
ESTABLISHING THE DEVELOPMENT PROGRAM

AFAC – Arab Fund For Arts And Culture
The Arts And Culture Entrepreneurship Program

June 8 2021, Manal Issa



Introduction

- The participants & the facilitator
- Contribution of each participant in (give 3 reasons maximum):
 - Why your organization is worthy of giving?
 - Why your organization should be on the agenda of individual donor's philanthropy?
 - What is your outstanding contribution that will solve a social problem?

Giving to The Culture and Arts

- Why?
- Is it a priority? during these times:
 - The pandemic (Covid-19)?
 - The politics of the region?
 - The changing global priorities?

Case for Support

- “It is an encyclopedic accumulation of information, parts of which are used to argue that the organization deserves gift support for doing its work”, T. L. Seiler
- Internal case (a database of information and knowledge) and external case (information for communications, public relations, and fundraising).

Resources for the Case for Support

Information provide the background for everything a prospect donor might want to know about a nonprofit organization

TABLE 4.1. ARTICULATING A CASE TO ATTRACT DONORS.

	Case Components	Must Articulate
1.	Mission statement	An awareness of the cause; insight into the problem addressed by the nonprofit.
2.	Goals	The desired achievement that is expected to solve the problem.
3.	Objectives	What will be accomplished by reaching the goals.
4.	Programs and services	The nonprofit's service to people (including stories of how people benefit).
5.	Finances	The expenses of providing programs and services, as a validation of the need for philanthropy.
6.	Governance	The character and quality of the organization as shown in its volunteer leadership and governance structure.
7.	Staffing	The qualifications and strengths of staff.
8.	Service delivery	The advantages, strengths, and effectiveness of the mechanics of program and service delivery.
9.	Planning and evaluation	Program and fundraising plans and evaluation processes that demonstrate service commitments, strengths, and impact.
10.	History	The heroic saga of founders, staff, and others, and the credibility established by success over time.

Definitions

PHILANTHROPY

PRIVATE PHILANTHROPY

CASE FOR SUPPORT

FUNDING SOURCES FOR NONPROFIT

MOTIVATIONS FOR GIVING



Funding Sources for Nonprofit

- ❑ Government grants and contracts (**International aid**)
- ❑ Consulting services
- ❑ Fees and membership
- ❑ Interest from investment
- ❑ Loans related to investment
- ❑ Philanthropy

Philanthropy

- ❑ The love of human kind (derived from the Greek words "philos," and "anthropos," which means the love of mankind)
- ❑ It is giving for a purpose or cause benefiting others; giving of time, talent and money
- ❑ References to philanthropy can be found in the teachings of many religions and cultures
- ❑ Philanthropy vs. Charity
- ❑ Philanthropy income is flexible, source for the endowment, builds network of supporters, and Secure the well-being of the organization beyond the financial contribution only

Private Philanthropy

- ❑ Individuals
- ❑ Corporate
- ❑ Foundations
- ❑ Bequests

And supporting governments

Motivations for Giving

- ❑ Religious
- ❑ Social
- ❑ Cultural
- ❑ Human
- ❑ Humanitarian
- ❑ Believing in the cause
- ❑ Recognition and social status
- ❑ Benefits

Concepts for Fundraising

4-Legged Stool of Fundraising

Fundraising Vehicles

Do we need them all?

Can we rely on one vehicle or two?

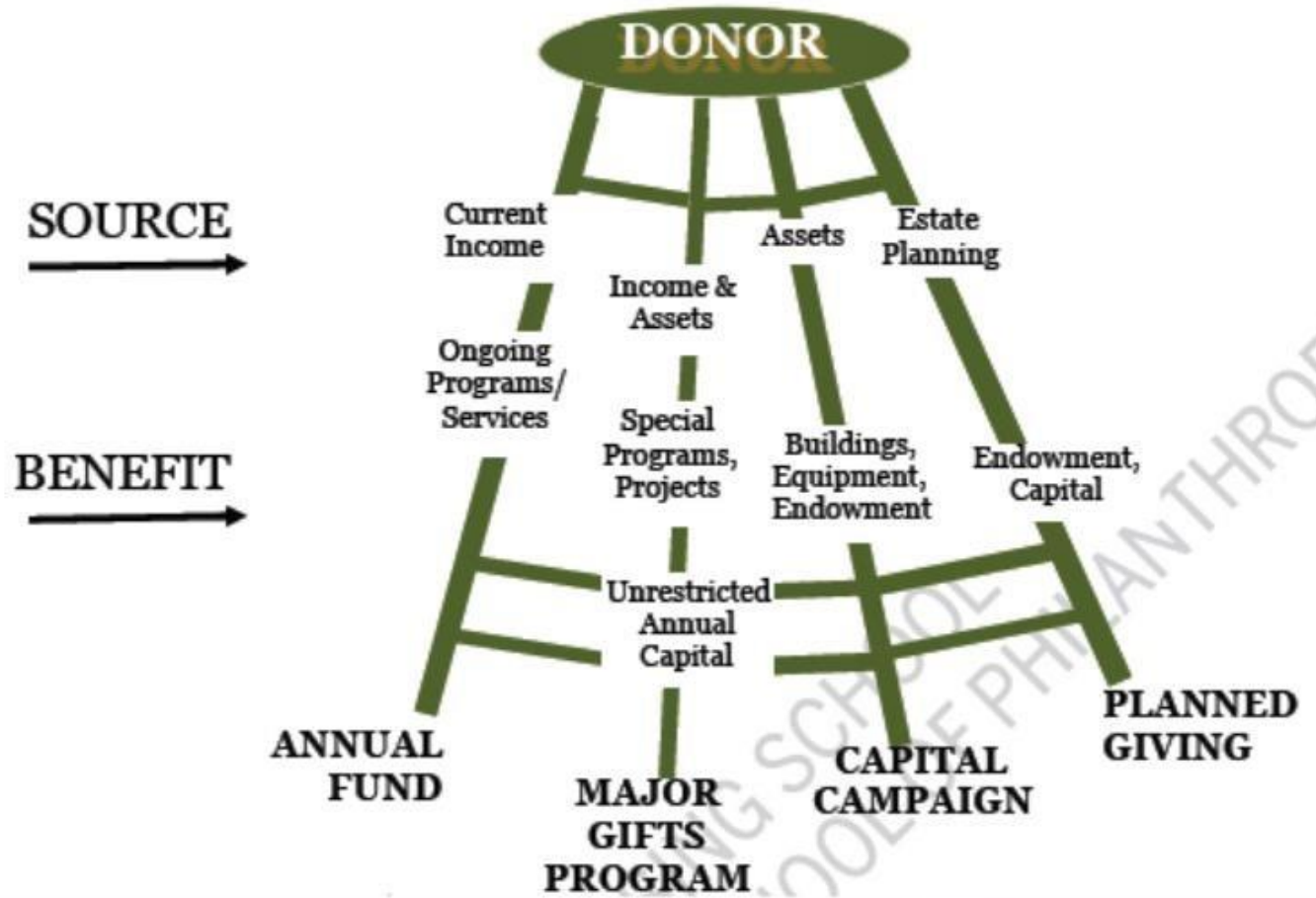


FIGURE 5.1. THE CONSTITUENCY MODEL.

Sources of Individual Giving

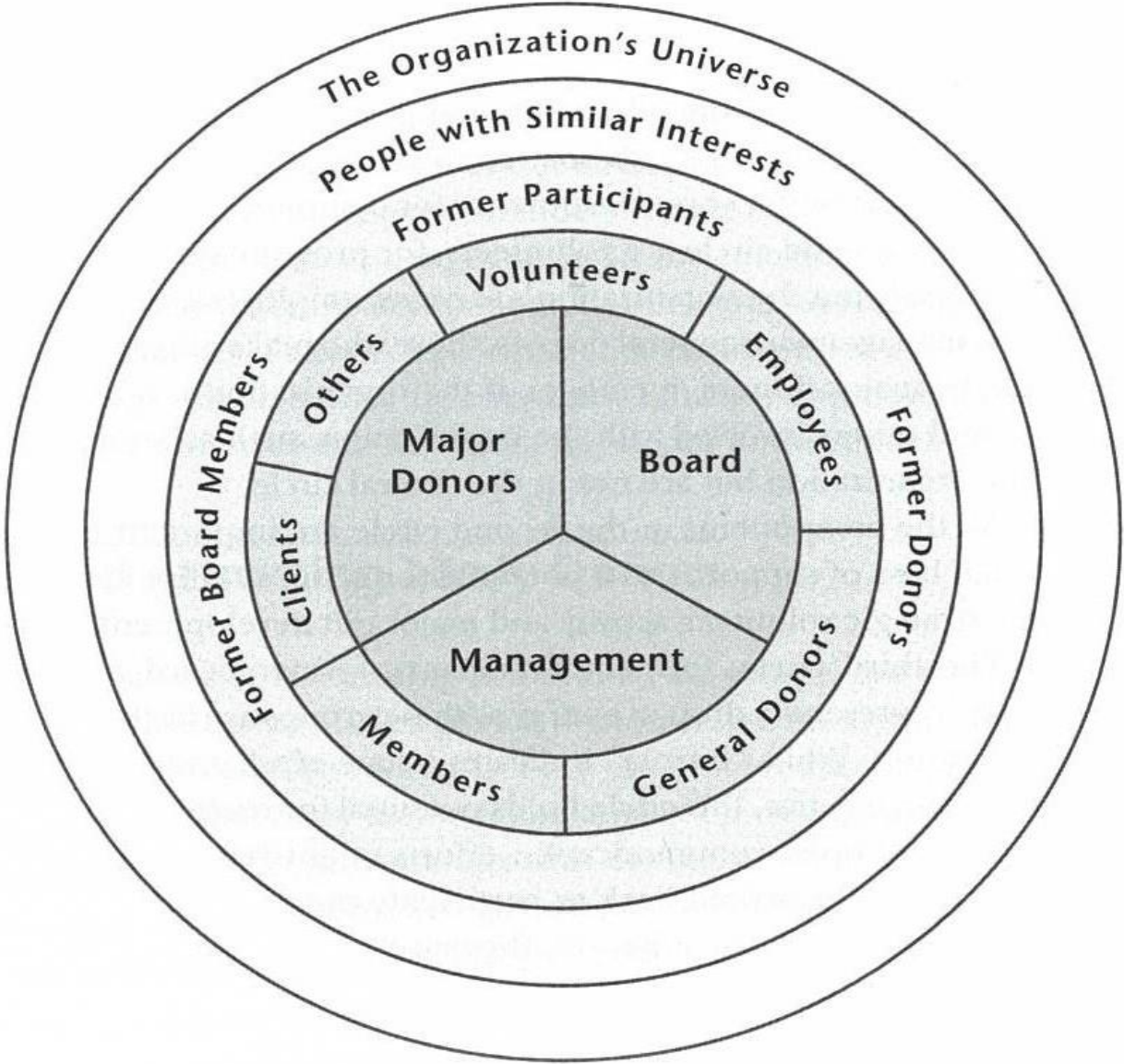
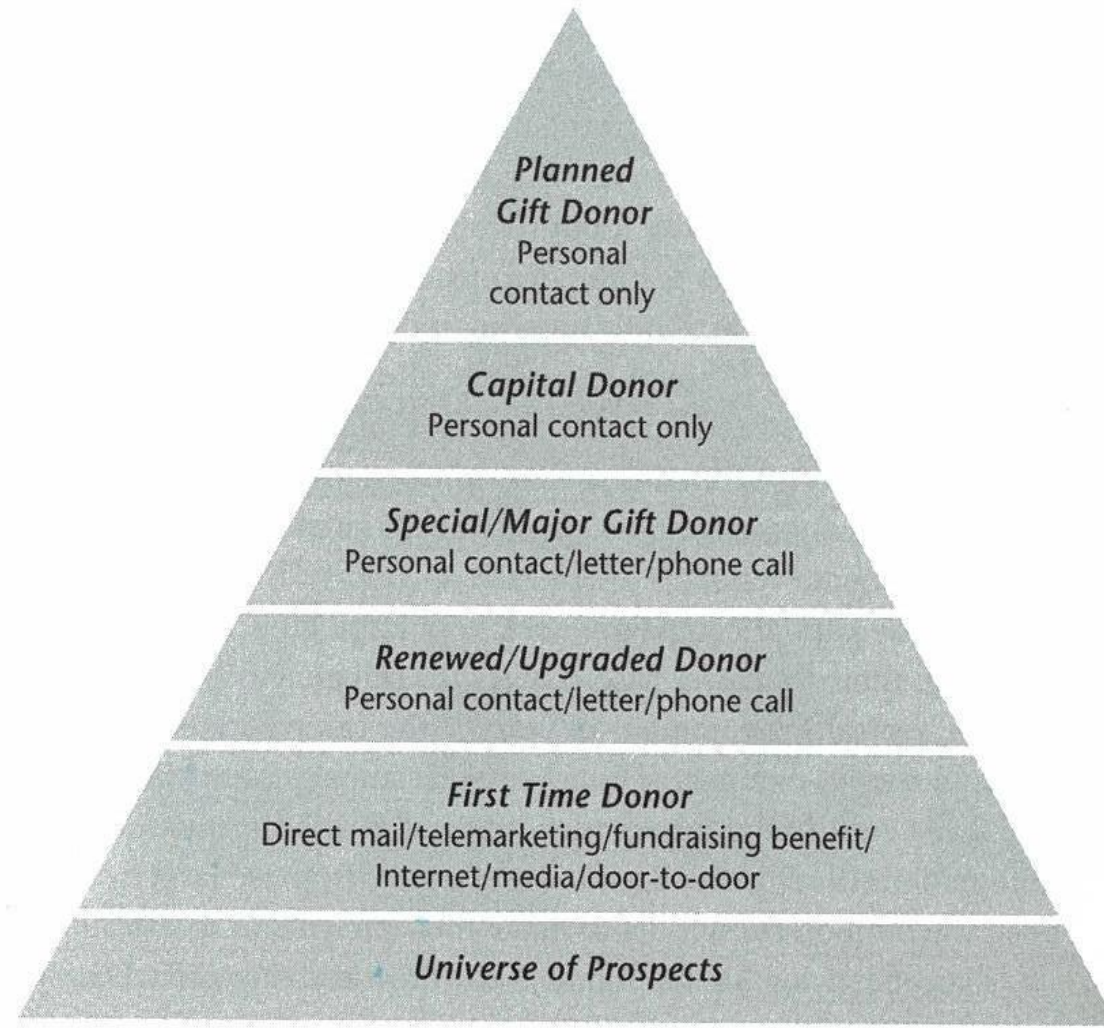


FIGURE 17.2. DONOR PYRAMID OF FUNDRAISING STRATEGIES.



Source: The Fund Raising School, 2009b, p. IV-8.

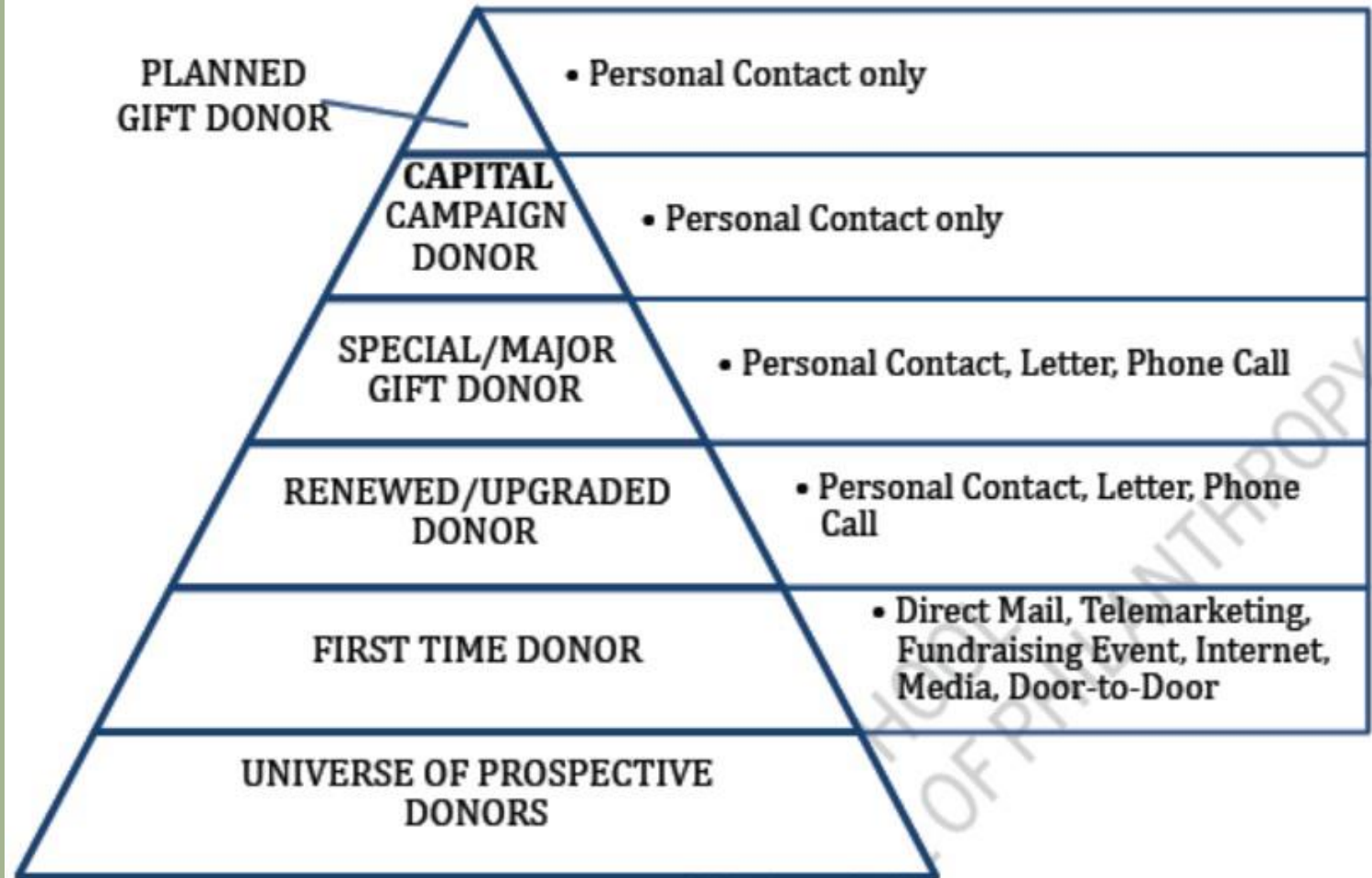
Criteria:

- 1) Linkage
- 2) Ability
- 3) interest

Planning Fundraising Strategies

Starting from a large base of prospects, moving towards first gift, major gift, capital and planned gifts

DONOR PYRAMID FUNDRAISING STRATEGIES



Donor Fundraising Strategies

From media, internet, mail, letters, phone calls, to personal contact

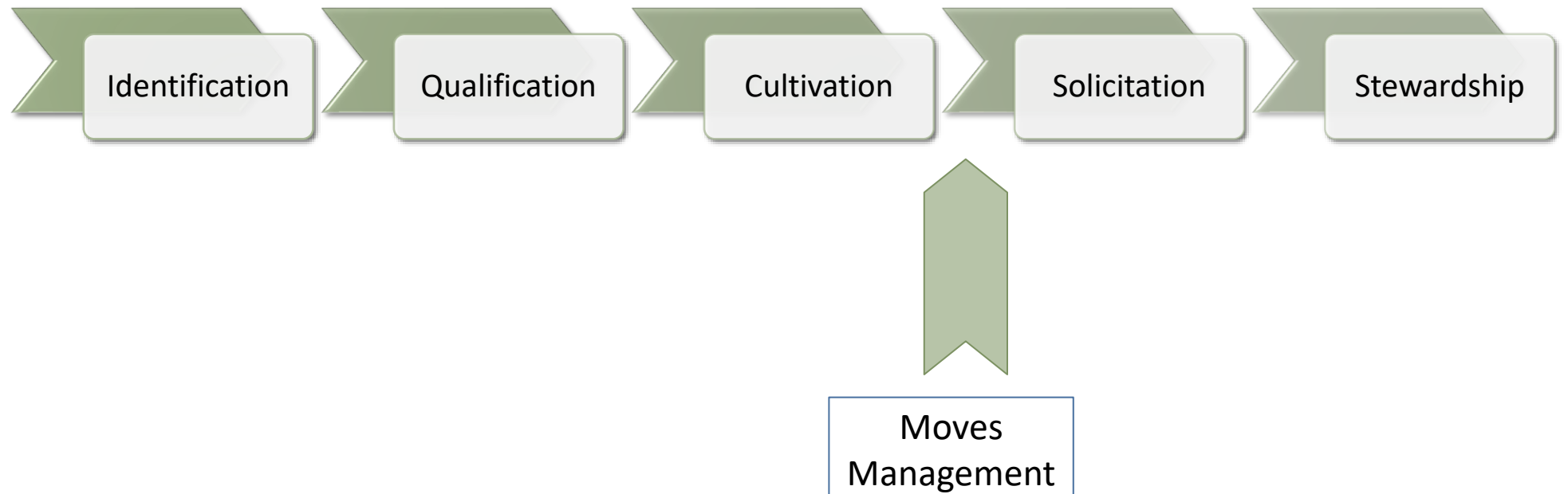


IUPUI

THE FUND RAISING SCHOOL
LILLY FAMILY SCHOOL OF PHILANTHROPY

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The Standard Fundraising Process



The Gift Cycle

The cycle, the weight for each phase, where to put efforts, and how to plan these efforts

- Identification, research and qualification: Who will you ask and what will you ask for? (ABOUT 25%)
- Cultivation: Building relationships, engaging the prospect and preparing to make the ask (about 60%)
- Solicitation: Making the ask (about 5%)
- Stewardship: Recognition and continuing to engage donors (about 10%)

Establishing The Development Function

Reasonable Expectations

- ❑ It will take a while
- ❑ Leadership is vital for success
- ❑ Development is a team effort
- ❑ We may face criticism
- ❑ Not everyone will say 'yes'

Getting Started

1. Reviewing the current situation (donors, prospects, recognition of donors, reporting)
2. Setting the goal and priorities of fundraising for the first year, including the establishing of the office
3. Setting up the process for receiving donations (transfers, checks, cash, online, in-kind)
4. Case for support: why giving to “your organization”
5. Communications for fundraising (digital presence and visibility)

Starting Fundraising

- ❑ Identifying prospects (by the Development Committee); and/or prospect research of the local/international opportunities.
- ❑ Creating the prospect research process and management
- ❑ Sources of information about prospects:
Development Committee, Board, “your organization’s” community, public records, business and financial publications, Internet databases, media, ‘word of mouth’, extensive Internet searches.

Donor Cultivation

- ❑ Identifying the most promising prospects (individuals, organizations, trusts, foundation and companies)
- ❑ Planning & implementing a cultivation and engagement plan for every major donor
- ❑ Making “the ask”
- ❑ Recognition and stewardship
- ❑ Reporting
- ❑ Creating the pipeline for fundraising

The Successful Fundraiser

- Good communicator: enjoy the company of other people, eloquent conversationalists and exceptional listeners.
- Passionate, enthusiastic: committed to the cause
- Strategic & innovative: engaging, prioritize prospects/donors, see connections and new opportunities.
- Attentive, relentless, confident and conscientiousness
- Systematic & organized
- Optimistic, with good self-esteem
- Good team member (it is a team effort)

Thank you

