Development Across Departments: Building a culture of philanthropy within your organization

Or, how to break down the silos of excellence
Jane Hargraft

VP Development of Seattle Symphony

soon to be CDO for the Cleveland Orchestra

20+ years FR
10 years comms
teams of 2-23
orgs 9-100+
budgets $2.5M-32M
Annual FR $1.5-20M

Triathlons reduce stress!
Is this your workplace?
Or is this your workplace?
How to build a culture of philanthropy in your organization
Make sure your leadership is on board
Understand how fundraising interacts with every other department:

Finance
Artistic/Programming
Operations/Production
Marketing
PR
Education/Outreach
Understand how fundraising fits in your company’s financial goals.
Understand how you develop your goals for each year
(hint – it’s not a plug number)
Understand the cash cycles and needs of your organization
Understand that in fundraising, we don’t make anything. We make things possible. We serve the art.
To build a culture of philanthropy within your organization you must bring humility first.
Silos of Excellence
Problem Solving
Finance is your Friend

Monthly budget to actual review
Identify trends and shortfalls early
Budget help
Expenses – be meticulous
Your CEO, Artistic Director and Board Chair are your secret weapons
Use your art and artists to cultivate and steward donors – but be respectful and ASK PERMISSION don’t assume
Keep an eye out for #metoo
Be honest about your ability to Fundraise to support a program
Overcoming entitlement or unrealistic expectations

People should just give to us

They have money, we should ask them

ANOTHER FAMOUS LEADER OF LARGER ARTS ORG doesn’t ask for money, why should I?
Remember
Working with Marketing and PR

IF YOU FAIL TO PLAN, YOU ARE PLANNING TO FAIL.
-BENJAMIN FRANKLIN
What about social media
Education and community

A word about restricted funding
The penultimate slide
Board members – how can they support you?

01
Involve Development in Nominations

02
Clearly communicate your expectations
Give or Get

03
Develop Minimum Financial Commitment Policy
Finally....
Be kind to everyone, at all times.

Be grateful.

Say thank you and mean it.