iDigDevelopment:

The Process Approach to Fundraising
&
the iDigBio Workshop Questions

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March 12, 2014
Workshop Questions

• How to sell the justification
• What funding have you used?
• What are untapped (potential) sources of funding?
• Do you write collaborative funding proposals?
• How do we sustain the digital resource?
• Is money built in to future funding initiatives to include born-digital documentation?
Development Planning

• You could approach those excellent fundraising questions as individual problems
• Or, you could think of them collectively as part of a fundraising strategy
• If it’s the latter approach, there is a process to support your planning and implementation and it’s called

• development, or advancement
What is Development?

• Organized activity or an instance of soliciting money or pledges

• Ongoing, with annual dollar goals

• Characterized by diverse opportunities for giving, usually for the priorities of an organization
The Development Plan: Fundamentals

– Develop and identify a plan for every prospect, which includes strategies for cultivation, solicitation, closure, and stewardship and identifies alignment of appropriate opportunities

– Plan for stewardship – thanking and recognizing donors is as critical as fundraising

– Determine resources needed to implement goal – not only budgetary but also communication materials that support and integrate fundraising priorities
The Development Plan: Strategy

• Think of the project/s as part of an integrated strategy and articulate a Development Plan
  – Commit to overall goal and timeline
  – Identify annual goals & priorities and beyond with dollar figures and other metrics as needed
  – Determine fundraising initiatives and see how they align with institutional priorities
How can a Development plan help you make the case?

• Increase the existing level of giving
• Raise sights, both your institution’s and the donors’
• Raise visibility
• Help to forge an internal consensus on your agenda
• Compel you to look at the competition and determine your competitive advantage
• A Compelling Case

– A compelling case statement as a way of communicating the needs and inspiring donors to participate (e.g., who are our target audience? Are there multiple audiences and, if so, do we need a developed case statement that addresses this?)
The Development Plan: Making the case for the source materials enterprise

• Use a wide lens (e.g. knowledge transformation)
• Emphasize why source material preservation and access is central to your/your institution’s goals: e.g. research and teaching, increased visibility and access
• Why digital conversion is integral to contemporary knowledge management/sharing
• Illustrate the special significance of “raw knowledge” (unfiltered)
• Keeping your work accessible (data/platform migration)
• The future of source materials management is “born digital”
• Public participation is increasingly important to some funders
• Sell the product not the tool: “biodiversity” vs. “digitization”
• Identify Prospects, especially those who are past donors with capacity and inclination
  – Individual Giving (Founders, Members, Friends)
  – Foundations
  – Corporations
  – Federal
• Monitor Progress!!
  – Establish pipeline
  – Evaluate metrics
The Well vs. the Pool

• Make sure you have identified a sufficient pool of prospects

  – Leave no stone unturned: you’ll need a clear understanding of the fund raising capacity of the projects at hand, i.e., feasibility across a broad spectrum of prospects
The Development Plan: Charting the Future

- Clearly articulated vision & goals
  - What are your aspirations? What are we trying to accomplish? What will your work achieve through a robust and sustainable development program?

- Resources Needed
  - A clear understanding of what it takes to get there: what are the resources needed to accomplish our goals and what kind of resources do we need – human capital? programmatic investments?
How to sell the justification

• Internal
  – How does your project overlap with institutional priorities?
  – Consider how your work aligns with institutional priorities (what are the aspects that make it competitive for limited resources?)
  – Identify champions for your work within the institution
  – What resources do you have to begin to secure funding?

• External
  – Identify key funders or strategize ways to retain key support
  – Explore the extent to which funder interests align with yours
When to sell the justification

You are \textit{always} selling the justification
What funding have you used?

- Don’t rely on the usual suspects
- Find out what your competition is doing (can you collaborate?)
- Find ways to broaden the fundraising base
- Assess the viability of sustained government funding
What are potential sources of funding?

• Research is essential to prospecting and cultivation
• Explore the opportunities provided by private philanthropy
• Make the connections/networking
How do we sustain funding?

• Stewardship, stewardship, stewardship
  – Reporting and outreach
  – Thank you and “Sir, May I have some more?”

• Keep the focus on your work
  – Building on/advertising success
  – Shifting priorities at home? (does your work hold its place in the queue?)
  – Refresh the justification as needed (new uses; new priorities, new discoveries, etc.)
Do you write collaborative proposals?

- Opportunities for and challenges of collaborative fundraising:
  - Opportunities:
    - Leverage
    - Potentially stronger appeal to some funders
    - Potential for higher dollar awards
    - Shared resources/potential for shared specialization
  - Challenges:
    - More complex project management
    - Institutional resistance?
    - Need for consensus/buy-in across institutions
How do we fund the future?

• Program vs. Project
  – Building in the future (longer-range planning and budgeting)
  – Do you go for “one-off” funding for each project, or is there the potential to “bundle” related projects into something larger?

• Networking and Alliances (stringing the pearls)

• Development Plan: long-term strategy with short-term milestones
The Crucial Ingredients

• Leadership
  – The willing and capable participation of those who have the credibility to “sell” the project and keep selling it

• Partnering with Development Colleagues
  – An experienced fundraising staff and organization is needed to develop and sustain fundraising and the budget resources necessary to accomplish the goals