


**Creative Cultivation**

Virginia Association of Museums

March 2018  
  
 Fundraising Strategists. Philanthropic Partners.

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## The Curtis Group

### OUR MISSION

*Committed to promoting philanthropy,  
 we help nonprofits plan their future, build awareness,  
 and raise substantial amounts of money.*




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## The Curtis Group

- Celebrating 29 years of fundraising success
- We offer fundraising and capacity-building services
- We've raised hundreds of millions for nearly 200 nonprofits
- Member of the Giving Institute




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### Proud to partner with these members of VAM

- Norfolk Botanical Garden
- Virginia Aquarium & Marine Science Center
- Virginia Living Museum
- Preservation Virginia
- Gunston Hall
- Virginia Museum of Contemporary Art
- Virginia Zoological Park
- Thomas Jefferson's Poplar Forest
- Virginia Sports Hall of Fame
- Hampton History Museum
- Friends of Chevre Thelim-Jewish Museum & Cultural Center
- U.S. Army Transportation Museum
- Library of Virginia




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### Today's Goals

- Trends in Philanthropy
- Why cultivation matters
- Learn from our peers
- Panel discussion




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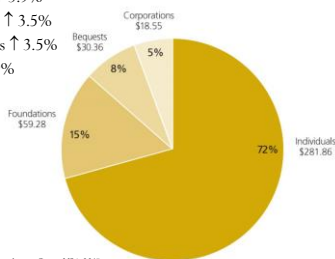
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### \$390 Billion Given in 2016 (+2.5%)

- Individuals ↑ 3.9%
- Foundations ↑ 3.5%
- Corporations ↑ 3.5%
- Bequests ↓ 9%



Source: Giving USA Foundation, Giving USA 2017




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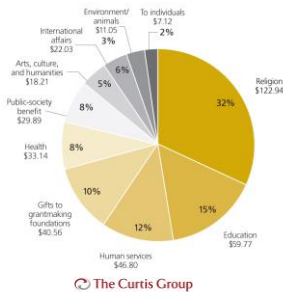
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### All Subsectors Realized Growth

- Has only happened 6 times in last 40 years




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### Trends in Arts and Cultural Sector

- Increased by 6.4% to over \$18 billion (highest inflation-adjusted value to date)
- Giving grew for the 5<sup>th</sup> consecutive year
- In five-year growth, was second-highest charitable subsector
- What does this mean?
  - More major campaigns
  - Need for increased, meaningful major donor cultivation




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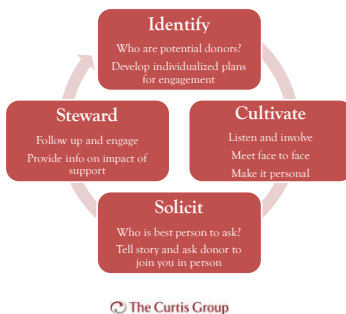
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### Fundraising Best Practices




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### Donor Retention is a Challenge

- Donor retention rate 43%
- Every \$100 gained offset by \$91 lost through attrition
- To Do:
  - Conduct prospect research
  - Spend time with donors
  - Acknowledge what their gift accomplished
  - Thank before asking again

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### What is unique about your organization?

### What have you accomplished recently?

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### Sector Advantages

- Pre-recession behavior leading to increased major gifts
- Natural cultivation opportunities
  - Show/exhibit openings
  - Creative tours
  - Beautiful space
  - Engaging programmatic staff

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What are you doing?

What could you be doing better?

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### HNWI: Motivations for Giving

- Make a difference
- Have a meaningful relationship with nonprofit
- Know and respect people involved (board and staff)
- Understand mission and needs
- Able to see measurable results
- Feel communication has substance, is meaningful and consistent
- Personally asked for gift

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### HNWI Giving



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### Some Additional Ideas

- Call your donors! Schedule time for three per day
- Meet with them! Prioritize at least two donor meetings per week
- Engage them! Host roundtable - top donors/programmatic staff
- Remember them! Calendar birthdays, etc.
- Involve board! Board members should call or write to them
- Create excuses! New show/opening? Need advice? New staff member to meet?

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