



JOIN ARTS NC FOR

WEBINAR WEDNESDAY FUNDRAISING IN A TIME OF CRISIS

*for Arts Councils, Visual Arts and
Other Nonperforming Groups*

Presented By

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Fundraising Growth NOW!



Robert Swaney



Cat Heitz New

About RSC

- Focused solely on fundraising for arts and culture
- The RSC team has nearly 100 years of combined experience in arts fundraising
- Worked with over 100 arts organizations in more than 80 markets



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SALEM
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Symphony

THE CENTER
FOR THE
PERFORMING ARTS



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arts
council
winston-salem &
forsyth county

Today's Webinar Will Provide

- Overview of RSC's fundraising best-practices
- Description of the donor cycle, as adapted during the pandemic
- How to strengthen relationships over the next 18 months
- Fundraising options for 2020 – 2021
- Q&A

Crisis Fundraising Best-Practices

- Focus on what you can ***control*** and ***influence***
- Keep the money
- Create value – produce and promote art
- Engage your artists, partner organizations, and the board
- Keep asking and stewarding
- Prepare for more fundraising in 2020 – 2021

Six Actions You Can Immediately Take to Raise More Money

1. Create and post content online
2. Constantly promote
3. Double-down on stewardship
4. Ask for support
5. Engage your artists, partner organizations, and board
6. Consider engaging a guide

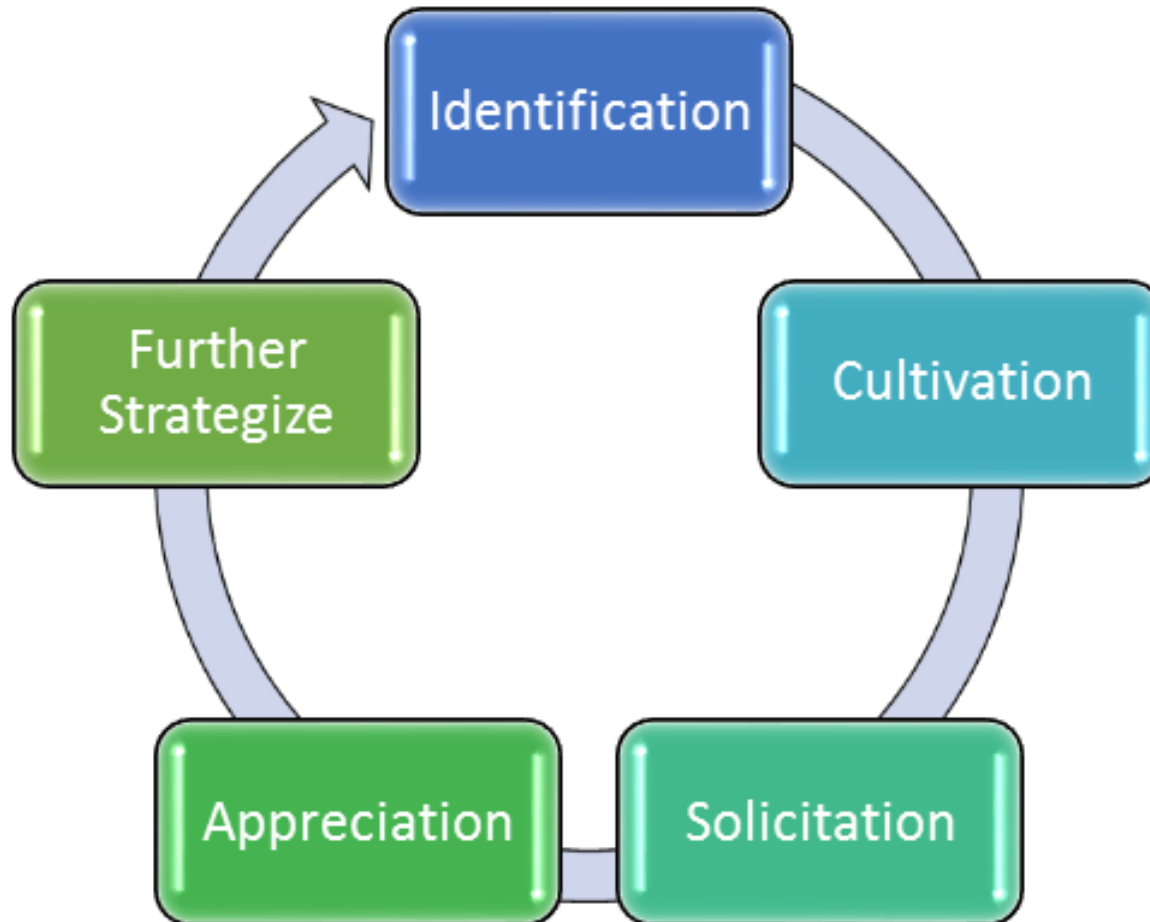
Six Actions You Should NOT Take

1. Needs-based fundraising
2. Require the board to fully fill the gap
3. Disappear
4. Openly discuss bankruptcy
5. Consider philanthropy as an “all in” or “all out” affair
6. Rely too much on government money and loans for your organization’s recovery

Message and Frequency Matter

- Stay at 30,000 feet
- Focus on activities and value
- Reinforce each disappointment with at least two positives
- Become peddlers of hope
- Over-communicate, and make it interactive when possible

The Donor Cycle



Critical to the Cycle – Especially Now

- Consistent attention to each step
- Outward focus – Full engagement
- Communications Plan
- Mutually-beneficial relationships
- Emphasis on cultivation and stewardship
- Customize gift requests

Board Giving – Cultivation / Stewardship

- Make it personal
- Regularly communicate to inform and involve
- Actively engage with specific requests
- Pair with staff and artists
- Ambassadors of confidence and hope
- Recognize good work, and thank often

Board Giving – Solicitation

- Core giving – Make the goal
- Reassign event gifts
- Create a collective challenge grant
- Make asks personal

Premiere Individual Giving – Cultivation / Stewardship

- Make it personal
- Regularly communicate to inform, express concern, and appreciate
- Answer questions, Ask questions, Seek advice
- Demonstrate value through interaction
- Thank, engage, and share inspiration
- Small group interactions, as possible

Premier Individual Giving – Solicitation

- Be thoughtful and flexible in a changing environment
- Not everyone can make an increased gift
- Develop a personalized Asking Plan
- Personally ask, make it value-based
- Tie to specific operational needs
- Heroic donors are here

Broad-Base Individual Giving – Cultivation / Stewardship

- Regularly communicate to inform, appreciate, and engage
- Encourage active participation in offerings
- Ask for feedback – share the results
- Refocus from benefits to value-based / mission-based participation
- Make it personal - thank 1:1 as possible, using board and artists

Broad-Base Individual Giving – Solicitation

- Continue to ask using methods you can afford
- Focus on high-leverage / high-return segments
- Consider monthly gifts and other flexible payment opportunities
- Utilize challenge grants, giving days, etc.
- Move away from benefits-driven asks

Low-Cost, Efficient Gift Appeals

- Website include 'Give Now' button
- E-blasts with 'Give Now' button
- Phone
- Point of contact

Institutional Giving – Cultivation / Stewardship

- Make it personal through individual outreach, and treat as partners
- Revise recognition opportunities and re-align with available offerings
- Communicate frequently, be flexible, solve-problems
- Engage the board and artists in personal outreach
- If you cancel, still thank your sponsors

Institutional Giving – Solicitation

- Agree on approach and focus prior to the ask
- Develop new inventory
- Be creative and flexible – focus on what can be done, rather than what can't
- Drive the process, and be sensitive to deadlines that may change

Options for Grantors

- Case-by-Case
- Keeping money in the current fiscal year
- Handling program-specific /directed /restricted grants

Preparing for Next 18 months

- Prepare three ***organizational*** plans
- Prepare three ***marketing*** plans
- Prepare three ***fundraising*** plans

Preparing Three Fundraising Plans

- Focus on generosity, it is a constant
- Message on value
- Know your numbers, timelines, and activities for each operational plan
- High-leverage / high-return ***first*** to build momentum

Fundraising Plan #1 – Holiday 2020 Launch

- Front-load leadership, sponsorship, and heroic asking into FYQ1 and FYQ2
- Curb high-cost / low-yield asking until post-election
- Increase communication activity ‘minus eight weeks’ before launch
- Produce and share art online, promote confidence and value

Fundraising Plan #2 – Spring / Summer 2021 Launch

- Front-load leadership, sponsorship, multi-year, and heroic asking into FYQ1 and FYQ2
- Curb high-cost / low-yield asking until programming resumes
- Increase communication activity ‘minus eight weeks’ before launch
- Produce and share art online, promote confidence and value

Fundraising Plan #3 – Fall 2021 Launch

- Plan and schedule as traditional
- Increase communication activity over the summer to prepare
- Front-load leadership and heroic asking into FYQ1 and FYQ2
- Be ready for mid-fiscal year changes

Wrap-Up and Q & A

For additional information, contact

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RSC wants to be a part
of your fundraising
solution today!

Our **Virtual Fundraising Coach™** program is now available at a highly-reduced fee, and with a money-back promise.

- Three-month program focused on RSC's best practices
- Eight hours of personalized coaching per month, via “scheduled” and “on-demand” web meetings / phone calls
- \$2,000 per month – Pay two months up-front, third month is **FREE**
- **Money-back promise**: If after following RSC's coaching for three months your organization doesn't, at minimum, recoup your investment, we'll provide you a **full refund!**