

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?



The background features two large teal shapes: a triangle on the left and a trapezoid on the right, both pointing towards the center. The text is centered between these shapes.

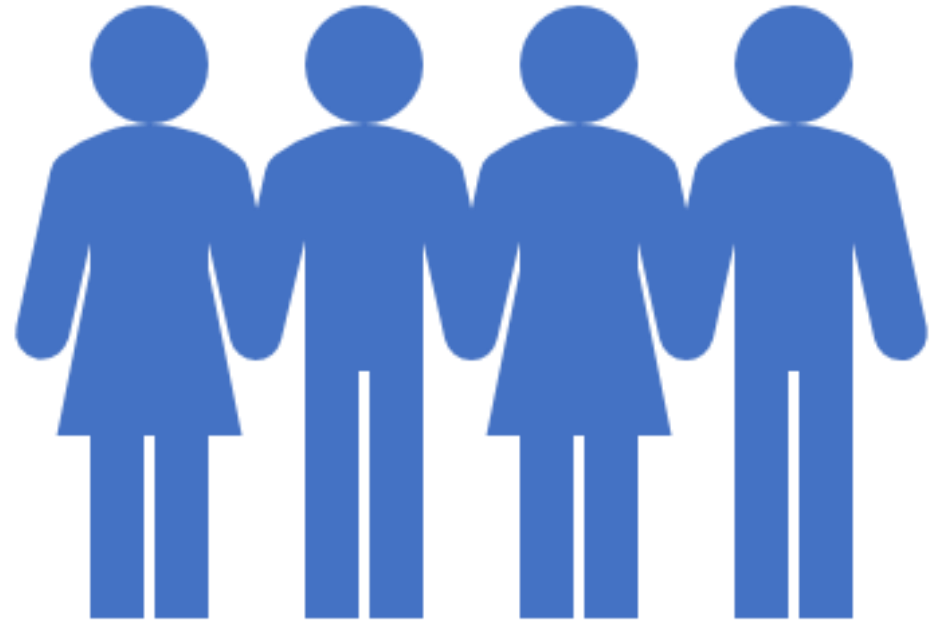
How to build a culture of philanthropy in your organization

Make sure
your
leadership is
on board



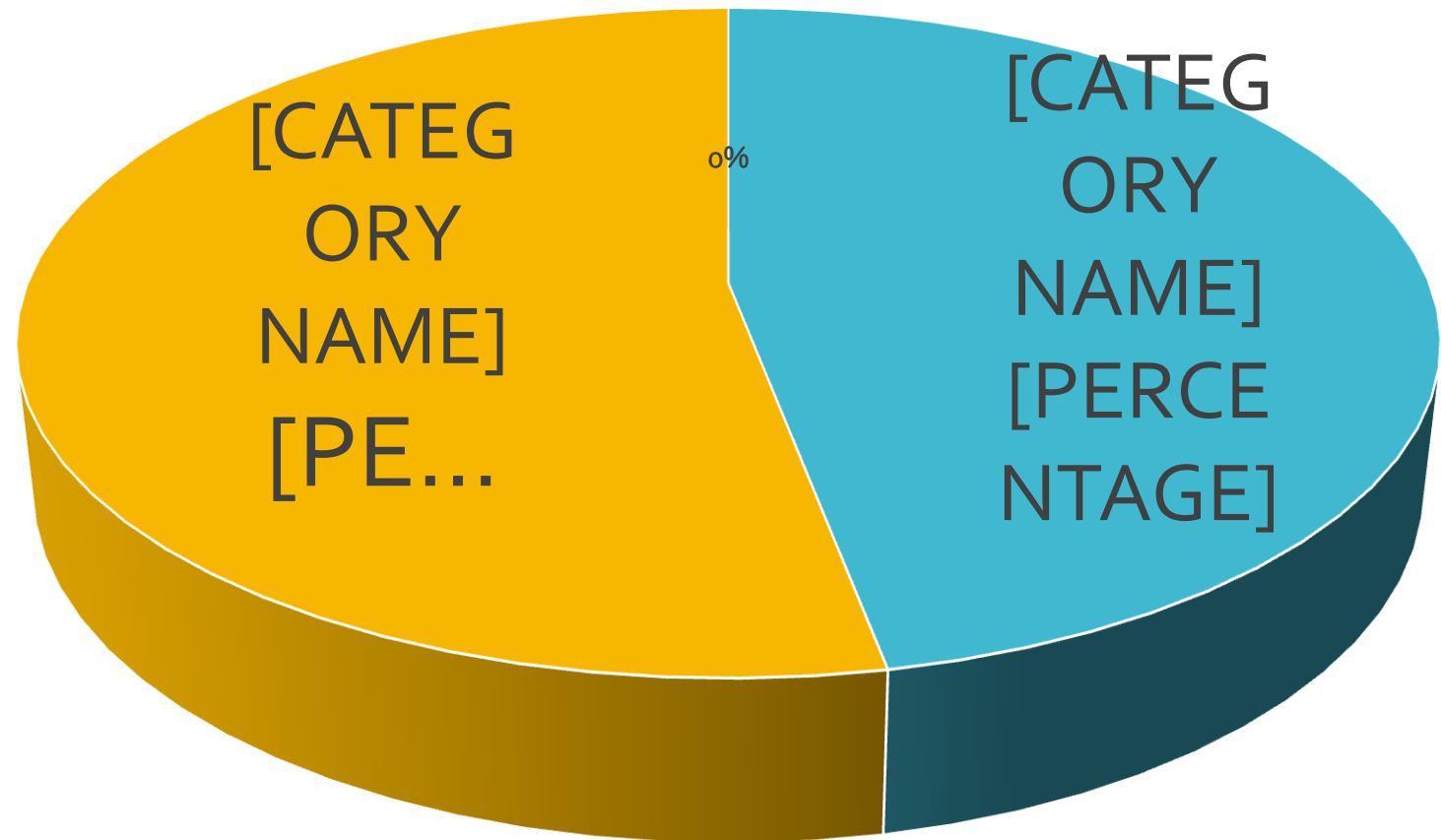
Understand how fundraising interacts with every other department:

Finance
Artistic/Programming
Operations/Production
Marketing
PR
Education/Outreach



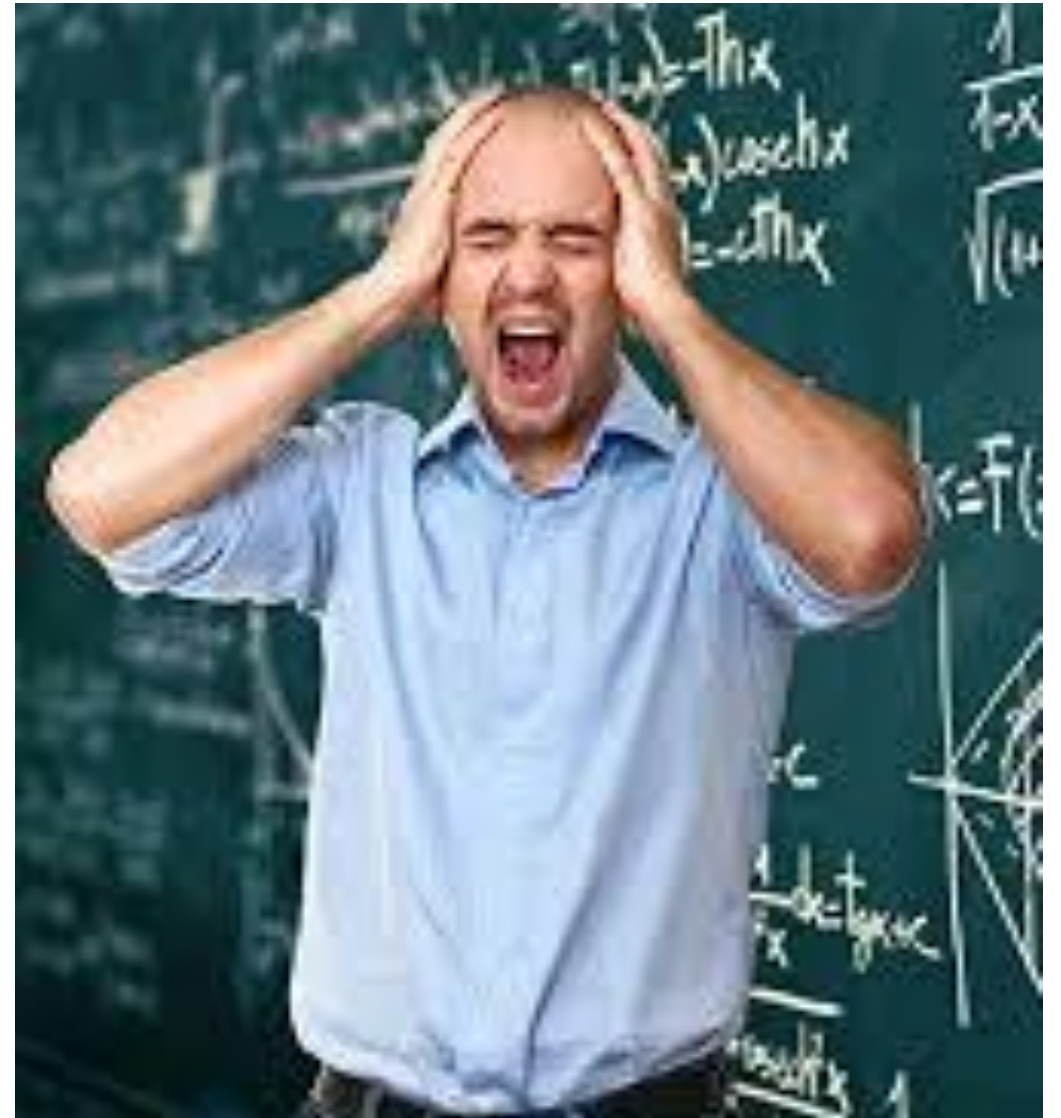
Understand how fundraising fits in your company's financial goals

Revenues FY19



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

01

Involve
Development in
Nominations

02

Clearly
communicate your
expectations
Give or Get

03

Develop Minimum
Financial
Commitment Policy

Board members – how can they support you?

The image features a white background with two large teal-colored geometric shapes. On the left, a teal triangle points towards the center. On the right, a teal trapezoid is positioned. The text 'Finally....' is centered between these shapes.

Finally....

Be kind to
everyone,
at all times.

Be grateful.

Say thank you
and mean it.

