \$125; thereafter, the annual fee is \$75 (in addition to membership dues).
 - For more information, call or write Jeff Martell: 413-203-5467 x103, jeff@cdss.org.
- For Canadian Groups: Contact Canadian Arts Council.

How to fundraise?

- Read Kim Klein articles, quick and dirty ways to raise funds.
- Real answer – is to plan, plan, plan!
- Place yourself in their shoes...if they wanted to get your attention how would they do it?
 - Where would they get your attention?
 - Look to the Concentric Circle model.
 - Don't forget LAI!
 - **L** – Linkage **A** – Ability **I** - Interest

So what's your first step?

Group Discussion:

- Everyone already raises money...now what?
- Share what has worked in your community?

Questions?



THANK YOU SO MUCH!

Rosso's Constituency Model: The Five Circles

1. **Inner Circle-** strongest bond to the organization = Dancers!
 - Challenge fundraising dances
 - Dinner + Dance
 - Annual membership dues
 - Annual appeals
 - Raffles, t-shirt sales
 - Dance revenue – squirrel some away to leverage other gifts

2. **Second Circle-** constituents who provide a broad base of support/potential for future involvement.
 - Musicians and callers
 - Other vendors that benefit from your dance

3. **Third Circle-** our “formers,” (those who’ve had a connection to the organization). Potential for re-involvement!

4. **Fourth Circle-** those with similar interests, but further removed. Efforts may yield minimal results.
 - Local businesses with charitable giving programs
 - Government programs
 - Private foundations

5. **Fifth Circle-** organization’s “universe.” Likely little involvement/modest gifts, but may still be worth soliciting.

Rosso's Constituency Model: LAI Principle:

- **Linkage**- contact, networking, etc. Determining who knows whom and who can arrange and carry out introductions leading to successful gift solicitation.
 - Employers
 - Personal networks
 - Professional networks
- **Ability**- gauge of the gift source's financial capacity to give at the level the nonprofit deems appropriate.
 - Lots of information on line for giving programs. Look for a list of recent gifts; look at guidelines.
 - Tailor the Pitch:
 - Arts and culture
 - Health and Recreation
 - Community building / social connectedness
 - Substance free / wholesome
 - Intergenerational
- **Interest**- desire to know about the organization/caring about the its work. Interest follows information and precedes involvement.