Love What You Do.
Do What You Love.

James G. Leventhal
Director of Development
San Jose Museum of Art
Distribution of Museums by Discipline, FY 2014

- Arboretums, Botanical Gardens, & Nature Centers: 2.4%
- Art Museums: 4.5%
- Children's Museums: 1.0%
- Historical Societies, Historic Preservation, & Historic Houses and Sites: 48.0%
- History Museums: 7.5%
- Unclassified and General Museums: 33.1%
- Natural History & Natural Science Museums: 0.9%
- Science & Technology Museums & Planetariums: 1.1%
- Zoos, Aquariums, & Wildlife Conservation: 1.4%

Source: Museum Universe Data File, FY 2014 Q3, Institute of Museum and Library Services
Henri Matisse. The Blue Eyes. 1935. The Baltimore Museum of Art: The Cone Collection, formed by Dr. Claribel Cone and Miss Etta Cone of Baltimore, Maryland, BMA 1950.259. © 2014 Succession H. Matisse/Artists Rights Society (ARS), New York
Chaim Soutine, Woman in Profile
C. 1937
18 13/8 x 10 7/8 in.
Jaune Quick-to-See Smith b. 1940
Brigid G. Leventhal  
(1935-1994)
Charlotte Salomon (April 16, 1917 – October 10, 1943)
Carrie Snow Westmusings 2013: *Roll Models... Talking Derby*
End Part I
Development is…

*Development consists of those often subtle, frequently intangible, and not immediately measurable acts which draw donors and volunteers closer to the organization into an understanding of shared values.*

What is “value?“:

A fair return or equivalent in goods, services, or money for something exchanged.
Engagement
Participation
Talking Heads at CBGB’s
End Part II
The Iceberg
A Tool for Guiding Systemic Thinking

- **Events**
  - What just happened?
  - React

- **Patterns/Trends**
  - What's been happening?
  - Have we been here or somewhere similar before?
  - Anticipate

- **Systemic Structures**
  - What are the forces at play contributing to these patterns?
  - Design

- **Mental Models**
  - How does our thinking allow this situation to persist?
  - Transform
Leading Up
TRANSFORMATIONAL LEADERSHIP FOR FUNDRAISERS
LILYA WAGNER
AFP FUND DEVELOPMENT SERIES
KEEP CALM AND SPREAD THE LOVE
Leadership
What is your personal model for asking for money?

- Catholic charities
- Jewish modes, the schnorrer
- A business-like approach - “this is what it will take...”
- Bureaucratic - government needs and reporting
- Lead program staff, reporting to a Director of connecting with Development staff “someone else’s job...”
- Are you volunteering and donating elsewhere?
- Others
What are you passionate about?

• Is it your work?
• What can you learn from other things you are passionate about?
• How can you best share your passion and practice with others?