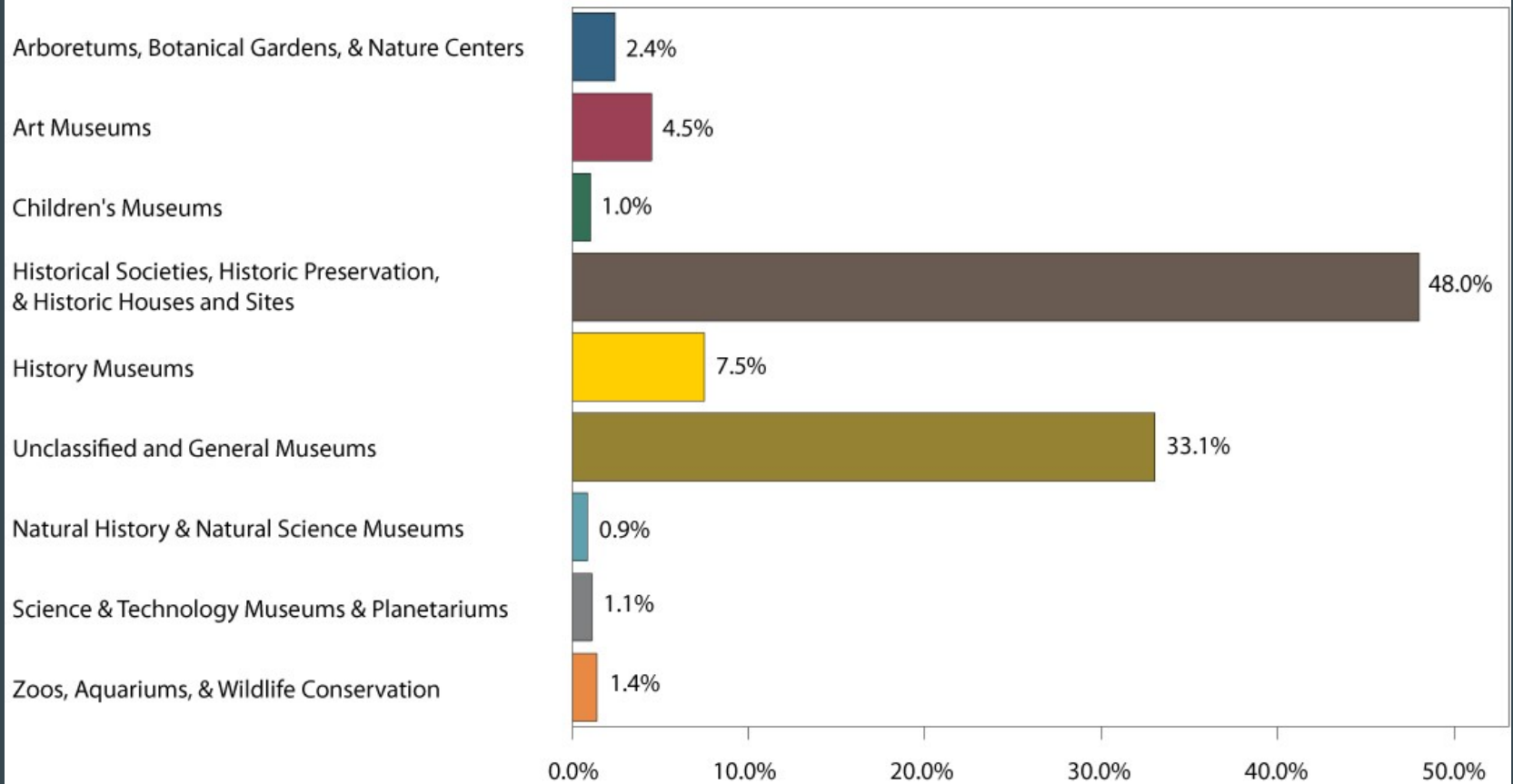


**Love What You Do.  
Do What You Love.**

**James G. Leventhal  
Director of Development  
San Jose Museum of Art**

### Distribution of Museums by Discipline, FY 2014



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)









Acting Out: Claude Cahun & Marcel Moore  
The Judah L. Magnes Museum

April 4, 2005 - July 2005  
The Judah L. Magnes Museum



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.*

- Kay Sprinkle Grace, *Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment* (New York, NY: John Wiley & Sons, Inc., 1997), p. 15.

# What is “value?:”

A fair return or equivalent in goods, services, or money for something exchanged.

# Engagement



# Participation

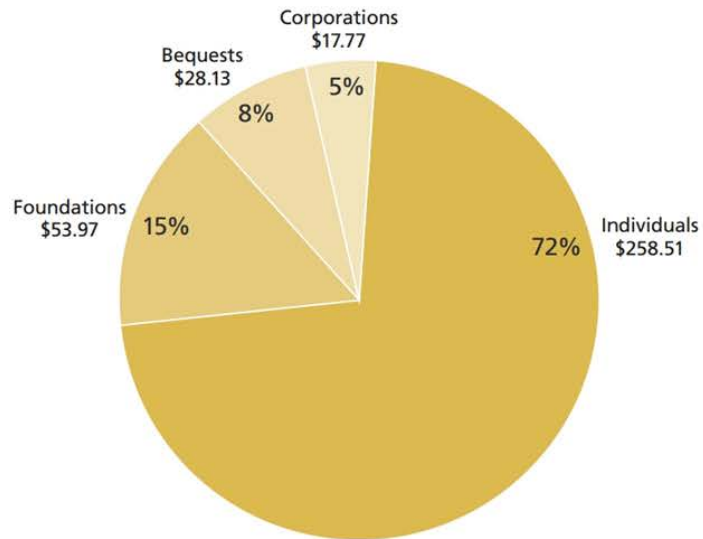




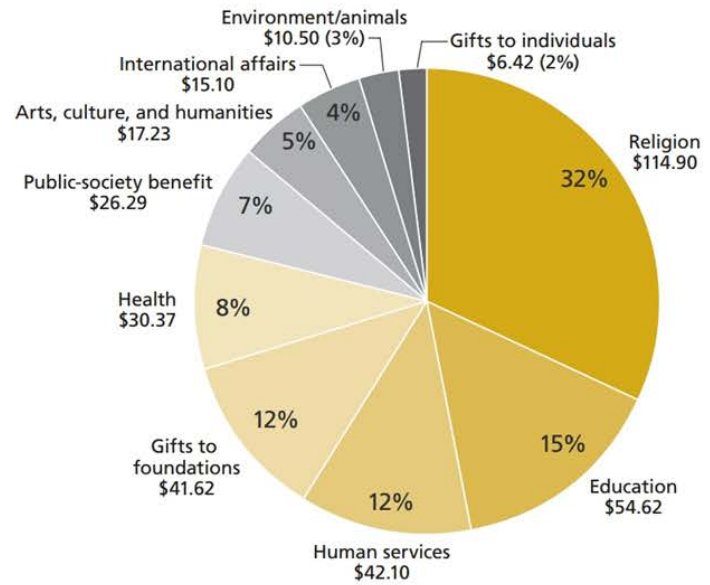


Talking Heads at CBGB's

2014 contributions: \$358.38 billion by source  
(in billions of dollars - all figures are rounded)



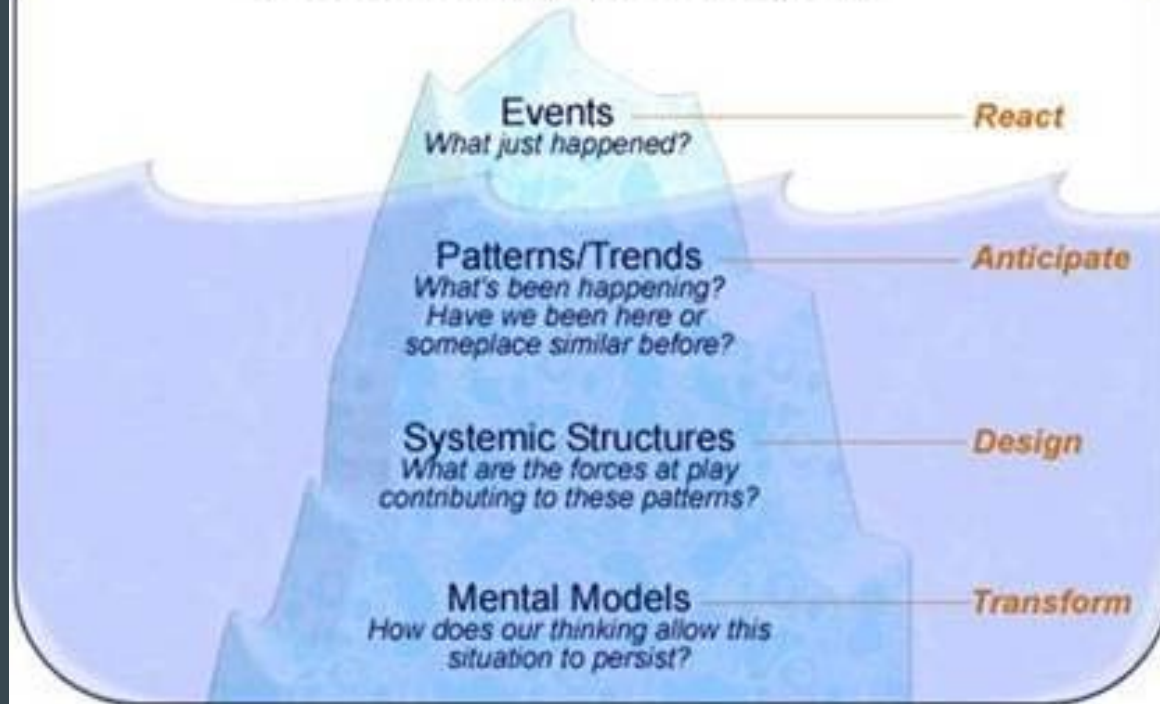
2014 contributions: \$358.38 billion by type of recipient organization  
(in billions of dollars - all figures are rounded)

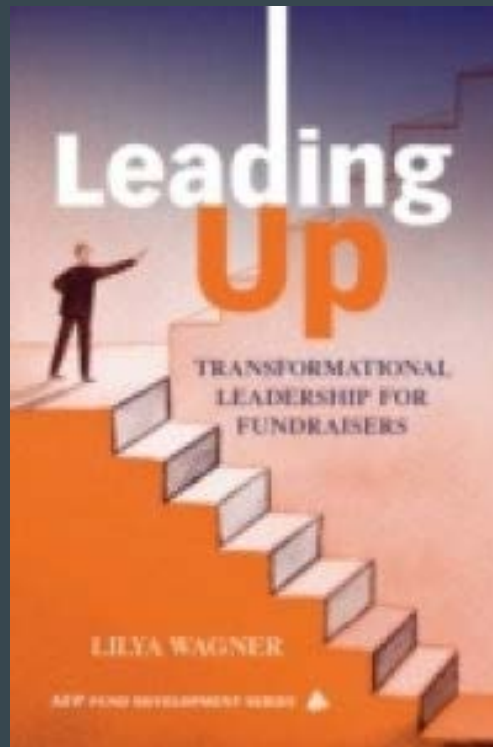


End Part II

# The Iceberg

*A Tool for Guiding Systemic Thinking*







**KEEP  
CALM  
AND  
SPREAD  
THE LOVE**

# Leadership



# Questions & Discussion



## 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?