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)

- 29% Religion $124.52
- 5% International Affairs $12.70
- 2% Unallocated Giving $46.53
- 14% Education $58.72
- 12% Human Services $51.54
- 7% Public-Society Benefit $10.78
- 10% Health $10.29
- 5% Arts, Culture & Humanities $9.49
- 10% Gifts to grantmaking foundations $9.06
- 2% To Individuals $4.90
- 3% Environment/Animals $3.28

* 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.

Where did the generosity come from?

- Giving by Foundations $175.86 billion (68% of total giving in 2018; giving down 10.5% when inflation adjusted)
- Giving by Bequests $39.71 billion (6% of total giving in 2018; giving down 7.8% when inflation adjusted)
- Giving by Corporations $20.05 billion (5% of total giving in 2018; giving down 2.6% when inflation adjusted)
- Giving by Individuals $292.59 billion (68% of total giving in 2018; giving down 10.5% when inflation adjusted)

* All figures on this infographic are reported in current dollars, using chained CPI-

Where are all the charitable dollars going?

- 29% to Religion $124.52 billion (10.5% of total giving in 2018; giving down 3.9% when inflation adjusted)
- 14% to Education $58.72 billion (10.5% of total giving in 2018; giving down 3.7% when inflation adjusted)
- 12% to Human Services $51.54 billion (10.5% of total giving in 2018; giving down 2.7% when inflation adjusted)
- 12% to Foundations $50.29 billion (10.5% of total giving in 2018; giving down 1.2% when inflation adjusted)
- 10% to Health $40.78 billion (10.5% of total giving in 2018; giving down 2.3% when inflation adjusted)
- 7% to Public-Society Benefit $21.21 billion (10.5% of total giving in 2018; giving down 6.0% when inflation adjusted)
- 5% to Arts, Culture, and Humanities $19.49 billion (10.5% of total giving in 2018; giving down 2.1% when inflation adjusted)
- 3% to Environment/Animals $12.70 billion (10.5% of total giving in 2018; giving down 1.2% when inflation adjusted)
- 2% to Individuals $9.06 billion (10.5% of total giving in 2018; giving down 1.8% when inflation adjusted)
Where to begin

Strategy
- Goals

Budget
- Contributed
- Earned

Plan
- Methods
- Capacity
Spending on Fundraising

![Graph showing total contributed revenue/fundraising expenses (incl. personnel)]

- Arts Education: $8.77
- Art Museums: $8.38
- Community: $10.53
- Dance: $8.81
- Music: $7.75
- Opera: $9.53
- Performing Arts Centers: $9.90
- Symphony Orchestras: $8.42
- Theater: $7.28
- Other Museums: $8.85
- General Performing Arts: $6.13
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

- Contact Information
- Giving History
- Communications/Solicitations
- Engagement
- Interests/ Personal Information
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

Engage
Update
Solicit
Thank

thank you
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

- Evaluate your current efforts
- Gauge giving environment?
- Make conservative estimates
- Refine then change
- Stay focused
- Operationalize
- EVALUATE
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/](https://airtable.com/)