

# 5<sup>a</sup> part approach

## Supporting Arts and Culture:

*fundraising at the grassroots*

**1** gain conviction  
*develop the courage and commitment to raise funds to sustain your work*

*ask:*

- Do we have a vision for our organization/program?
- Do we believe we provide benefit to individuals and/or community?
- Can we describe what is special about our work?

*consider:*

- Facilitating a board or advisory group discussion. Should our work be sustained? Why? How?
- Establishing a fundraising committee or group.

**2** clarify identity  
*sharpen your image and establish a position based on your unique qualities*

- What are we best known for?
- How would we like people to think about us/our work?
- Do we have a simple, clear, compelling way to express who we are?
- Does our name/identity represent us well?

- Conducting informal research asking our audiences what they know, value and think about us.
- Establishing core messages that convey who we are, what we do, and why it matters.
- Assessing our name/identity: is it clear, accurate, compelling?

**3** activate network  
*recruit and equip those who value your work to connect you to others who may value your work*

- Who is close to us today? Who are specific staff, board, volunteers, artists, and patrons who would promote our work?
- Who do these people know that we would like to know?
- Do our current friends know they can help us succeed by making introductions?

- Inviting a group to become ambassadors for our donor cultivation.
- Equipping them with simple messages/material, and invitations to an introductory experience with our organization.
- Identifying and tracking their contacts with specific prospects/donors.

**4** engage prospects  
*make contact and provide positive artistic experiences for your potential new donors*

- Who in our community should most value our work?
- How can we best introduce new prospects to our organization and work?
- What simple systems/processes do we need to have in place to capture key data on new prospects?

- Developing a prospect list—drawn from current and potential donors.
- Inviting prospects to special events or programs.
- Providing prospects with direct, personal access to our art and artists.
- Asking prospects what they value about art and arts experiences.

**5** cultivate relationships  
*increase and track contacts with your key prospects and donors, creating strong personal connections*

- What is our desired giving relationship with donor groups/individuals?
- What simple systems/processes do we need to have in place to ensure periodic, personal and productive contact with key prospects/donors?

- Establishing a series of donor events.
- Providing donor recognition.
- Keeping donors informed of upcoming events; sharing stories of success.