JOIN ARTS NC FOR

WEBINAR WEDNESDAY
FUNDRAISING
IN A TIME OF CRISIS

for the Performing Arts

Presented By Robert Swaney Consulting, Inc.
Fundraising Growth NOW!

Robert Swaney  Cat Heitz New
PERFORMING ARTS ORGANIZATIONS – FUNDRAISING IN TIMES OF CRISIS

Bob Swaney, RSC Founder & CEO
Catherine Heitz New, Project Consultant

May 6, 2020
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
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 music
- Engage your artists 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 online content
2. Constantly promote
3. Double-down on stewardship
4. Ask for support
5. Engage your artists 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
Options for Ticket Money

• The big four:
  - Exchange
  - Voucher
  - Annual Fund
  - Refund

• Why emphasize Annual Fund?

• The advantage of canceling the remainder of the season
The Donor Cycle

Identification

Further Strategize

Cultivation

Appreciation

Solicitation
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 concert-related benefits to value-based / mission-based participation

• Make it personal - thank 1:1 as possible, using board and musicians
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 musicians 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 music 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 concerts resume

• Increase communication activity ‘minus eight weeks’ before launch

• Produce and share music 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
Bob Swaney
Founder & CEO
317-300-4443
rsc@rscfundraising.com
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!

rsc@rscfundraising.com