iDigDevelopment:

The Process Approach to Fundraising
&
the iDigBio Workshop Questions

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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?
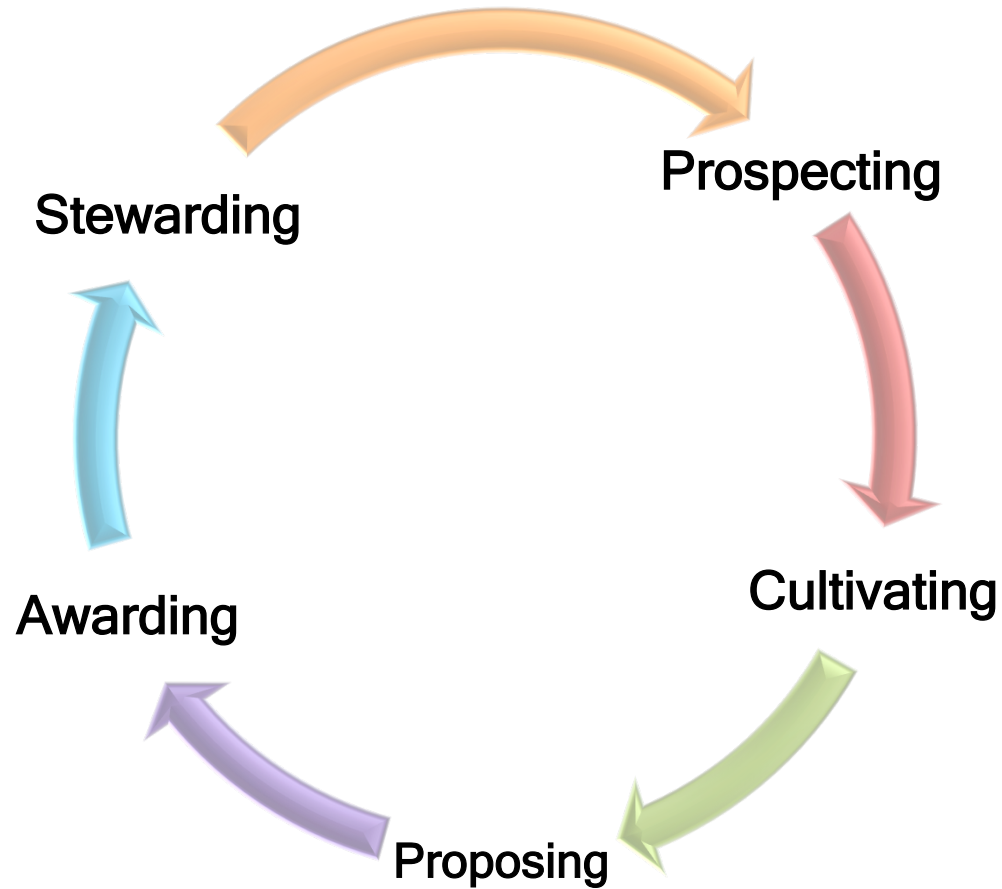
Development Planning

- 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: The Process

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

The Development Plan: Case Statement

- 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"

The Development Plan: Roadmap for Fundraising

- 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 *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