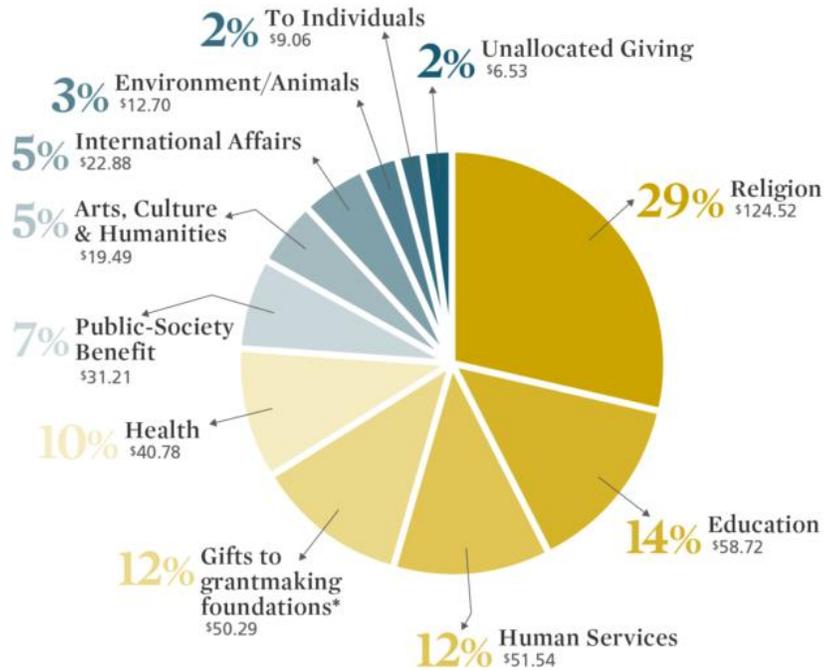




Creating a Successful Development Plan

Giving Data

2018 contributions: \$427.71 billion by type of recipient organization (in billions of dollars - all figures are rounded)



* Estimate developed jointly by Candid (formerly Foundation Center) and Giving USA
 ** Includes gifts to non-grantmaking foundations, deductions carried over, contributions to organizations not classified in a subsector, and other unallocated

How much did Americans give in 2018?

\$427.71 billion

Americans gave \$427.71 billion to charity in 2018 in a complex year for charitable giving.

Giving to foundations decreased the most, after experiencing strong double-digit growth in the year prior.

Where did the generosity come from?

Contributions by source (by percentage of the total)

Giving by Foundations
\$75.86 billion
(4.7% up when inflation adjusted)

↑ 7.3% over 2017

18%

Giving by Bequest
\$39.71 billion
(2.3% down when inflation adjusted)

0.0% same as 2017

9%

Giving by Corporations
\$20.05 billion
(2.9% up when inflation adjusted)

↑ 5.4% from 2017

5%

Giving by Individuals
\$292.09 billion
(3.4% down when inflation adjusted)

↓ 1.1% from 2017

68%

Giving by individuals declined in 2018, comprising less than 70 percent of overall giving for the first time in at least 50 years.

* All figures on this infographic are reported in current dollars unless otherwise noted.

Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

Category	% of total giving in 2018	Amount (Billions)	% change from 2017	Inflation adjusted
Religion	29%	\$124.52 billion	↓ -1.5%	-3.9%
Education	14%	\$58.72 billion	↓ -1.3%	-3.7%
Human Services	12%	\$51.54 billion	= -0.3%	-2.7%
Foundations	12%	\$50.29 billion	↓ -6.9%	-9.1%
Health	10%	\$40.78 billion	= 0.1%	-2.3%
Public-Society Benefit	7%	\$31.21 billion	↓ -3.7%	-6.0%
International Affairs	5%	\$22.88 billion	↑ 9.6%	7.0%
Arts, Culture, and Humanities	5%	\$19.49 billion	= 0.3%	-2.1%
Environment/Animals	3%	\$12.70 billion	↑ 3.6%	1.2%
To Individuals	2%	\$9.06 billion	-	-

Giving to international affairs showed the largest growth in 2018 of any sector.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2019: The Annual Report on Philanthropy for the Year 2018*.

G Giving USA™
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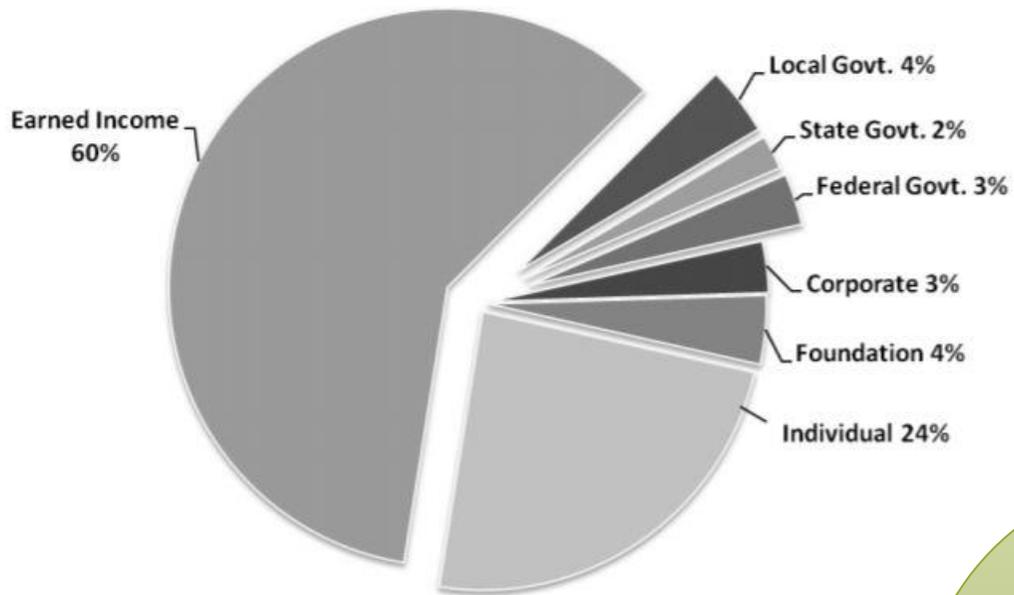
G THE Giving Institute™
Shared intelligence. For the greater good.

Ψ IUPUI
LILLY FAMILY SCHOOL OF PHILANTHROPY

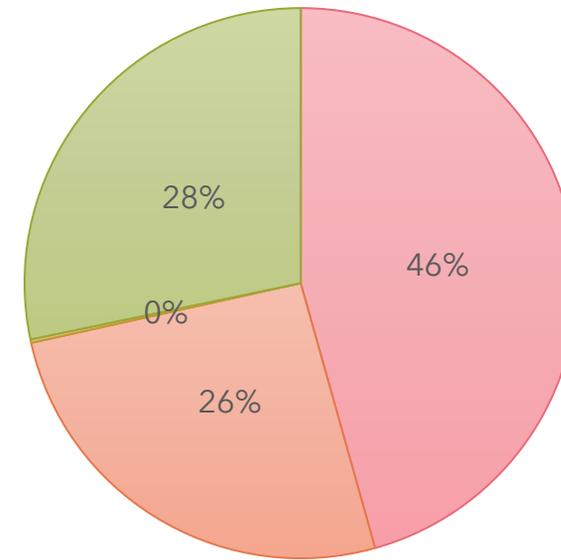
Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on the generosity of Americans and related historical trends on U.S. charitable giving.

Source of Revenue for Nonprofit Arts Organizations

[Estimated]

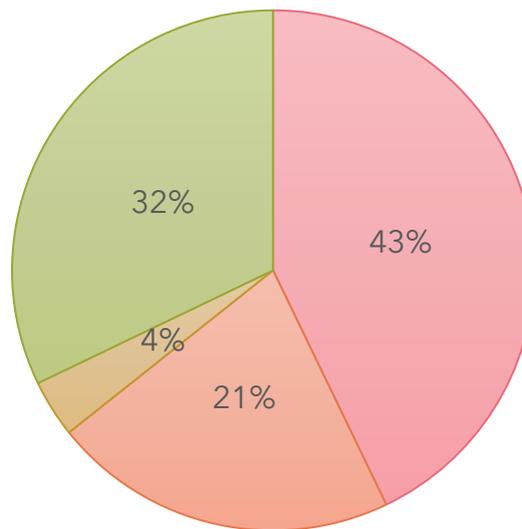


Org A



Individuals Grants Corporations Earned

Org B



Individuals Grants Corporate Earned

Where to begin

Strategy

- Goals

Budget

- Contributed
- Earned

Plan

- Methods
- Capacity

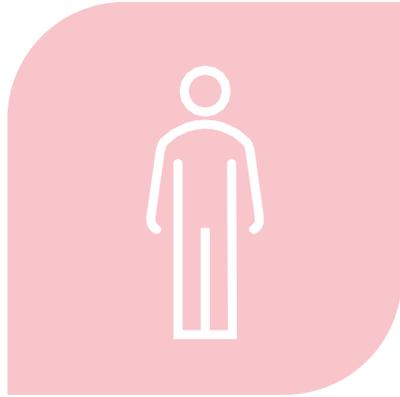
Spending on Fundraising



Funding Sources



GRANTS



INDIVIDUALS



CORPORATIONS



EVENTS

Grants



Corporations

Sponsorship

Matching
Donations

Volunteers

Donation of
Goods

Events



Individuals



Annual
appeals



One-time
donations

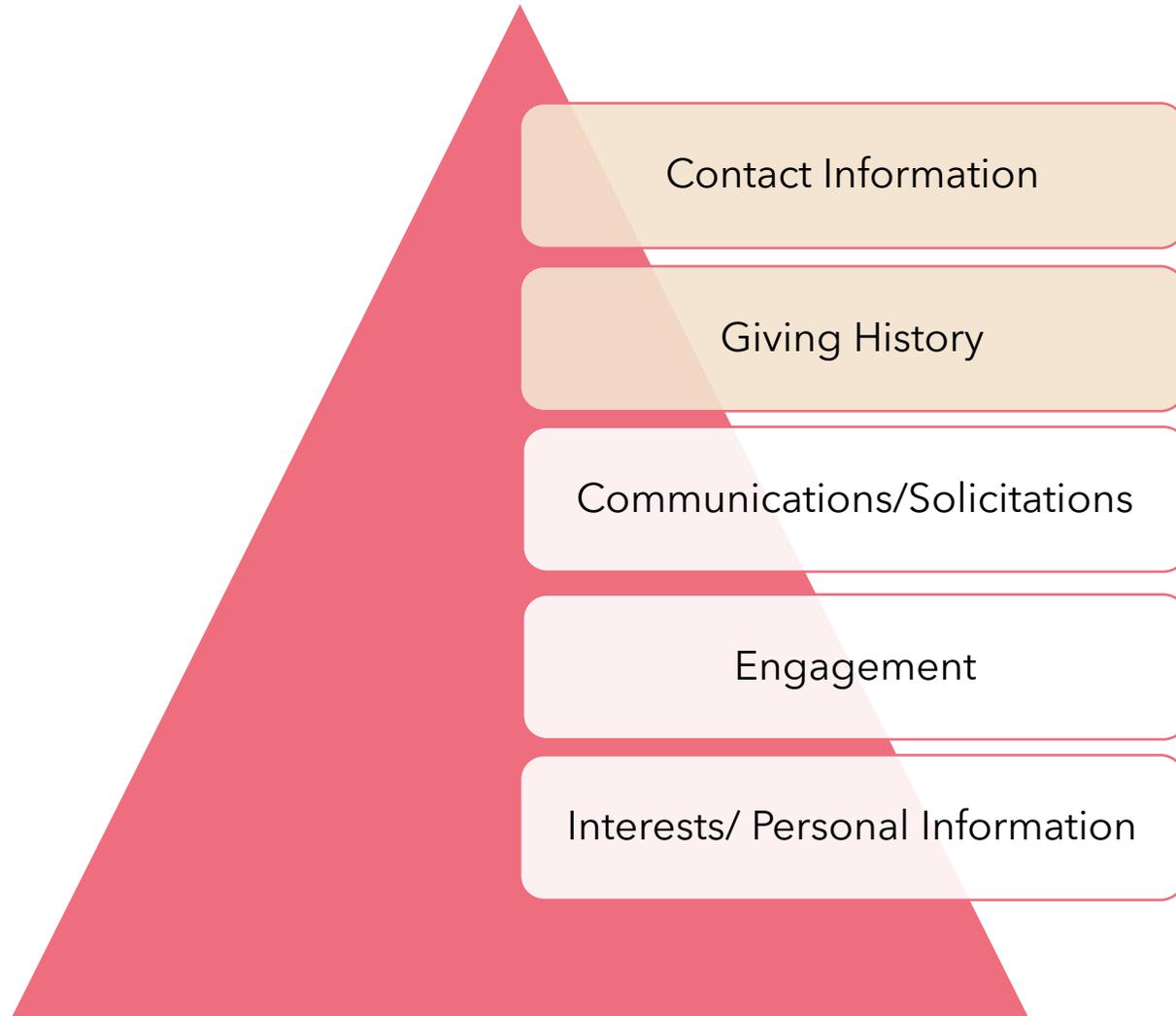


Sponsorships



Planned giving

Tracking



Generational Considerations



Millennials



Gen X



Boomers



Silent Generation

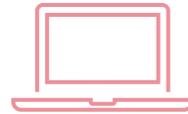
Channels



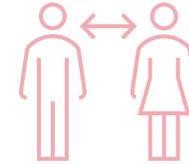
Letters/ Mailings



Social Media



Website/
Email



In Person



Phone

Tips for success

Make it simple

- Donate Buttons
- Remittance Envelopes
- Simple forms

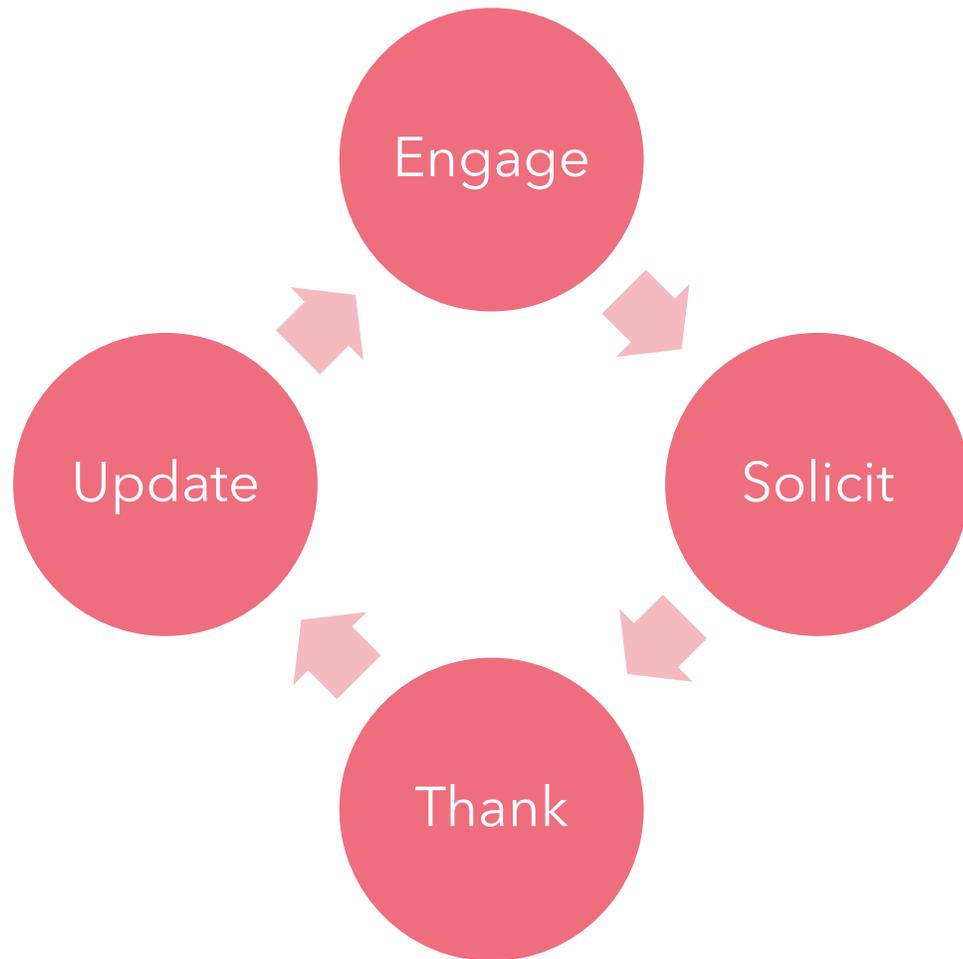
Personalize

- Use the donor's name
- Hand sign

Segment

- Major donors
- First time donors

Stewardship/ Donor Retention



Board Involvement

In practice – Dev. Plan

Contributed Revenue Goals: \$140,900

Events

Ticket Sales (House Party: \$1250; Gala: \$8,000): \$9,250

Paddle Raiser & Donations: \$12,000

Sponsorship: \$250

Total Goal: \$21,500

This year we need to be creative. Events online are a gamble; we just don't know if they will be well received. With the uncertainty of COVID I hesitate to plan an event that may get cancelled or have low attendance. One idea that I heard recently is a concept called Patio Patrons - we get 2-3 patrons to pay \$1500 for a private performance at their home in late spring. Masks could be worn; a small trio or quartet and they can invite their close friends to a socially distant private patio performance.

In practice – Dev. Plan

Grants

SCFD: \$26,400 (\$58,600) requested

CCI: \$6,500 (secured)

Bonfil's Stanton: \$10,000 (uncertain)

Total Goal: \$42,900

In practice – Dev. Plan

Individuals

Appeals & Misc. giving: \$64,500

Monthly Giving: \$5,500

Corporate Matches: \$500

Concert Sponsorship: \$6,500

Total Goal: \$76,500

In practice – Dev. Plan

Individual Appeals

Start of Season 2020 Appeal - \$10,000

Letter out **July 1, 2020** (past donors only)

Email sent **July 3, 2020** (all patrons)

Social media appeals **July 1 –July 8**

Colorado Gives Day (December 8)– Goal \$20,000

November 1 thank you postcard to all patrons. Thank you email as well

November 15 announce that CO Gives is open for donations email/social media

Black Friday appeal letter mailed (past donors only)

In practice – Stewardship Plan

September – June - after each performance send a thank you to those who purchased with a link to view again.

Ongoing - thank you card after each donation

July 2020 - send-handwritten thank yous for all donations made to our final appeal.

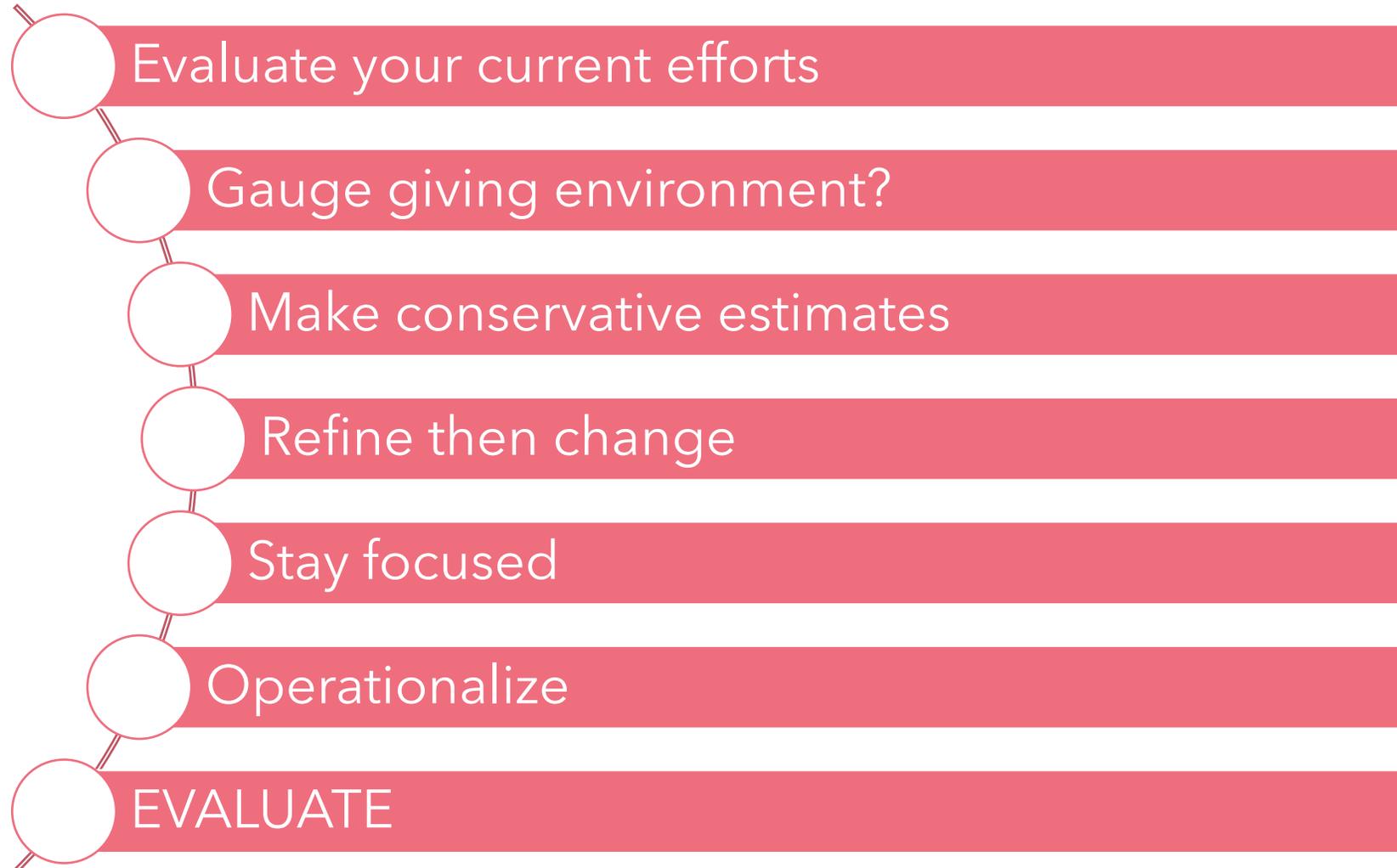
August 2020 - send an end of season email with an update on what was accomplished this year and what we hope to accomplish in the coming season (a year end report of sorts).

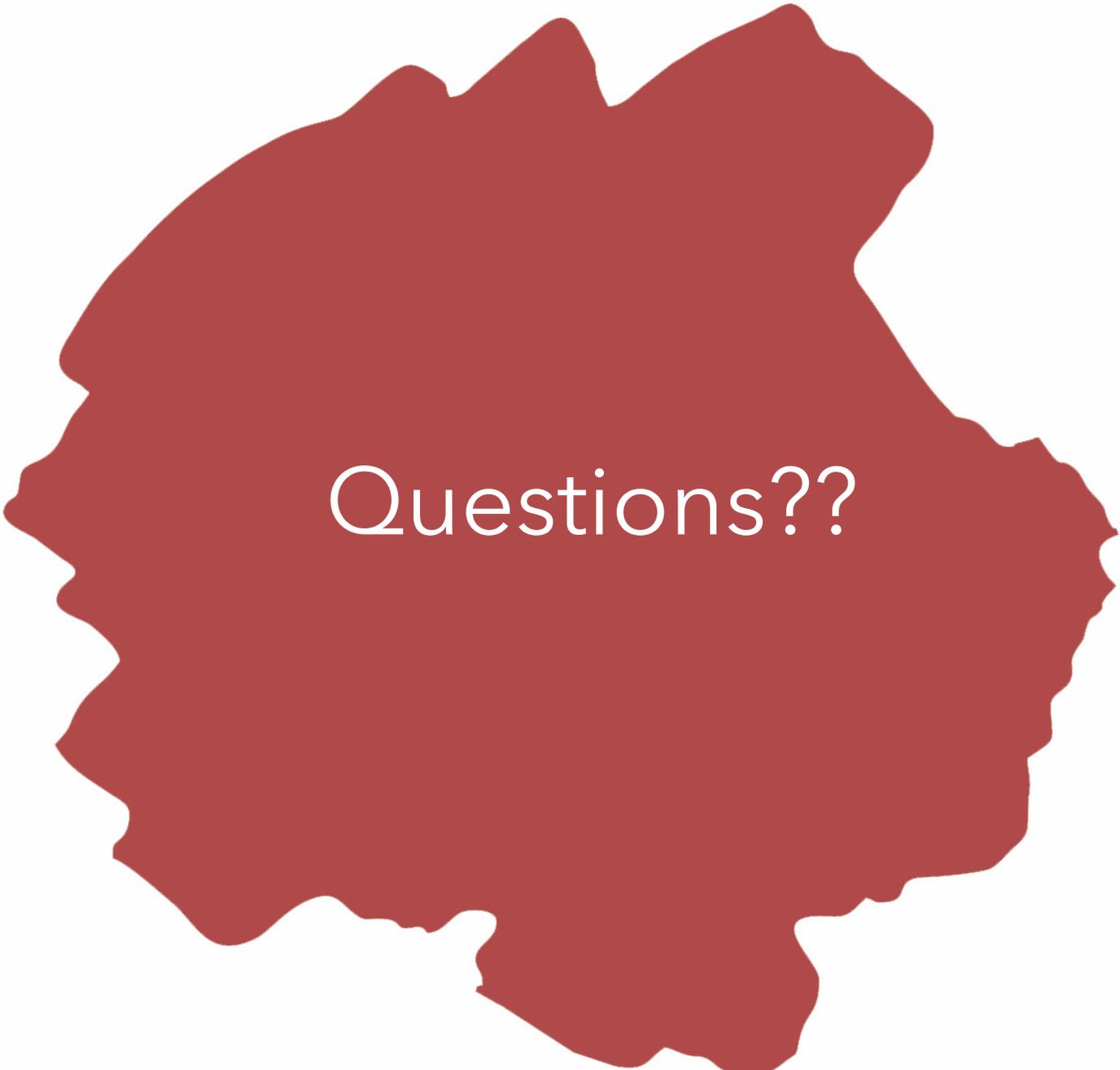
August 2020 - video from AD

September 2020 - personal emails to all donors from the board to check in

October 2020 – send a brochure with all possible ways to donate

Additional thoughts





Questions??

Contact



Inspire Arts Consulting

Courtney Huffman & Brooke Murray

info@inspireartsco.com

Resources

Fundraising and the Next Generation by Emily Davis

Achieving Excellence in Fundraising by Eugene Tempel,
Timothy Seller, and Dwight Burlingame

The Ask, by Laura Fredricks

Yours for the Asking, by Reynold Levy

Airtable <https://airtable.com/>

